

# Retail Registration Brochure



## EXPO

Showing Others  
Healthy Options

Nov. 30 – Dec. 3, 2023

NOURISHING  
THE HUMAN  
CONNECTION



GAYLORD PALMS®

RESORT & CONVENTION CENTER

*Missimmee, Florida*

Proudly Produced by



SENPA  
NATURAL INDUSTRY  
ALLIANCE

# SOHO EXPO SHOW-AT-A-GLANCE!

SOHO EXPO is a Natural Products Industry trade show and convention.  
Show closed to the general public. Attendees must register with Show Management.  
NOTE: Schedule subject to change - updates available at [SOHOexpo.net](http://SOHOexpo.net).

## Thursday, November 30, 2023

12:00pm 24th Annual SOHO Golf Tournament – Shotgun Start  
Alan Kristowski Memorial Tournament  
Celebration Golf Club

5:00pm - 7:00pm REGISTRATION – BOTTOM OF ESCALATORS

## Friday, December 1, 2023

7:30am - 7:00pm REGISTRATION – BOTTOM OF ESCALATORS



8:00am - 10:00am SENPA SUMMIT Breakfast & Education Program  
(Full-Access Reservation Required)  
Keynote Speaker Vani Hari

10:15am - 11:30am SENPA SUMMIT Education Programs  
(Full-Access Badge Required)

12:00pm - 2:00pm SENPA SUMMIT Lunch & Education Program  
(Full-Access Reservation Required)  
Speaker Derek Halpern

2:15pm - 3:30pm SENPA SUMMIT Education Programs  
(Full-Access Badge Required)

4:00pm - 4:45pm Annual Business Meeting and Industry Awards  
Retailers and Exhibitors Welcome

5:00pm - 7:00pm Dinner and Education Program  
(Full-Access Reservation Required)  
Sponsored by Enzymedica

7:30pm - 8:30pm Retail Education Programs  
(Full-Access Badge Required)

## Saturday, December 2, 2023

7:00am - 5:00pm REGISTRATION – BOTTOM OF ESCALATORS

8:15am - 10:15am Breakfast & Education Program  
(Full-Access Reservation Required)  
Sponsored by Terry Naturally

10:20am - 10:30am Ribbon Cutting Ceremony

10:30am - 5:00pm EXHIBITS OPEN – EXHIBIT HALLS A, B, C, D

4:45pm - 5:00pm Prize Drawings! SOHO Café & Lounge on the  
Show Floor

5:30pm - 7:30pm Dinner and Education Program  
(Full-Access Reservation Required)  
Sponsored by True Grace

7:30pm - 10:30pm President's Party –  
OPEN TO RETAILERS, EXHIBITORS & GUESTS

## Sunday, December 3, 2023

7:30am - 2:30pm REGISTRATION – BOTTOM OF ESCALATORS

8:00am - 10:00am Breakfast & Education Program  
(Full-Access Reservation Required)  
Sponsored by Bluebonnet Nutrition Corp.

9:30am - 3:00pm EXHIBITS OPEN – EXHIBIT HALLS A, B, C, D

2:45pm - 3:00pm Close of Show – Prize Drawings!  
SOHO Café & Lounge on the Show Floor

# Schedule Details

Pre-Registration Ends November 17, 2023



# EXPO

Showing Others  
Healthy Options

## Nov. 30 - Dec 3, 2023

## Education Conference

**SOHO EXPO has Education Program Tracks!**

**Register for SHOW &  
Host Hotel TODAY!**  
**SOHOexpo.net**

Look for these icons when  
choosing programs to attend:



### THURSDAY, NOVEMBER 30

#### 24th Annual SOHO Golf Tournament



Alan Kristowski Memorial Tournament  
Celebration Golf Course  
Shotgun Start 12:00PM (Warm Up at 11:00AM)  
For Registration Form, see page 14 or online at SOHOexpo.net



#### 1:00pm-5:00pm ECRS CATAPULT Workshop: Deep Dive into Best Practices, Reporting & Loyalty

Susan Daniel, ECRS Supply Chain Expert

In this four-hour intensive workshop, CATAPULT retailers will dive deep into key topics to drive automation. Join us for hands-on experience for practical system exposure and first-hand use of the CATAPULT system.

