



EXPO

Showing Others
Healthy Options

September 10-13, 2026

Orlando, Florida



Gaylord Palms Convention Center, Orlando, Florida

Exhibitor Kit

SENPA.ORG

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SOHO EXPO 2026 Exhibitor Kit

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5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250
info@SOHOexpo.net
senpa.org



Show Information

SOHO EXPO 2026 Exhibitor Kit

SEPTEMBER 10-13, 2026

CONVENTION DATES:

Thurs - Sun, Sept. 10-13, 2026

EXHIBIT DATES:

Sat, Sept. 12 & Sun, Sept. 13, 2026

REGISTRATION:

Thurs, Sept. 10 5:00pm - 7:00pm
Fri, Sept. 11 7:30am - 7:00pm
Sat, Sept. 12 8:00am - 5:00pm
Sun, Sept. 13 8:30am - 2:00pm

EXHIBIT SET-UP:

Fri, Sept. 11 8:00am - 7:00pm
Sat, Sept. 12 8:00am - 11:00am

EXHIBITOR PRE-SHOW ENTRANCE:

Sun, Sept. 13 8:00am

Entrance before published times has to be pre-arranged with Show Management.

Early-entrance exhibitors not in their booths will be asked to leave.

EXHIBIT HOURS:

Sat, Sept. 12 11:00am - 5:00pm
Sun, Sept. 13 10:30am - 2:30pm

EXHIBIT DISMANTLE (TEAR DOWN):

Sun, Sept. 13 2:30pm - 9:00pm

HOTEL & CONVENTION CENTER:

Gaylord Palms Resort & Convention Center
(a Marriott Property)
6000 West Osceola Pky, Kissimmee, FL 34746
RESERVATIONS CALL: (877) 382-7299
Booking Code: SOHO EXPO for Negotiated Rate
ONLINE: www.SOHOexpo.net > Hotel
Please call the office with any issues.
NOTE: SOHO EXPO does not use outside booking agencies for hotel reservations.

10 x 10 EXHIBIT SPACE(S) INCLUDES*:

Draped 8' Backdrop (Black/Blue/White)
3' Side Rails (Black)
7" x 44" Identification Sign
6' long x 30" high x 24" wide Draped (White) Table
No substitutions unless sharing booth
(shared booth has (2) 4' long x 30" high x 24" wide tables)
Complimentary Carpet – Black
Two Chairs and one wastebasket
Listing in Show Program/Exhibit Guide or Addendum (print deadlines apply)
Size of booth: 10' x 10'
SENPA Membership Included

NEW MARKET SQUARE PAVILION TABLES

See page 10 - item 6 for details

SHOW COLORS:

Black/Blue/White
Carpet: Black
Aisles: Tuxedo

Plants will be used for added color.

*Any changes in pre-set booth to be ordered and paid for through AGS Expo Services.



YOU'RE INVITED TO THE PRESIDENT'S PARTY

Saturday, September 12th, 7:30pm - 10:30pm
OPEN TO ALL Cash Bar/Prizes

Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Visit www.SOHOexpo.net
for more sponsorship opportunities

EXHIBITOR KITS QUICK REFERENCE GUIDE



EXPO Showing Others
Healthy Options



Deadlines

New Product Display	7/25
Buyers Card	
Sponsorship & Promotions	
Show Retailer Prizes	8/1
ShowGUIDE Addendum	
ShowGuide Advertising	
ShowGuide Event Listings	
Certificate of Insurance	8/22
Golf Tournament Pre-Registration	
Name Badge Registration	

Inside SOHO Exhibitor Kit
or contact: **727-846-0320**

Note revised deadline dates

TO REGISTER FOR EXHIBITOR BADGES
CLICK HERE



Deadlines

Warming/Sampling Form	Advanced Price: 8/12
Electrical	
Utility Services	
Telephone-Internet	Standard Price: 8/13-9/10
Food or Catering needs	
Pre-paid Parking	
Ice	
Additional Security	Show Site Price: 9/11

Note:
A clean up utility sink is provided inside the exhibit hall at the end of **AISLE 100**

Inside Gaylord Services Kit
or contact: **407-586-2288**

Create Your account: You may use the one created last year or create a new one.



Deadline

Shipping & Material Handling*	8/28
Carpet Upgrades - padding	
Graphics & Sign Orders	
Booth Cleaning*	
Storage-refrigeration-freezer	
Furniture & Accesories	

***Save \$\$\$ by:**
Shipping Products together on one pallet
Pre-arranging return shipping
Following Deadlines
Split your cleaning time between 2 days
Coordinate hanging your signs with SOHO & AGS Expo Services

Inside AGS Expo Services Kit
or contact: **407-292-6162**

Create Your account

Other Services: Lead Retrieval



Audio



For complete list of additional services
Visit www.SOHOexpo.net/ExhibitorResources/ExhibitorKit
Then go to **AGS Expo Services** or **Gaylord** Quick Links

Exhibitor Set-up Times: FRIDAY 8am-7pm • SATURDAY 8am-11am
Show Hours: SATURDAY 11:00am-5pm • SUNDAY 10:30am-2:30pm

Show Office is **CLOSED** Tuesday, Sept. 8th & Wednesday, Sept. 9th
REOPENS: Thursday, September 10th at Gaylord Convention Center



SOHO Expo 2026
 Gaylord Palm Resort & Convention Center
 Kissimmee, FL
 September 10-13, 2026

**Discount Price
 Deadline Date
 AUGUST 28th**
Method of payment must accompany your order



Official Show Information

As the Official Service Contractor for SOHO Expo 2026, AGS Expo Services would like to say welcome! The information below is only a brief summary of the important times, dates, addresses, and details regarding your event. More detailed information has been provided in each section of this Exhibitor Service Manual and at www.ags-expo.com.

Show Information

OFFICIAL SERVICE CONTRACTOR

AGS Expo Services	Phone: 407.292.0025
4561 SW 34th Street	Fax: 407.292.4414
Orlando, FL 32811	Email: eventservices@ags-expo.com

EXHIBIT HALL INFORMATION

Exhibit Hall(s): Halls A-C

Backwall Drape: Black/Blue/White/Blue/Black

Siderail Drape: Black

Booth Carpet Color: Black

Aisle Carpet Color: Blue

Booth Equipment

Booth Size: 10' x 10' Includes: 8'H Backwall Pipe and Drape 3'H Siderail Pipe and Drape ID Sign (1) 6' x 30" White Skirted Table (2) Plastic Folding Chairs (1) Wastebasket (1) 8"x 8" Booth ID Floor Sticker	Market Square Pavilion' Includes: 8'H Backwall Pipe and Drape ID Sign Standard Carpet - Bluejay (1) 6' x 30" White Skirted Table (2) Plastic Folding Chairs (1) 8"x 8" Booth ID Floor Sticker
--	---