- Best Practices: Run your business as efficiently as possible with best practices & tips on data cleanup, authorization security, purchase order receiving, use of worksheets, and more!
- Reporting: Reporting is crucial to making sound, data-driven decisions. Learn about the best reports and explore easy customization with CATAPULT Cognition and Jaspersoft Studio.
- Loyalty: Learn how you can increase the size and lifetime value of your customer base with personalized ads based on purchase history and calibrate eye-catching marketing campaigns with LoyaltyBot.



**ECRS**  
The Retail Success Company

**Secure your spot in this exclusive CATAPULT training event at The SOHO Expo 2023. Spots are limited, so register today!**

#### 5:00pm-7:00pm REGISTRATION - BOTTOM OF ESCALATORS

### FRIDAY, DECEMBER 1

#### HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL

Being a retailer is a huge challenge. You don't have to walk this journey alone. We're bringing you the tools you need to help your business survive and thrive in modern retail.

We have education tracks designed to cater to your business needs. Bring your staff and take advantage of all of the education sessions we have to offer.



**MANAGEMENT**

**MARKETING**

**MERCHANDISING**

#### 7:30am-7:00pm REGISTRATION - BOTTOM OF ESCALATORS



Retail Registration Brochure

Speaker biographies available at  
[www.SOHOexpo.net](http://www.SOHOexpo.net)

# SCHEDULE DETAILS CONTINUED

## FRIDAY, DECEMBER 1

### 8:00am-10:00am SUMMIT BREAKFAST

MEAL FUNCTION (full-access reservation required)

#### How Your Voice Can Change the World

Vani Hari

Vani Hari shares how the typical processed-food American diet landed her in the hospital and how this propelled her into food activism. After years of influencing multi-billion dollar companies to change, she decided it was time to start her own organic brand. Vani will discuss how she transitioned from being sick, to being a food activist, to being the co-founder of TruVani.



**Keynote Speaker**  
Vani Hari

### 10:15am-11:15am SENPA SUMMIT

#### MERCHANDISING

##### Discover Aromatherapy Success: Essential Oil Benefits & Safe Practices

Kelly Clonts

Discover Aromatherapy!

The Essentials: Methodology & Safe Practices Covers:

- Introduction to Aromatic Herbalism
- Fundamentals on safety & proper application of essential oils
- Distillation & Hydrosols
- Blending oils & custom formulations
- Valuable uses & research updates
- Seasonal Essential Oils
- Resources on sustainability & further education



#### MARKETING

##### Outwit the Big Box Stores: Strategies for Competing in the Nutritional Products Market of F.D.M.

Ed Jones

The competition between the independent health food/nutrition retailer and mass market has been occurring for 30 of my 44 years as a retailer. This trend continues however now we have to learn additional skills that are challenging us in ways never seen before in our industry.

1. Big box stores offering a larger variety of supplements compared to past years.
2. Advertising from the manufacturer directing business to mass market stores yet completely leaving out the phrase, "available at your local health food store."
3. Mass market stores are so quick to capitalize on trends compared to the old days where it took months before they caught on.
4. Companies offering lower potency products at low cost with almost identical labels of the original product and yet the customer has no idea the difference in potency. This creates an image that we are highly overpriced despite the fact we are not.

Come listen and learn my strategy to not only compete but beat the competition in ways they cannot embrace.



### 12:00pm-2:00pm SUMMIT LUNCH

MEAL FUNCTION (full-access reservation required)  

#### The Future of Retail: How Brands Drive High Velocity

Derek Halpern

#1 plant protein in natural. How TruVani did it in record time.



#### SENPA SUMMIT EXCLUSIVE SPONSORS



At Time of Print





### 2:15pm-3:30pm SENPA SUMMIT

#### MANAGEMENT



#### Creating Profitable and Impactful Supplier Partnerships

Lee Coe, Andrew Fleming, Scott Cloud and Jeff Shackelford

Without the support of your suppliers, it's likely that their products aren't going to sell very well. So how do you work closely in partnership with your suppliers and brokers to develop a relationship that is a win win? In this session, Andrew, Lee, and Scott, will be sharing their decades of expertise to help you learn what you need to do to develop your supplier and broker relationships in the most effective way so that you can move more product, impact more lives, and make more money. Jeff Shackelford, The Healthy Edge Group, will be moderating this session representing you as a retailer and getting answers to the questions you want to know.