Show Schedule

EXHIBITOR MOVE-IN		
Friday	September 11, 2026	8:00 AM - 7:00 PM
Saturday	September 12, 2026	8:00 AM - 11:00 AM
EXHIBIT HOURS		
Saturday	September 12, 2026	11:00 AM - 5:00 PM
Sunday	September 13, 2026	10:30 AM - 2:30 PM
EXHIBITOR MOVE-OUT		
Sunday	September 13, 2026	2:30 PM - 9:00 PM

Other Details

- Empty crates and cartons will be returned beginning at **2:30 PM on Sunday, September 13th**
- All carriers must check-in no later than **4:30 PM on Sunday, September 13th**
- All exhibitor materials must be removed from the exhibit facility by **9:00 PM on Sunday, September 13th**
- **Freight Re-Route Deadline:**
 All unconsigned materials remaining on the event floor will be re-routed via the official show carrier, ABF Freight at **4:31 PM on Sunday, September 13th**
- **Avoid long wait times, order Premium Empty Return service (pg. 118). Store up to (3) priority pieces during show for quick return during move-out; dismantle faster, leave sooner!**



SOHO Expo 2026
 Gaylord Palm Resort & Convention Center
 Kissimmee, FL
 September 10-13, 2026



AGS Exhibitor Service Center Hours

AGS Expo production personnel will be available on-site to assist you with furniture, rental exhibits, labor, cleaning, and material handling. We are available during move-in, move-out, and exhibit hours.

For the AGS on-site Service Center phone number, please call our main office during business hours at 407.292.0025 or email us at eventservices@ags-expo.com

Shipping Information

Below are the advance warehouse and direct shipping addresses for your event. Please know that a Method of Payment must be on file to receive your materials for the event

Advance Shipments to Warehouse

[Company Name] - [Booth #]
SOHO Expo 2026
AGS Expo Services c/o ABF Freight
3732 Bryn Mawr
Orlando, FL 32808

Delivery Window

- Deliveries only accepted between 8/12/26 - 9/4/26
- Receiving Dock Open: Monday - Friday 9:00 AM - 4:30 PM
- Any shipments received after the advance receiving deadline or during the event will be assessed a late fee and redirected to the exhibit site.

Direct Shipments to Exhibit Site

[Company Name] - [Booth #]
SOHO Expo 2026
AGS Expo Services
c/o Gaylord Palms Resort & Convention Center
Halls A-C
6000 Osceola Pkwy,
Kissimmee, FL 34746

Delivery Window

- Friday, September 11, 2026 - 8:00 AM - 7:00 PM
- Saturday, September 12, 2026 - 8:00 AM - 11:00 AM
- All booths must be set by 11:00 AM on Saturday, September 12, 2026

Discount Deadlines & Policy Reminders

Take advantage of our substantial price discounts. To get our lower prices, return your order with payment by the discount deadline(s) on the order forms provided.

Show Order Discount Deadline - August 28, 2026

Please review our payment policy carefully. As a reminder, AGS Expo Services requires payment in full at the time your order is placed along with a completed Method of Payment Form. This may be used to cover on-site charges such as labor and material handling, not included with your initial payment.

It is important to review the local labor and/or Union jurisdiction policies located in this Service Manual. Policies vary by state and location.

Please contact our Event Services Department with questions or special requests. We will provide you with all of your show needs and appreciate the opportunity to work with you.



Gaylord Palms is excited to be hosting SOHO Expo 2026

We're happy to provide access to on-line ordering for all your booth needs including:

Electricity | Internet and More!

To create an account or to log in, click the link below.

[SOHO Expo 2026](#)



Discount Schedule	
Advance Price Deadline	August 12, 2026
Standard Price Applies	Aug 13, 2026 – September 10, 2026
Online Ordering Deadline	September 4, 2026
Show Site Price Applies	September 11, 2026

Below you will find a price list for some of our most ordered services. Please visit our website for a full list of pricing and a listing of Exhibitor Rules/Regulations.

	Advanced	Standard	Show Site	
120 Volts/ 4 AMP/ Single Phase (One Device Only)	\$226.00	\$338.00	\$389.00	*
120 Volts/ 8 AMP/ Single Phase	\$281.00	\$405.00	\$449.60	*
120 Volts / 12 AMP/ Single Phase	\$331.00	\$477.00	\$529.60	*
120 Volts / 20 AMP/ Single Phase	\$392.00	\$564.00	\$627.20	*
Wireless Connection - Basic (Per Device up to 6Mb)	\$250.00	\$275.00	\$375.00	**
Wired Connection - Basic (Per Connection up to 6Mb)	\$450.00	\$500.00	\$600.00	**
5Mb Dedicated Wired Network w/ (1) Wired Connection	\$5,550.00	\$6,400.00	\$7,400	**

*Subject to a 7.5% Sales Tax - **Subject to a 7.5% Sales and a taxable 26% Facilities Charge

Important Information Regarding Food & Beverage

All food and/or beverage served from your booth must be approved prior to arrival (this includes but is not limited to, logo bottled water or any type of pre-packaged food).

Looking to serve samples at your booth?

Vendor product samples are permitted in 2-3 ounce sample serving sizes. A onetime corkage fee of \$400 will apply for samples larger than 3 ounces. **These samples must be produced by your company and will require a "Sample Request and Food Waiver" form to be completed before the event along with a valid certificate of insurance (please see sample for correct wording). Please email completed forms to gpexhibits@gaylordhotels.com for approval.

** Remember to order Ice in advance should you need it for your samples**

Tax Exempt Exhibitors

If your organization is Tax Exempt in the state of Florida, please create your account first and then contact us at gpexhibits@gaylordhotels.com. We'll need to receive a copy of your Florida Tax Exempt Certificate and a front back copy of your credit card (all but the last 4 digits should be redacted) before you can process your order.

Should you have any questions, comments, or concerns please use the following contact information to reach out to our Exhibitor Services Team

Exhibit Hall Team | gpexhibits@gaylordhotels.com | 407.586.2219

Show-site assistance: Please TEXT 321.209.4436 or visit us at the Exhibitor Services Desk located in the back of the exhibit hall

LOADING DOCK PASS

Load In & Parking Instructions

- Access into the building through the loading dock area is only available for the below hours. Outside of these times you will only be able to enter and exit through the Convention Center Entrance. See the reverse side for Guest Parking directions.
 - 9/11 8:00 AM - 7:00 PM
 - 9/12 7:00 AM - 11:00 AM
 - 9/13 2:300 PM - 9:00 PM (For Load Out)
- Exhibitors must have this pass on dashboard to gain access to the loading dock area.
- Each exhibitor will have 20 minutes to unload their items and remove their vehicle from the dock area.
- Someone must accompany the vehicle at all times.
- No parking is allowed in front of trailers or dumpsters.

Please fill out contact information below and leave on the dashboard.

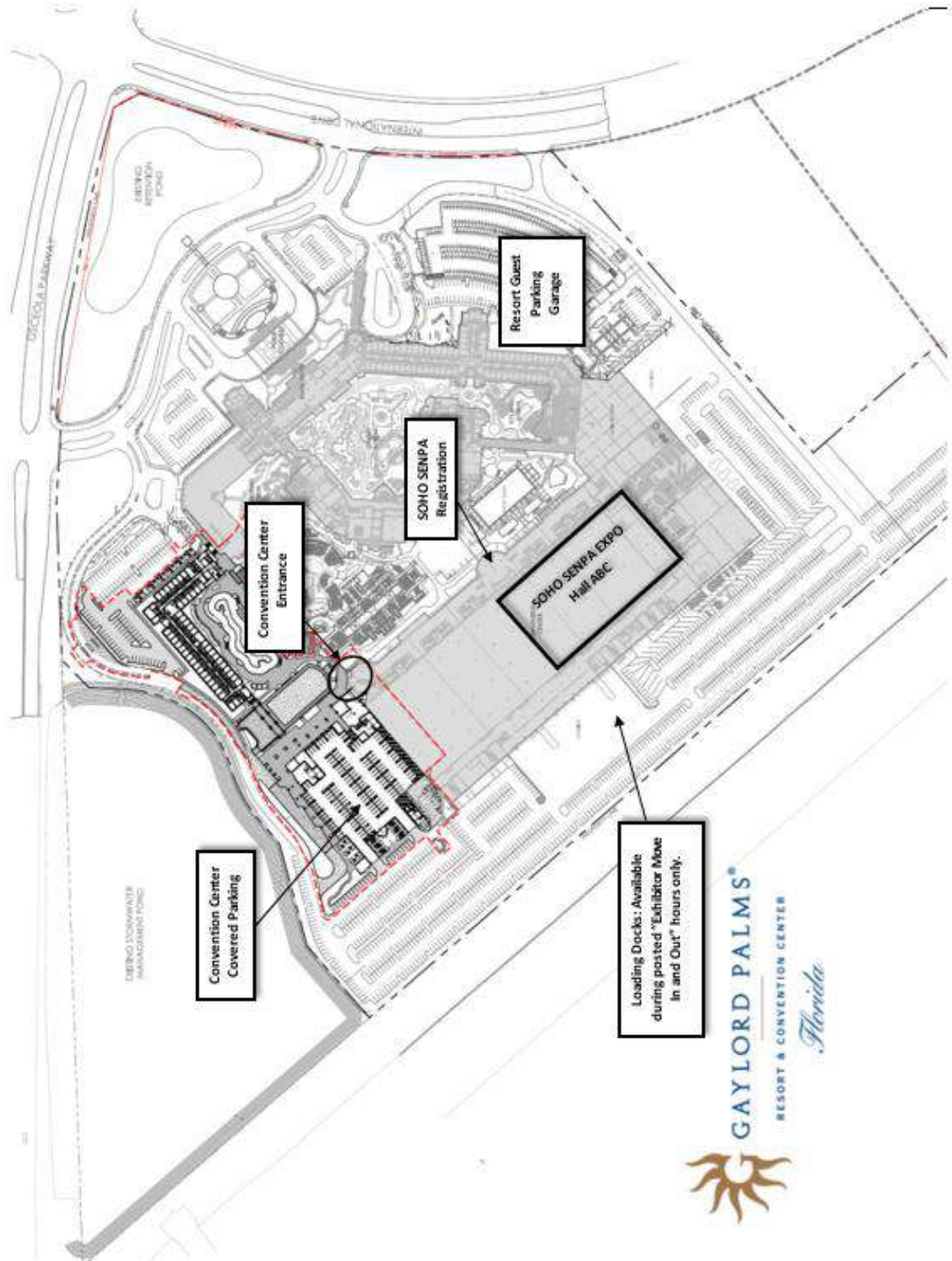
Exhibitor Name: _____

Cell Phone Number: _____

**** Dock Access for load out will be on 9/13 from 3PM – 5PM. Exhibitors must pack up booths before bringing a car to the docks.**

Thank you for exhibiting at SOHO Expo 2026.

LOADING DOCK MAP





Request to Serve Vendor Samples

Name of Show: _____ Booth # _____

Company Name: _____

Contact Name: _____ Phone # _____

Email Address: _____

By order of the Osceola County Fire Department, Department of the Fire Marshall's Office, use of cooking and heating appliances must be disclosed at the time of application for permit and will require a fire watch/s (fees may apply). Each exhibit using cooking or food warming devices will be subject to an individual inspection by the Fire Marshall. Type K extinguisher is required for all deep fryers. A full size 3A40BC fire extinguisher must be in booth if cooking or using heating appliances, microwaves, heat lamps, or jellied fuel heat sources. Exhibitors are responsible for providing a fire extinguisher. All heating equipment must be turned off during non-show hours and exhibitors may be required to order a Fire Watch through hotel security and also Osceola county depending on the devices being used if one is not already assigned for the show floor.

Gaylord Palms Resort & Convention Center is exclusive for food and beverage. Vendor manufactured or produced food or beverage samples are permitted in 3 oz. sizes or smaller with hotel approval prior to event. A one time corkage fee of \$400 will apply for larger samples. Please complete this request form and return to Gaylord Palms Exhibitor Services at gpexhibits@gaylordhotels.com along with a copy of your Certificate of Insurance with the required verbiage noted under the "Insurance" clause of the attached Food Waiver & Indemnification Agreement. Please note any alcohol services will require a Resort Bartender to be staffed.

Please describe items to be served (including size & quantity):

Please indicate number of appliances which will be used and the UL number on the device:

_____ Electrical Cooking Appliance* (other than deep fryer)

**List Equipment:*

_____ Deep Fryer (limited to 288 sq. in., Type K fire extinguisher required)

_____ Heat Lamps

_____ Sterno or other jellied fuel heat source

_____ None

_____ *(initial)* I have received and returned the Food Waiver & Indemnification Agreement. I am able to provide a Certificate of Insurance with general liability insurance including products liability and contractual liability for bodily injury or property damage with a combined single limit of not less than \$1 million each occurrence.

Signature: _____ Date: _____

Print Name: _____



Food Waiver & Indemnification Agreement

HOTEL POLICY:

It is the policy of this Hotel to discourage Hotel patrons from purchasing food and from using the Hotel facilities to prepare or to prepare and serve food to Hotel guests. Improper handling of food may lead to food poisoning and other health hazards. However, the Hotel recognizes that for religious or other special reasons a Hotel patron may have, it may be necessary to permit such preparation and service. In the event that a patron insists on the purchase, preparation or serving of food by persons other than Hotel employees, the Hotel may allow such activity or activities only if such patron acknowledges, by its signature below, its agreement to accept the responsibility and abide by the terms set forth in this Agreement.