#### MARKETING



#### Unleashing Growth Potential: Marketing Tactics in the Changing Landscape of Natural Retail

Ryan Sensenbrenner

In this dynamic lecture, Independent Health Food Store Owners will gain valuable insights on navigating the evolving economic landscape of ecommerce. They will discover strategies for adapting their businesses to the digital sphere while maintaining their unique brick-and-mortar presence. Additionally, the lecture will explore effective in-store marketing techniques to enhance customer engagement and loyalty. Attendees will also learn about harnessing the power of AI technologies to streamline operations, personalize customer experiences, and drive business growth.

### 4:00pm-4:45pm OPEN TO ALL

Annual Business Meeting and Industry Awards

### 5:00pm-7:00pm Education Program with Dinner

Platinum Meal Sponsor: Enzymedica  
(Full-Access Reservation Required)



#### Building Your Business Through Digestive Health & Wellness Solutions

Enzymedica's Leadership Team

In this high-energy and engaging presentation, you'll discover a wealth of knowledge and actionable strategies to drive new consumers into your stores and build baskets. Coupled with foundational knowledge of the human digestive system and nutrition, you and your staff will be empowered to change lives and help your customers discover their own digestive happiness!

Sponsored by

**ENZYMEDICA®**  
— The Enzyme Experts —

### 7:30pm-8:30pm Education Programs



Vendor Education

#### An Early Start on Delaying Muscle Aging

Crystal Gossard, DCN, CNS, LDN

Sarcopenia, the age-related loss of lean muscle mass, strength, and functionality, can prevent elderly people from performing the most basic tasks of daily living. It is a multifactorial disease process that may result from sub-optimal hormone levels, inadequate dietary protein, other nutritional imbalances, lack of exercise, oxidative stress, and inflammation. Despite common misperceptions, it is not just a disease of the elderly or inactive. It requires prevention and delay strategies beginning in the third decade of life and is even seen in those who remain physically active throughout their lives. This presentation will help the public understand that since sarcopenia has no single cause, and that its prevention and treatment require an integrated, multidisciplinary approach throughout the life course.



Presented by

  
**LIFE  
EXTENSION®**  
"The Science of a Healthier Life"

# SCHEDULE DETAILS CONTINUED

## FRIDAY, DECEMBER 1



EXPO

Showing Others  
Healthy Options

### 7:30pm-8:30pm Education Programs

Vendor Education

**The Heart of the Matter: Effects of Omega 3s on Cardiovascular Outcomes**



Kira Barrett

Scores of valid research studies on omega-3 fatty acids, EPA & DHA, demonstrate their cardioprotective properties and associated risk reductions for a variety of cardiovascular outcomes. Yet, 80% of people worldwide are below cardioprotective levels of omega-3s. Please join Kira Barrett as she examines the compelling evidence, correlation between higher intakes and more significant results, and why supplementing with omega-3s is an important strategy.



Presented by



Vendor Education

**Supplementing Your Supplement with Far Infrared Saunas**



Phillip Wilson

The main purpose of a Far infrared Sauna is to increase your body temperature, thus creating a fever. Hippocrates pointed out, "Find me a way to create Fever/Sweat, and I will Cure Disease." Increasing body temperature just 1 degree could result in 20% greater assimilation of nutrients. A Relax far infrared Sauna session with your clothes on for 5-10 minutes can do this, increasing white blood cell count, circulation and activating the parasympathetic nervous system.



Presented by



Vendor Education

**Herbalist Answers: Stress & Its Impact on Women's Health**



Stacey Littlefield

Join Master Herbalist, Stacey Littlefield, to learn how chronic stress specifically affects women's health issues, from PMS to pregnancy and beyond. Stress affects women in unique and different ways compared to men. Through nutrition and botanicals, women can combat the negative impacts of chronic stress in their daily lives, achieve better health, and improve their quality of life throughout every stage of womanhood.



Presented by



## SATURDAY, DECEMBER 2

### 7:00am-5:00pm REGISTRATION BOTTOM OF STAIRS

### 8:15am-10:15am Keynote Speaker with Breakfast



Platinum Meal Sponsor: Terry Naturally

(Full-Access Reservation Required)

**Natural Approaches to Metabolic Syndrome: Treating High Blood Sugar, Liver Dysfunction, and Metabolism with Proven Natural Medicines**

Dr. Lexi Loch

As big food companies pander to sweet and salty cravings, America's ongoing love affair with refined carbohydrates continues, meaning that metabolic syndrome is at an all-time high. Most people are not fully connecting the dots between diet and metabolic dysfunction until the system is already damaged. Metabolic syndrome is a collection of symptoms reflecting systemic dysfunction that results in abdominal (visceral) obesity, high blood pressure and blood sugar, non-alcoholic fatty liver disease, and cholesterol out of balance. Join author and natural health expert Terry Lemerond as he shares clinically studied interventions to help restore normal metabolism and good health.