WAIVER:

The undersigned patron ("Patron") agrees to waive any claim for damages of any nature whatsoever and to release the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc. and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from any liability or responsibility whatsoever for any ill-effect, injury, or loss incurred by Patron or any third party including, but not limited to, all manner of actions, causes of action, suits, debts, damages, claims, demands, costs, losses and expenses of any type or kind whatsoever, arising from, connected with or related to the purchase of food and the preparation or serving of food to Hotel guests by persons other than Hotel employees.

INDEMNIFICATION:

Patron agrees to indemnify, defend and hold harmless the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from and against all liability, claims, actions, causes of action, suits, demands, damages, judgments, costs, losses and expenses, including reasonable attorney's fees, to which any of the above-named parties may be subject, including, but not limited to, any claim for any injury to or the sickness or death of any person or persons, or for damages to property or otherwise, arising from, connected with or related to the purchase of food and the preparation or serving of food to Hotel guests by persons other than Hotel employees.

INSURANCE:

Patron shall carry comprehensive general liability insurance including products liability and contractual liability for bodily injury or property damage with a combined single limit of not less than \$1 million each occurrence. Patron shall provide the Hotel with a certificate of insurance evidencing such coverage prior to using the Hotel facilities to prepare or to prepare and serve food to Hotel guests.

****The following verbiage should be placed in the Description field of the COI exactly as shown.** "Gaylord Palms Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, LLC, Ryman Hospitality Properties, Inc., GP Limited Partnership, RHP Operations GP, LLC, Xentury City Development Company LLC, XCDC LLC. are included as Additional Insured." **

OPERATION OF KITCHEN FACILITIES:

The Patron agrees that it, its employees and agents will follow the rules, directions and instructions of the Hotel kitchen staff. If the Hotel determines that Patron is using the kitchen facilities in a dangerous manner it may immediately revoke Patron's privileges to use the kitchen facilities. In the event Patron damages any of the kitchen equipment, Patron agrees to promptly pay for all costs of repair or replacement of the damaged kitchen equipment.

PATRON'S ACKNOWLEDGMENT:

Patron's signature below indicates that Patron has read and understood this Agreement and agrees to its contents. Patron also acknowledges that the person signing on behalf of Patron is authorized to bind Patron to the terms of this Agreement.

Print Name: _____

Title: _____

Organization Name: _____

Booth Number: _____

Signature: _____

Date: _____

ACORD **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YY) 01/01/XX

PRODUCER
 ABC Insurance Agency Fax: (212) 441-5555
 1234 Broker Lane
 New York, NY 10895
 Attn: Joe Agent (212) 441-6102 ext. 1234

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER, THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSUREERS AFFORDING COVERAGE

INSURED
 Big Boom Company, Inc.
 1234 Corporate Lane
 New York, NY 10895 Attn: Joe Smith
 Phone: (212) 324-5349 Fax: (212) 324-5555

INSURER A: Hartford Insurance Company of Illinois
 INSURER B: Aetna Casualty & Surety Company
 INSURER C: Travelers Insurance Company
 INSURER D: Royal Insurance Company
 INSURER E:

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OF CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> _____ <input type="checkbox"/> _____ GENERAL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC		01/01/XX	01/01/XX	EACH OCCURENCE	\$1,000,000
					FIRE DAMAGE (Any one fire)	\$50,000
					MED EXP (Any one person)	\$5,000
					PERSONAL & ADV INJURY	\$1,000,000
					GENERAL AGGRREGATE	\$2,000,000
					PRODUCTS-COMP/OP AGG	\$1,000,000
B	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/> _____ <input type="checkbox"/> _____		01/01/XX	01/01/XX	COMBINED SINGLE LIMIT (EA accident)	\$1,000,000
					BODILY INJURY (Per person)	\$
					BODILY INJURY (Per accident)	\$
					PROPERTY DAMAGE (Per accident)	\$
	GARAGE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> _____				AUTO ONLY-EA ACCIDENT	\$1,000,000
					OTHER THAN EA ACC	\$
					AUTO ONLY: AGG	\$
A	EXCESS LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$		01/01/XX	01/01/XX	EACH OCCURENCE	\$4,000,000
					AGGREGATE	\$4,000,000
						\$
						\$
						\$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		01/01/XX	01/01/XX	<input checked="" type="checkbox"/> WC STATUS <input type="checkbox"/> OTHER	
					E.L. EACH ACCIDENT	\$500,000
					E.L. DISEASE-EA EMPLOYEE	\$500,000
					E.L. DISEASE - POLICY LIMIT	\$500,000
D	OTHER Professional Liability		01/01/XX	01/01/XX	Each Occurrence & Aggregate	\$1,000,000
						\$3,000,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS

Gaylord Palms Resort & Convention Center, Marriott International, Inc., Marriott Hotel Services, LLC, Ryman Hospitality Properties, Inc., GP Limited Partnership, RHP Operations GP, LLC, Xentury City Development Company, LC, XCDC SPE, LLC. And SOHO/SENPA are included as Additional Insured.

CERTIFICATE HOLDER ADDITIONAL INSURED; INSURER LETTER

CANCELLATION

Gaylord Palms Resort & Convention Center
 6000 W Osceola Parkway
 Kissimmee, FL 34746

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OF REPRESENTATIONS

AUTHORIZED REPRESENTATIVE
 John Smith, CIC
 John Smith, CIC



Network Communications - ph: 888-763-1464
 PO Box 378, Cedar Hills, MO, 63016
 Email – nettapes@sbcglobal.net

Audio Visual Exhibitor Order Form
(All prices include the cost of labor to setup and remove, all taxes and fees are included in the price.)

Video and Projection	Qty	Daily	Days	Weekly	Weeks	Total
Tripod Screen		\$35.00		\$105.00		
LCD Projector		\$200.00		\$600.00		
23-26" LCD TV (tabletop Stand only)		\$75.00		\$225.00		
32" LCD TV		\$125.00		\$375.00		
40"-42" LCD/Plasma TV		\$200.00		\$600.00		
47"-50" Plasma TV		\$225.00		\$675.00		
Dual Post Pole Stand		\$100.00		\$300.00		
DVD Player		\$20.00		\$60.00		
BlueRay Player		\$30.00		\$90.00		
DVD/VHS Combo		\$20.00		\$60.00		
Audio						
8-10" Speaker Package setup		\$75.00		\$225.00		
12" Speaker Package setup		\$100.00		\$300.00		
15" Speaker Package setup		\$125.00		\$375.00		
Packages include 1 speaker with stand and a mixer						
CD Player		\$20.00		\$20.00		
Wired Microphone		\$30.00		\$90.00		
Wireless Microphone (choice of Handheld or Lav)		\$100.00		\$300.00		
Laptop Audio Interface		\$20.00		\$20.00		
Office Supplies						
Laptop Computer with windows 7		\$125.00		\$375.00		
Black and White Laser Printer		\$80.00		\$240.00		
Color Laser Printer (includes 1500 pages) (each additional is \$0.10 per page)		\$275.00		\$825.00		
Easel		\$10.00		\$10.00		
Flipchart with Pad and Markers (1 pad for day rental, 3 pads for week)		\$40.00		\$120.00		

Grand Total _____

If you do not see an item on the list that you need, please contact us via numbers provided above and we can get you a quote.

Payment

Credit Card Type: _____ Credit Card Number _____ Exp Date _____ Security Cod _____

Address (Credit card assigned to) _____

City State Zip Code _____

Orders must be received no later than 72hrs prior to event start, any orders received after the 72hr deadline will be subject to price change. Any Cancellations must be made 72hrs prior to event start, if a cancellation is made after the 72hr deadline, full amount will be billed to customers credit card.

Name: _____ Company Name _____ Booth Number _____

Delivery Date: _____ Pickup Date: _____

Signature _____ Date _____

Email Address: _____

Phone #: _____

Bravura Exhibitor Toolkit

Capture, Qualify and Engage with Leads

Lead Retrieval Options



In-Person

App-Based Platform

- Scan QR Code on Attendee Badge to Capture Lead
- Use your Own Device
 - **Two user licenses: \$250**
 - **Additional user license: \$125 for 1 one-user license.**

Login to Complete your Lead Retrieval Selection

[View Options for your Event](#)

Get the Most out of Bravura's Lead Retrieval Solution



Capture and Export Real-Time Virtual Leads as Attendees
Explore your Virtual Booth or Company Profile



Send Messages and Follow-Up Appointments to Leads Directly in the App and/or Web-Based Platform



Pre-Define Questions to Help your Sales Force Better Qualify Prospects and Record Notes

Add-On Marketing Tools

LEADS Marketing Emails

Send Marketing Emails with Selected Collateral to Captured Leads directly from Bravura LEADS App

KIOSK Check In @ Hosted VIP Events

Track attendee information via self-service KIOSK QR code scan or last name look up for accurate event attendance

[Email Bravura Support for More Information](#)

Should you have any questions, please feel free to contact **Bravura Technologies Support**

(941) 894-0500

[Website](#)

[Support](#)

Show Guidelines

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SOHO EXPO 2026 Exhibitor Kit

SEPTEMBER 10-13, 2026

CHILDREN:

- › Children will be required to wear name badges.
- › Children under 16 will be issued badges free when pre-ordered.
- › All children under 12 must be supervised by an adult at all times.
- › Strollers must be occupied by a child.
- › Children under 12 are prohibited on the exhibit floor during set-up and tear-down of booths please. **STRICTLY ENFORCED!**

ANIMALS:

Animals are not permitted on Gaylord Palms Resort and Convention Center. Florida premises except as service animals for the physically challenged. Animals that are approved to be on the Gaylord Palms Resort and Convention Center Florida premises must be on a leash and under control. The owner or handler will be fully responsible for his/her animal.

ANNOUNCEMENTS:

Show Management reserves the right to make public address announcements in the exhibit hall for conference sessions, meetings and other official SENPA events, or in the event of an emergency. Unauthorized announcements or advertisements are not allowed.

Individual exhibitor prizes to be awarded will be announced at the close of exhibits Saturday and Sunday.

BADGE REQUESTS:

Exhibitor Badges will be issued to Exhibitors through an on-line process - within limits specified. There is a limit of free badges allowed per booth and they must be ordered before 8/13/2026. Extra badges are \$25 ordered by 8/27/2026 and \$40 after cut-off date and on-site. This rule is enforced. Badge allowance if your company has:

For each P booth(s)	10 FREE badges per booth
For each A booth(s)	8 FREE badges per booth
For each B booth(s)	6 FREE badges per booth
For each New Market Square Pavilion table(s)	2 FREE badges per table

Other details on the Exhibitor Badge Request Form. Additional badges are provided at no charge to SOHO EXPO sponsors. Contact office for details. Temporary work passes are available for your move-in crew.

BOOTH CLEANING:

Cleaning services may be ordered from **AGS Expo Services**. Refer to AGS Expo Services service kit. You are responsible for keeping your booth clean throughout the show.

BOOTH LOCATION:

Every effort has been made to place your company in the location you requested. We apologize in advance if you are not completely satisfied as we cannot change booth locations during the show.

BREAKING DOWN EARLY:

Exhibits may not be removed from the exhibition hall from the time of the opening of the show until closing time except on written permit from Show Management and the permit will designate the hours at which that removal is to take place. **Penalty for tear down of booth before official closing (per program) on Sunday, 9/13/2026, will mean loss of priority in space selections for the 2027 show.**

CARPETING:

The exhibit hall is carpeted. Additional carpet not required unless you want padding or to change color. Additional charges at exhibitor's expense for changes. Refer to AGS Expo Services service kit.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES:

Registration and attendance at or participation in SOHO EXPO 2026 meetings and other activities constitutes an agreement by the registrant to SENPA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, or audio tapes of such events and activities.

COOKING AND FOOD SAMPLING:

Sampling is allowed. Only 2-3 ounce sample servings are authorized on the show floor. **Refer to Gaylord Service Kit.**

Equipment fueled by small heat sources (such as sterno) is permitted. A 3A40 B.C. fire extinguisher must be in the booth. Exhibitors who are cooking in their booth need to complete a Fire Marshall Application for Cooking/Heating Device by 8/12/2026 — form included in the Gaylord Service Kit.

ADDITIONAL SERVICES IN BOOTH:

If you will require additional services such as: Compressed Air, Water (piped-in, dispenser with hot & cold, or just cold), Gas, or Ice in your booth contact show management in advance. NOTE: These items are billed separately by Gaylord Convention Services.

DECORATIONS:

Signs, banners or posters cannot be taped, nailed, stapled or affixed in any way to the walls or columns in the exhibit hall. Helium balloons may be used in static displays only; they may **not** be given out to show attendees. Helium tanks must be removed daily. If balloons escape, there is a recovery charge.

DECORATOR:

AGS Expo Services has been selected as the official decorator to SOHO EXPO 2026. Their forms for labor, furniture, etc., are available in their service kit. To receive the discounted prices, full payment must be included with your order. They will have a service desk set up during move-in and throughout the show. When ordering on site, you will be charged substantially higher prices, so **order early**.

DEMONSTRATIONS:

Demonstrations must be located so that crowds will be comfortably contained within the exhibitor's space, and not blocking the aisle. Sound levels, glaring or flashing lights, or other distracting exhibitor activities are subject to adjacent exhibitor and management approval. No helium balloons or adhesive backed stickers, decals, signs, etc. are permitted to be given out on the premises.

Visit www.SOHOexpo.net for more sponsorship opportunities

Show Guidelines

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SOHO EXPO 2026 Exhibitor Kit

SEPTEMBER 10-13, 2026

DISPLAY VEHICLES:

Vehicles that remain in the exhibition hall as part of a display must have the battery cables disconnected and taped. The gas tank must be locked and sealed and may contain no more than one quarter (1/4) capacity or ten (10) gallons of fuel, whichever is less. Carpet protection shall be placed under the engine. When positioning motorized vehicles, consideration must be given to exits and exit access. Vehicles shall not be moved during show hours.