Sponsored by



### Education Program Track Key



EXPO  
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Healthy Options

Speaker biographies available at  
[www.SOHOexpo.net](http://www.SOHOexpo.net)

Retail Registration Brochure

# SCHEDULE DETAILS CONTINUED

## SATURDAY, DECEMBER 2

**10:20am-10:30am Ribbon Cutting Ceremony**

**10:30am-5:00pm – EXHIBITS OPEN**

**4:45pm-5:00pm Win Big! Prize Drawings (cash and merchandise)**

SOHO Café & Lounge on the Show Floor

**5:30pm-7:30pm Education Program with Dinner**

Platinum Meal Sponsor: True Grace  
(Full-Access Reservation Required)



**The Only Difference Between Soil and Soul is You.**

**True Grace Regenerating Nutrition from the Ground Up.**

Kristina Hall, Brian Hall and Sandy Syburg

Join us as we walk you through our journey of regenerative agriculture, and how it impacts the health of our industry and future generations.



Sponsored by



truegrace



**7:30pm-10:30pm – President's Party**

Open to all SOHO Retailers, Exhibitors & Their Guests Invited

sponsored by:



KeHE



SENPA  
NATURAL INDUSTRY ALLIANCE

## SUNDAY, DECEMBER 3

**8:00am-2:30pm REGISTRATION BOTTOM OF STAIRS**

**8:15am-10:15am Keynote Speaker with Breakfast**



Platinum Meal Sponsor: Bluebonnet  
(Full-Access Reservation Required)

**The Plant Based Advantage to Peak Performance**

Carl Germano

For a healthy lifestyle to become a reality, plant-based nutrition can play a crucial role in achieving that goal without the drawbacks of animal-based options. Choosing plant-based products is a conscious step towards a healthier and more environmentally friendly life, as they promote health and well-being, promote sustainable practices, and are an integral part of the sustainable food movement. For those leading active lifestyles, using plant-based ingredients offers numerous advantages beyond just the basics. Whether you're an athlete, fitness enthusiast, or simply someone who values physical activity, plant and non-animal-derived nutrients can play major roles in providing sustainable energy, building and maintaining muscle, enhancing recovery, reducing inflammation to stay pain-free, and contributing to long-term health. In this presentation, you will learn about several plant-based and non-animal-based nutraceuticals that can provide a natural and sustainable path to enhancing athletic outcomes, regardless of whether it's for an individual seeking to improve their fitness level or an active athlete seeking to enhance their sport-specific strength, power, conditioning or recovery for peak performance.



Sponsored by



**9:30am-3:00pm – EXHIBITS OPEN**

**2:45pm-3:00pm CLOSE OF SHOW**

Win Big! Prize Drawings (cash and merchandise) SOHO Café & Lounge on Show Floor

# RETAILER PRE-Registration Form

 **NOTE:** See submission options - bottom right of this form.



**EXPO** Showing Others  
Healthy Options  
Nov. 30 - Dec 3, 2023



Please Print in **BLACK** ink:

## RETAIL BUSINESS INFORMATION

Proof of business license may be requested.

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

\*EMAIL: \_\_\_\_\_

\*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow-up in a way that saves time, money and paper

Check your preferred means of communication from SENPA & SOHO EXPO:

☐ Mail ☐ Email

Your registration confirmation will be sent via your preferred method checked above. PLEASE review confirmation upon receipt.

## ATTENDEE INFORMATION

After 11/17/2023 add \$15 to every attendee listed below  
Check appropriate box:

- ☐ Yes, my business is a SENPA MEMBER - FREE entrance to all functions. (FULL-ACCESS)
- ☐ I am paying dues with this registration for SENPA membership. (FULL-ACCESS)
- ☐ I am attending exhibits and seminars as a non-member for \$50 per person. (FULL-ACCESS)
- ☐ Check here to attend EXHIBITS ONLY at NO CHARGE. (Registration must be received by 11/17/2023)
- ☐ Saturday ☐ Sunday ☐ Enter the name(s) of each attendee and indicate if buyer.
- ☐ Check here if this is your first time attending SOHO EXPO.