ELECTRICAL, WATER, AIR, INTERNET, TELEPHONES, FOOD & BEVERAGE, AUDIO/VISUAL:

Order electrical, compressed air, water & drain (plumbing), Internet, telephones, and/or rental products through the Gaylord Palms Convention Services. Refer to the Gaylord Services Kit — Forms to order.

EXHIBIT CONSTRUCTION:

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance (forward to the aisle). No part of the booth, signs, or props may exceed 8 feet in height at any location. Reasonable variance will be considered provided renderings/sketches are presented to Management at least 60 days in advance of move-in. All materials used in booth decoration must be flame retardant. If you have any questions about your display, contact Show Management immediately.

FIRE AND SAFETY REGULATIONS:

Fire regulations are strictly enforced. Fire marshals will be at the show to ensure that all guidelines are strictly adhered to. Violations may result in booth closure without refund.

LIABILITY INSURANCE (Business Liability):

Exhibitors MUST carry additional business insurance to cover exhibit materials against damages and loss, and public liability insurance against injury to the person and property of others. Copy of insurance coverage must be submitted to SOHO EXPO management BEFORE exhibitor can pick up show badges or set up exhibit. For more details see page 20 - item 22 of this Exhibitor Kit.

LABOR:

If you use labor service companies or decorators other than those officially designated, SOHO EXPO 2026's official decorator **AGS Expo Services**, requires that the Request for Set-up by Non-Official Contractor form (included in their service kit) along with the Certificate of Insurance naming AGS Expo Services as an additional insured must be received by AGS Expo Services.

LITERATURE:

Show Management will be previewing the exhibits on Saturday morning and throughout the show. We will remove any literature that does not follow the current laws.

MATERIAL HANDLING:

Material handling (drayage) is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your material to and from the event. **AGS Expo Services** is the sole provider of material handling/drayage services. Please refer to **AGS Expo Services** service kit for current rates and pricing.

MUSIC LICENSES:

Please let SOHO Management know if you plan to have music in your booth. Email info@SOHOexpo.net

SMOKING POLICY:

The Gaylord Palms Resort and Convention Center Florida is a smoke-free environment. Smoking is permitted in designated areas only. If a guest smokes in their room, there is a \$250 deep cleaning charge that will be charged to the individual.

MEETINGS, EVENTS AND SEMINARS:

All meetings, events and seminars must be registered with Show Management. Meetings, events and seminars not designated or organized as a part of the show, are not permitted during show floor hours or SOHO EXPO hosted events. Exhibitors wishing to organize an event must do so through Show Management.

PARKING:

Parking is charged on all move-in, show and move-out days. Parking on the loading dock is prohibited; violators' vehicles will be towed at owners' expense.

Parking fee is \$18 per day for self-parking or \$33 per day for valet for hotel guests. Exhibitors can purchase a pre-paid multi-day self parking pass that allows in/out privileges. The pre-paid exhibitor self-parking "order form" is included in the **Gaylord Palm's Service Kit**.

PHOTOGRAPHY/VIDEOGRAPHY:

Exhibitors are permitted to photograph and/or videotape their own booth. Working members of the press are required to check in with SOHO EXPO Show Management to receive an official SOHO EXPO Press Badge and be escorted by the show staff in order to photograph and/or videotape at the show. No other photography or videography is permitted. Exhibitors who do not want the press to photograph or videotape their booth should inform the SOHO EXPO Show Management-onsite.

ROLLING CARTS AND STROLLERS:

Due to liability factors, rolling carts, rolling luggage, dollies, etc. will not be *permitted on the show floor at any time. Please leave these items at home or drop off at the bag check. Please go to the Show Office in the Registration Area with any on-site questions or needs.

*Exemption allowed with current doctor's verification. If at any time your cart endangers others, exemption will be revoked.

SIGNAGE:

An identification sign comes with your booth. Should you desire additional signage, you may order directly through AGS Expo Services. Refer to the AGS Expo Services service kit.

PRESS & PUBLIC RELATIONS:

All Press will be validated before being issued a badge. Please remember we will have Press attending the show. We advise you to have a spokesperson appointed. Every effort will be made to properly identify and escort the Press. Please be responsible with the remarks and the literature you disseminate.

Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Visit www.SOHOexpo.net
for more sponsorship opportunities

Show Guidelines

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SOHO EXPO 2026 Exhibitor Kit

SEPTEMBER 10-13, 2026

STROLLERS:

Strollers must be occupied by a child at all times.

SALES:

SOHO EXPO 2026 is a trade show. Due to Sales Tax laws, over-the-counter retail sales are not permitted during the show. Orders must be taken for future delivery only.

SECURITY:

24-hour security is provided from move-in through move-out to help protect your valuable exhibit materials. However, even though SENPA provides this service, it is not liable for any loss of material by an exhibitor. We ask your cooperation in the wearing of badges at all times. If deliveries or pick-ups of any kind are to be made prior to, during, or after the show, you must obtain the necessary paperwork/credentials for these people to gain access to the hall.

SHARING BOOTHS:

The only companies allowed to have personnel or sales literature in a booth are those officially registered with Show Management. Subleasing or sharing of space with another business or company is not permitted unless approved by Show Management. Contact SENPA for information and forms regarding booth sharing.

SHIPPING:

To receive discounted advance shipment rates, shipment must arrive by Friday, 9/4/2026.

**Advance Warehouse Shipping Address: (material handling costs apply)
(To arrive between 8/12/2026 – 9/4/2026 to obtain advance pricing)**

SOHO Expo 2026
COMPANY NAME & BOOTH NUMBER
AGS Expo Services
c/o ABF Freight
3732 Bryn Mawr
Orlando, FL 32808

Do not ship exhibit materials directly to the Gaylord Palms Resort to arrive prior to Friday, September 11, 2026, as they do not have the facilities for receiving and storing advance exhibit materials and your shipment may be refused.

**Direct Show-Site Shipping Address: (material handling costs apply)
(Not to arrive prior to Friday, September 11, 2026)**

SOHO EXPO 2026
Exhibiting Firm Name & Booth Number
Gaylord Palms Resort and Convention Center - Halls A-C
c/o AGS Expo Services
3208 Gaylord Way
Kissimmee, FL 34746

All shipments must be prepaid — collect shipments will not be accepted.

Material Handling Fees apply.

See AGS Expo Services services kit. AGS Expo Services will handle shipping even when sent to Gaylord.

STORAGE OF REFRIGERATION AND FREEZER ITEMS:

It is the responsibility of exhibitor to make arrangements for storage of refrigerated or frozen items. Contact the SOHO Expo Office for assistance.

SPECIAL NOTES:

Exhibits or displays, equipment, stock and/or supplies will not be allowed to enter or leave by way of the front entrances to the Gaylord Palms Resort and Convention Center – only by way of the loading Dock.

Florida is a “right to work” state. You may set up your own booth. We have contracted with AGS Expo Services for your contract labor. If you plan to bring in large quantities that will require help, there will be a charge by AGS Expo Services.

Pallet jacks and other motorized devices are not allowed to be used unless by AGS Expo Services.

AGS Expo Services will provide areas near the loading ramp for personally-owned vehicle access.

SUITCASING/WORKING THE AISLES:

Only contracted exhibitors are permitted to promote their products, services or company at SOHO Expo 2026. Unless a marketing opportunity (i.e., Sponsorship, New Products Display, Exhibitor-sponsored seminar or event) has been contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to, “roaming” characters, handing out flyers, approaching exhibitor booths to sell products, leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be sent back to their booth space and materials left will be recycled.

Attendees will be asked to leave the show and forfeit their badge. Any “suitcasers” should be reported to Show Management.

Show Management reserves the right to escort anyone not abiding by the rules off the show floor.

SHOW DISCOUNTS:

Show discounts for ATTENDING RETAILERS ONLY are encouraged. They definitely increase attendance by adding retailers’ incentives. We respectfully request and even urge you to not offer show discounts before or after the show. Please insist the retailer has to place the order at the show to receive the offered discounts. You spend considerable money and time to attend these conventions and offering show discounts to non-attending retailers is counterproductive.

Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Visit www.SOHOexpo.net
for more sponsorship opportunities

SOHO EXPO – RULES & REGULATIONS 1 of 3



These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful SOHO EXPO in an effort to provide the greatest good to the greatest numbers. Convention Management reserves the right in all emergencies to make such ruling as may appear to the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings. Your company and all its representatives agree to abide by all the conditions, rules and regulations listed in this contract as well as all other related materials published concerning the show.

1. WHO SHOULD EXHIBIT:

The Natural Products and Food Industry. Manufacturers, Wholesalers and Suppliers of natural foods and health related products, publications and appliances. Exhibitors will be marketing to retail outlets of the Natural Products Industry.

2. ELIGIBILITY:

All products to be exhibited at the SOHO EXPO must be available through a retail store; if a product can be picked up by an independent dealer and sold from a home, it does not qualify for exhibiting at the SOHO EXPO. Management reserves the right to request a copy of business license, insurance and references.

3. CONTRACT FOR SPACE:

Shall be on space contract provided. Applicants are requested to indicate their preference for spaces, starting them in the order of choice. Any amount of exhibit space may be ordered by one company. Applicants who will represent other companies in exhibit space may include a maximum of two (2) companies per each booth. Multi-booth applications will be considered with a single company's products when management considers priority for specific booth spaces***. **(When two (2) companies share an exhibit space each must have its own Exhibit Application Contract. A booth share fee is required.)** (***)Excludes New Market Square Pavilion.)

4. BOOTH ALLOCATIONS:

Booths will be allocated by a point system using the reservation date, quantity and types of booths purchased, sponsorships and previous participation in SOHO EXPO.

Location of booths requiring compressed air, water or gas will be determined by show management.

5. 10 X 10 BOOTH PRICE INCLUDES:

A full booth space is 10x10
Show carpet on floor and draped back walls and three-foot side railings
A 6 foot draped table (or two – 4' tables for sharing companies)
Two chairs and one waste basket
Friday and Saturday night security service at entrances to exhibit hall (see page 6, #20)
Identification sign with booth number (aisles will also be numbered for easier location)
Booth numbers on floor in front of booth
Hall and booths are carpeted, but may purchase other type from convention services
SENPA membership is included with booth purchase

6. NEW MARKET SQUARE PAVILION

The New Market Square Pavilion requirements and table includes:
First-time exhibitors only – limit up to 15 items in company product line/sku's
Show carpet on floor and drape behind table
A 6 foot table will be draped in white at front of booth (Show Attendees not allowed behind)
Two chairs and one wastebasket
Friday and Saturday night security service at entrances to exhibit hall (see Page 6, #20)
Identification sign with table number (aisles will also be numbered for easier location)
Displays and signage limited to width of table top (6ft)
SENPA membership is included with booth purchase

7. PAYMENT OF SPACE RENTAL/CANCELLATION:

Once this contract is signed and exhibit space is allocated, you are contracted to exhibit space. An exhibitor, who cancels, downsizes or moves its booth space reservation must pay a \$200 administration fee. Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management. See application #11 for details. Any and all spaces not claimed and occupied before 10 a.m. of opening day may be sold or reassigned without refund.

8. REGISTRATION:

All attendees and participants must wear an official SOHO EXPO Convention & Trade Show identification badge at all times at all functions. Exhibitor Badges will be issued to Exhibitors through an on-line process - within the limits specified. Such badges are authorized for company personnel only and family members. Transfer of badge or inclusion of unauthorized persons is prohibited. All other attendees are to register directly with SOHO EXPO Office – fees may apply. **NOTE: See Rule 22 - COI required before badges issued.**

9. BOOTH REQUIREMENTS:

EXHIBITOR CAN DISTRIBUTE MATERIALS ONLY FROM THE BOOTH SITE.

10. EXHIBITS:

The Management reserves the right to prohibit the installation or removal from the exhibition any exhibit or part of an exhibit, any exhibitor or employee, which, or who, in the opinion of the Management is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, and include violation of the Rules and Regulations set forth on this application, misrepresentations in applying for booth space and any other action which, in the sole judgment of the management is objectionable or contrary to the best interests of the Association. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against the Management on account of such action.

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance (forward to the aisle). No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variance will be considered provided renderings/sketches are presented to Management at least 60 days in advance of move-in. If you have any questions about your display, contact Convention Management immediately.

11. EXHIBITOR SOCIAL FUNCTIONS:

Exhibitors are prohibited from holding any function simultaneously with any scheduled SENPA convention event. Exhibitors must get approval, in advance, from the Convention Director for such activities. Penalties for such violations will include removal of the company's exhibit, without refund, and exclusion from the next SENPA convention.

12. GOODS TO BE EXHIBITED:

No exhibitor shall promote or exhibit or permit to be exhibited in the space allotted to him/her any goods other than those specified in the Exhibitor Contract for Trade Show Space when signed by management, nor shall he/she exhibit or permit to be exhibited thereon displays or advertising other than his/her own or as specified in the Exhibit Contract for Trade Show Space. No exhibits/displays/signs/personnel will be permitted in the convention center common areas or hotels in any place other than the regular assigned exhibit.

13. EXHIBITOR CREDIT:

The exhibitor will furnish to Management, upon request, credit information and credit reference.

14. COOKING FOODS:

Foods cooked at exhibitor's booth for sale on show floor is prohibited. Exhibitor must abide by rules of the Gaylord Palms Resort & Convention Center. No open flame devices allowed. The Cooking & Warming Food Form must be submitted by 8/25/2026. See Gaylord Palms Service Kit for form.