**Retail Members Get  
UNLIMITED  
Staff Badges**

Fill in name of each staff member and check each function attending for Full-Access Badges

|       | Buyer                    | Staying @<br>Gaylord     | Friday<br>Breakfast      | Friday<br>Lunch          | Friday<br>Dinner         | Saturday<br>Breakfast    | Saturday<br>Dinner       | Sunday<br>Breakfast      |
|-------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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THANK YOU MEAL SPONSORS!





**Return by 11/17/2023 to AVOID additional fees of \$15 each**

**Use Our Convenient ONLINE Registration: [www.SOHOexpo.net](http://www.SOHOexpo.net)**

## TOTAL DUE

Registration Fees \_\_\_\_ @ \$50 (if applicable) ..... \$ \_\_\_\_\_

Membership Dues Payment Options ..... \$ \_\_\_\_\_

☐

**\$95**  
Yearly Dues  
1 Location

☐

**\$140**  
Yearly Dues  
2-3 Locations

☐

**\$160**  
Yearly Dues  
4-5 Locations

☐

**\$220**  
Yearly Dues  
6-7 Locations

☐

**\$320**  
Yearly Dues  
8-11 Locations

☐

**\$420**  
Yearly Dues  
12+ Locations

Check the box above to indicate how many stores you represent

\*Please provide names and addresses for all additional stores on a separate sheet.

Add \$15 X \_\_\_\_ # of attendees registered after 11/17/23 ..... \$ \_\_\_\_\_

**Grand Total: \$ \_\_\_\_\_**

## PAYMENT METHOD

☐ **PAY BY CHECK** - make payable to SENPA

☐ **PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.

NOTE: Invoice will be sent with payment instructions. Credit cards are processed through Authorize.net to ensure secure transactions.

Your invoice will come from SENPA, INC. [invoice@authorize.net](mailto:invoice@authorize.net)

**REQUIRED: Authorize Signature:** \_\_\_\_\_

**PRINT Name:** \_\_\_\_\_

**DATE:** \_\_\_\_\_



THANK YOU  
SPONSORS!

INVESTMENT, PLATINUM  
& PRESIDENT'S PARTY



PLATINUM



GOLD



SILVER



**NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees**

**FREE**

A confirmation will be sent via your preferred method checked.  
Please review confirmation upon receipt.  
Badges to be picked up at show.

### SPECIAL SERVICES:

☐ Check here if an attendee requires special accommodation to fully participate. Attach a written description of their needs and their name.



**Everyone is required to wear a SOHO EXPO badge to ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a seat for that event. Cancellations and requests for refunds must be received in writing by 11/17/2023. NO REFUNDS will be made after 11/17/2023 or for no-shows.**

**RETURN COMPLETED FORM TO ONE OF THE FOLLOWING:**

**ONLINE:** [www.SOHOexpo.net](http://www.SOHOexpo.net)

**FAX:** (800) 828-7250

**MAIL:** SENPA  
5946 Main Street  
New Port Richey, FL 34652

**EMAIL:** [info@SENPA.org](mailto:info@SENPA.org)

# Thank You SPONSORS OF SOHO EXPO 2023!

PLEASE THANK THEM WITH  
YOUR BUSINESS & SUPPORT!

## INVESTMENT, PLATINUM & PRESIDENT'S PARTY

The Smash Hit President's Party RETURNS - sponsored in part by KeHE.



# KeHE™

Sponsors make it possible for qualified retailers to receive a REBATE of \$65 per room/per night\* at the beautiful Gaylord Palms Resort & Convention Center, a Marriott Property. Wow!  
See page 15 for details.

### PLATINUM



**WAKUNAGA**  
WAKUNAGA OF AMERICA



### SILVER

**MH** MICHAEL'S® HEALTH  
NATUROPATHIC PROGRAMS  
SINCE 1984

ESSENTIAL  
FORMULAS™



### PATRON



Meal Sponsors make it possible to offer you COMPLIMENTARY meals to pre-registered retailers and their staff with full-access badges. Wow!



**ENZYMEDICA®**  
— The Enzyme Experts —



true grace

*Terry Naturally*  
EuroPharma

### BAG



### FOOD



### MEDIA



tasteforlife

**Vitamin**  
Retailer

**WholeFoods.**

## SENPA SUMMIT EXCLUSIVE SPONSORS

At Time of Print



# NEW This Year at SOHO Expo!

Order meals and or snacks ahead  
for convenience for your team!



Located on the  
SOHO EXPO show floor

Store/Company Name

# of Meal Vouchers

# of Coffee, Bottled Drinks, Grab & Go Snacks

Contact Name

Contact Phone

Contact Email

Authorized Pickup Person

# SAT

## Prices

**Meal** \$20 pre-order or \$25 on-site

**Coffee, Drink, Grab & Go Snacks** \$5 pre-order & on-site

# SUN

## Café Hours

### **Saturday, December 2**

8:30am-10:30am

Coffee, Bottled Drinks, Grab & Go Snacks

11:30am-1:30pm

Lunch

### **Sunday, December 3**

8:30am-10:30am

Coffee, Bottled Drinks, Grab & Go Snacks

11:00am-1:00pm

Lunch

## Menu Choices

### **From the Grille**

All Beef Burgers, Chicken Breast, Assorted Cheese,  
Shredded Lettuce, Sliced Tomato, Sliced Raw Onion,  
Pickle Slices, Ketchup, Mustard, Mayonnaise  
Bagged Chips Included

### **Chef Salad**

Tossed Greens, Grape Tomatoes, Sliced Cucumbers,  
Shredded Carrot, Sliced Radish, Three Bean Salad,  
Diced Ham, Diced Deli Turkey, Shredded Cheese,  
Croutons, Ranch Dressing, Vinaigrette Dressing

### **Smokehouse Sandwich**

Pulled BBQ Pork, Smoked Pulled Chicken, Sandwich Buns,  
Cole Slaw, Tabasco Onions, BBQ Sauce  
Bagged Chips Included

### **Chef Salad**

Tossed Greens, Grape Tomatoes, Sliced Cucumbers,  
Shredded Carrot, Sliced Radish, Three Bean Salad,  
Diced Ham, Diced Deli Turkey, Shredded Cheese,  
Croutons, Ranch Dressing, Vinaigrette Dressing

To place order email the form to the office: **info@SOHOexpo.net**  
or call the office directly: **727-846-0320**



# BECOME A SENPA® MEMBER



## YOU ARE INVITED!

Join the Industry's #1 Independent Trade Association



## YOU ARE OUR BUSINESS!

### Protect YOUR Rights

SENPA keeps you informed on special legislative updates by monitoring state and local issues affecting your business needs.

### Benefits for YOU

- Education, Education, Education
- Leadership Opportunities
- Blog
- Member's Only Resource Library on website with business tools
- SENPA SPEAKS Newsletter
- Free Admission to SOHO Road Show Events
- Free Admission to SOHO Healthfest – Over 85 Exhibitors

**Includes EVENT SPONSORED MEALS\*** \*for SENPA retail members (and their staff) who are pre-registered as full-access attendees

Free Admission to SOHO EXPO – Over 350 Exhibitors

**Includes EVENT SPONSORED MEALS\*** \*for SENPA retail members (and their staff) who are pre-registered as full-access attendees

### Keeping YOU Informed

Emails • Facebook • Instagram • Twitter • LinkedIn • Website

Full time friendly & experienced staff with a total of 60+ years to serve YOU!

## 727-846-0320



# REGISTER TODAY!



# SOHO EXPO EXHIBITORS LIST

|                          |                            |                                      |                                   |
|--------------------------|----------------------------|--------------------------------------|-----------------------------------|
| 1 Life Science           | Essential Formulas         | Natural Factors Nutritional          | SilverCeuticals                   |
| Acosta                   | Essiac from Canada Intl    | Natural Health Partners              | Snap Supplements                  |
| Amazing Herbs            | Garden of Life             | Natural Path Silver Wings            | Source Naturals & Planetary Herbs |
| Ancient Nutrition        | Genexa                     | Natural Renewals                     | Sovereign Silver                  |
| Arthur Andrew Medical    | Global Healing             | Nature's Answer                      | Stevita Naturals                  |
| AST Enzymes              | Heart Tone Botanicals      | Natures Plus                         | Sweet Logic                       |
| Badia Spices Inc.        | Host Defense Mushrooms     | Nature's Way                         | Taste for Life                    |
| Bahama Burger            | Impact Products            | New Hope Network                     | Terry Naturally                   |
| Beekeeper's Naturals     | INFRA                      | New You Miracle Band                 | The Food Movement Co.             |
| Bionox                   | IP-6 International, Inc.   | Newton Laboratories                  | Thyme Out                         |
| BIOoptimizers            | Irwin Naturals             | Nordic Naturals                      | Trace Minerals                    |
| Bitez of Love            | Jarrow Formulas and Natrol | NOW Foods                            | True Grace Health                 |
| Blessed Bananas          | KeHE Distributors          | Ollois/Oilopets                      | Truvani                           |
| Bluebonnet Nutrition     | Koops Mustard              | OM Botanical Organic Skin            | UNFI Produce                      |
| Boiron                   | Kudzu-Green Earth-Houston  | Omne Diem                            | Utzy Naturals                     |
| Buried Treasure          | La Preferida               | Pacific Resources International Inc. | Vando Naturals                    |
| Carlson                  | Lakanto                    | Palko Services                       | Vegajelly                         |
| Clean Simple Eats        | Life Extension             | PlusCBD by CV Sciences               | Vital Planet                      |
| Colavita USA             | LifeSeasons                | Provida Health                       | Vitamin Retailer                  |
| Cornbread Hemp           | Lightbody                  | Pure Essence Labs                    | Wakunaga                          |
| CuraLife                 | Lily of the Desert         | Redd Remedies                        | WholeFoods Magazine               |
| Daybreak Natural Sales   | Lipari Foods               | Regalabs                             | Wish Farms Pixie Snax             |
| Doctor Blended Nutrition | Living Alchemy             | Relax Saunas                         | WishGarden Herbs                  |
| Doctor's Blend           | MaryRuth's                 | Reliance Private Label Supplements   | Wyndmere Naturals                 |
| Dr Riggs Rhelief         | Maximum Living             | RidgeCrest Herbs                     | Xlear and Spry                    |
| ECRS                     | Maximum Marketing          | Root Down Naturals                   | Youtheory                         |
| Eden Foods               | MaxzorbCeuticals Skindrink | Rootology                            |                                   |
| Emerald Labs             | Michaels Health            | Seidman Food Brokerage               |                                   |
| Enzymedica               | Mushroom Wisdom, Inc.      | Seitenbacher                         |                                   |

Listing as of 9-7-2023, Visit [www.sohoexpo.net](http://www.sohoexpo.net) for an updated exhibitor listing. List is updated weekly.

## REGISTRATION Information

### HELPFUL INFO! BADGES



Everyone is required to wear a SOHO EXPO BADGE to ALL functions.

A confirmation will be sent via your preferred method checked on registration form. Please review confirmation upon receipt and bring with you.

Badges to be PRINTED AND PICKED UP AT SHOW.

BADGE PICK-UP at Registration Desk  
(Convention Center - Bottom of Escalators)

**THURSDAY** 5:00pm - 7:00pm

**FRIDAY** 7:30am - 7:00pm

**SATURDAY** 7:00am - 5:00pm

**SUNDAY** 8:00am - 2:30pm

**REGISTER TODAY**  
[www.SOHOexpo.net](http://www.SOHOexpo.net)  
**Exhibits are FREE**  
to pre-registered  
natural products retailers

### MEAL FUNCTIONS

**ALL MEAL FUNCTIONS REQUIRE PRE-REGISTRATION** and are **FREE** for **FULL-ACCESS** retail attendees. (Pre-Register **NOW** - see page 8 of this brochure for details and deadlines.)

Advance meal reservations required due to the number of sponsored meal sessions. Meals available on first-come basis. Once the event is "sold out," we will be unable to confirm a seat for the event.

If you do not receive a confirmation within 7 days of registering, please contact the office to confirm receipt of registration at (727) 846-0320 or [info@SENPA.org](mailto:info@SENPA.org).



## 24th Annual SOHO EXPO GOLF TOURNAMENT

Alan Kristowski  
Memorial Tournament

Celebration Golf Club



**GPS ADDRESS:** 701 Golfpark Dr, Celebration, FL 34747

**\$125 per person PRE-REGISTRATION PRICE**

**DEADLINE:** 11/3/2023 (after 11/3/2023 \$140 per person)

**SHOT GUN START:** 12:00PM (Warm Up at 11:00AM)

**Limited Tee Times - SIGN UP EARLY**

**PRIZES for 1st, 2nd & 3rd Places - Gross vs. Net**

### STEP #1 — REGISTRATION INDIVIDUAL OR MULTIPLE PLAYERS

**\*box  
LUNCH  
included**

#### INDIVIDUAL REGISTRATION

☐ I am registering individually **(before 11/3/2023)** \$125.00\*

☐ I am registering individually **(after 11/3/2023)** \$140.00\*

☐ Place me with a team

☐ I am playing with the following people

- please make sure we are on the same team:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TOTAL DUE:** \$ \_\_\_\_\_

**PROCEED TO STEP #2**

#### MULTIPLE PLAYERS REGISTRATION

☐ I am registering and paying for \_\_\_\_\_ players @ \$125.00\*

**(before 11/3/2023)** \$ \_\_\_\_\_

☐ I am registering and paying for \_\_\_\_\_ players @ \$140.00\*

**(after 11/3/2023)** \$ \_\_\_\_\_

Enter individual names in Step 2

**TOTAL DUE:** \$ \_\_\_\_\_

**PROCEED TO STEP #2**

### STEP #3 — PAYMENT INFORMATION

☐ Check enclosed payable to **SENPA**

Charge to ☐ Visa ☐ M/C ☐ Am Ex

**Total \$** \_\_\_\_\_

SENPA is authorized to charge the amount above to the credit card listed below for SOHO EXPO 2023.

PRINT Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ / \_\_\_\_\_ Sec. Code \_\_\_\_\_

Card's Billing Address

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

**FAX completed form to 800-828-7250  
or MAIL to: SENPA, 5946 Main Street  
New Port Richey, FL 34652**



### STEP #2 — ENTER EACH GOLFER'S INFORMATION

#### Golfer #1

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Handicap \_\_\_\_\_

#### Golfer #2

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Handicap \_\_\_\_\_

#### Golfer #3

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Handicap \_\_\_\_\_

#### Golfer #4

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Handicap \_\_\_\_\_

**FORMAT:** Shotgun Start, 4-man Scramble (Captains Choice)

**REWARDS:** Awards, Prizes, Goodie Bag, Trophy

**FEE:** \$125\* early registration (\*includes box lunch)

\$140\* late registration (\*includes box lunch)

**LIBATION:** Includes one post-round drink and mingling

**DRESS CODE:** Shirt with collar, No Blue Jeans, Metal Spikes are prohibited

# RETAILERS ONLY Host HOTEL Savings Details



**SAVE \$65 per room, per night\***  
**for retailers only**

## \$65 Hotel Rebate for qualified retailers\*\* attending SOHO EXPO!



**GAYLORD PALMS®**

RESORT & CONVENTION CENTER

*Kissimmee, Florida*

A Marriott Property (Orlando area)  
6000 West Osceola Parkway

### YOUR RESERVATION INCLUDES:

- Free daily newspaper available in hotel lobby
- High-speed internet access in guest rooms
- Two bottles of water delivered daily to your guest room refrigerator
- Complimentary local and toll-free telephone calls (up to 20 minutes)
- 24/7 access to Fitness Center
- Complimentary local shuttle service

1. **STAY** at the Gaylord Palms, a Marriott Property, during SOHO EXPO 2023 – rate \$208 (room rates or availability not guaranteed after 11/8/2023)
2. Submit **REBATE** form along with hotel receipt\* stating the rooms and dates occupied and paid for to SOHO EXPO via email, mail or fax
3. **RECEIVE** \$65 rebate per room/per night (Nov. 30–Dec. 3, 2023) used by your qualified retail business attendee at SOHO EXPO!

\*\*Submit form by January 11, 2024. Once rebate form and proper documentation have been received and validated, checks will be made out to business, unless otherwise noted below, and mailed within 6-8 weeks.

## REGISTER & RESERVE ONLINE **SOHOexpo.net**

When booking your room by phone be sure to mention  
SOHO Expo to save!

### \*BOOK TODAY BEFORE ROOMS SELL OUT!

Savings ends November 8, 2023, if rooms are still available.

Savings made possible for qualified retailers by our  
Sponsors listed below.



Thank them with your business!

Retail Registration Brochure



www.SOHOexpo.net





**EXPO** Showing Others  
Healthy Options

**Nov. 30 - Dec. 2, 2023**

## Education and Events

Nov. 30 - Dec. 3, 2023 (Thurs - Sun)

## Tradeshow Exhibits

Dec. 2 & 3, 2023 (Sat & Sun)

Online Registration Now Open  
**[www.SOHOexpo.net](http://www.SOHOexpo.net)**



**GAYLORD PALMS®**

RESORT & CONVENTION CENTER

*Sebring, Florida*

Follow Us On Social Media



727.846.0320

[info@senpa.org](mailto:info@senpa.org)

[www.SENPA.org](http://www.SENPA.org)



NATURAL INDUSTRY ALLIANCE

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New Port Richey, FL 34652

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