15. ADDITIONAL SERVICES IN BOOTH:

If you will require additional services such as: Compressed Air, Water (piped-in, dispenser with hot & cold, or just cold), Gas, or Ice in your booth contact show management in advance. NOTE: These items are billed separately by Gaylord Palms Convention Services.

16. SUB-LEASING:

Exhibitors may not sub-let their space, nor any part thereof.

17. FORCE MAJEURE:

SENPA shall not be liable for delay or failure of performance with respect to this subscription caused by an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the SENPA ("Force Majeure Events") which, in SENPA's reasonable judgment, would make it commercially impracticable for either party or its members to perform their obligations. In such event, SENPA shall be entitled to retain such portion of the Contract Price as required to compensate SENPA for expenses incurred up to the time of the Force Majeure Event.

18. MUSIC, PHOTOGRAPHS, PUBLIC ADDRESS SYSTEMS, AND ANY COPYRIGHTED MATERIAL:

Loud speakers, public address systems or other audio visual aids, which may be distracting or disruptive, are prohibited. Final decision as to the level of distraction remains with show management. Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the Exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works without first presenting to Management proof satisfactory that the Exhibitor has, or does not need, a license to such music or copyrighted material. Management reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the Exhibitor fails to produce proof that the Exhibitor holds all required licenses. The Exhibitor shall remain liable for and shall indemnify and hold Management, their agents and employees, harmless from all loss, costs, claims, cause for actions, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) of any patent, copyright or trade secret rights or privileges by Exhibitor, Exhibitor's agents or employees.

19. TEAR-DOWN OF EXHIBITS:

Retailers cannot buy product if you are closing down. No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except on written permit from the Management and the permit will designate the hours at which that removal is to take place.

Penalty for tear down of booth before official closing (per program) on Sunday, September 13, 2026, will mean loss of priority in space selections for the 2027 show or may be subject to a refundable deposit to act as a bond.

SOHO EXPO – RULES & REGULATIONS 3 of 3

20. INSURANCE OF EXHIBIT:

The Management has provided guards and will use every possible effort to safeguard exhibitor's property. SENPA cannot be held responsible for products in exhibits. If insurance is desired, it must be purchased by the exhibitor at his own expense, exhibitor may allow any article that will void or raise the premium of the insurance held by SENPA or the Gaylord Palms Resort & Convention Center. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.



21. HOLD HARMLESS:

It is understood that SENPA or the Gaylord Palms Resort & Convention Center or legal entities which own, lease, and/or operate these entities nor their members, officers, directors, or employees shall be held responsible or liable for injury to any person or persons or for loss or damage to any property belonging to the exhibitor or any person or persons while in the Gaylord Palms Resort & Convention Center or his goods while in transit to or from the building or while in the building for any cause whatsoever or otherwise, except for the gross negligence or willful misconduct of the Gaylord Palms Resort & Convention Center and their employees. The exhibitor assumes full responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, his guests and all property of the Gaylord Palms Resort & Convention Center used by the exhibitor or brought upon the Gaylord Palms Resort & Convention Center premises in his behalf, except for the gross negligence or willful misconduct of the Gaylord Palms Resort & Convention Center and their employees. The exhibitor assumes full responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor display caused by the exhibitor's employees. The exhibitor indemnifies and agrees to hold harmless the SENPA or the Gaylord Palms Resort & Convention Center and legal entities which own, lease, and/or operate the Gaylord Palms Resort & Convention Center and SENPA, their members, officers, directors, and employees against any and all damage to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other person.

22. LIABILITY:

Exhibitor agrees that if SENPA should incur liability for any act whatsoever, as determined by an appropriate court of law or any other binding, decision-making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by exhibitor.

Exhibitor agrees to obtain and keep in effect during the event a commercial general liability insurance policy with a combined single limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 in the aggregate. **Each Exhibitor will provide a certificate of insurance (COI) confirming such coverage to SOHO EXPO management BEFORE exhibitor will be able to pick up badges and allowed to exhibit.****

****The following verbiage should be placed in the Description field of the COI exactly as shown: "Gaylord Palms Resort & Convention Center, Hotel Manager, Ryman Hospitality Properties, Inc., RHP Property GP, LP, RHP Operations GP, LLC, Marriott International, Inc., GP Limited Partnership, Xentury City Development Company, LC, XCDC SPD, LLC and SENPA, Inc. are included as Additional Insured".**

23. EXHIBITOR SAMPLES:

Exhibitors may only distribute product samples, literature, or other material from their booth site and nowhere else in the Gaylord Palms Resort & Convention Center or hotel during the convention. Violations may result in closure of the exhibitor's booth without refund. Samples should be provided at no cost. SELLING OF SAMPLES OR PRODUCTS IS NOT ALLOWED.

24. HEALTH DEPARTMENT REQUIREMENTS:

Management requires that exhibitors who are handling food samples be aware of and follow any applicable State Health Department requirements which may apply to food handling. Management will not assume responsibility for monitoring these requirements.

25. PRE-SHOW DISCOUNTS:

Management respectfully requests that exhibitors at the SOHO EXPO refrain from offering pre-show discounts to retailers. This practice is harmful to the show and discourages show attendance.

26. SMOKING:

Smoking is prohibited at all times in the exhibition hall and during SENPA sponsored programs during the SOHO EXPO.

27. EXHIBITION SERVICE:

AGS is the official exhibition company. Shipping and handling information will be provided. Florida is a "Right-to-Work State".

28. EXHIBIT LOGISTICS:

An Exhibitor Service Kit containing detailed information will be available online at www.SOHOexpo.net in ample time for advance planning. The Kit will contain information regarding shipment, labor, electrical service, rental items, exhibit hours, etc. Service order forms for all available services will be included and should be returned promptly. Exhibitors must abide by the rules outlined in the Exhibitor Service Kit.

29. COMPLAINT PROCEDURE:

The Management agrees every exhibitor has the right to exhibit without harassment from another SOHO EXPO attendee. If you find a product or literature you consider questionable, please notify show management. A special committee will be available for the show management to notify in order to address the issue. All other issues should also be reported directly to the show management as soon as possible during the convention.

30. FALSE, MISLEADING OR DISPARAGING LITERATURE AND/OR PRODUCTS:

Show Management reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth set-up. SENPA is committed to producing a trade show that represents all segments of the health food/natural products industry. Any company making claims about products or dispensing literature that can't be substantiated with significant scientific data in their booth may be subject to removal from the trade show floor without refund. SENPA does not permit the display of products labeled, marketed or promoted as "legal highs", or "street-drug knock-offs" or products intended to mask substance abuse or interfere with substance abuse tests. If you find a product or literature you consider questionable, see rule 29, Complaint Procedure.

Rule Enforcement Notice & Important Deadlines



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

RULE ENFORCEMENT NOTICE

It is a safe bet that you are not interested in having your company highlighted in an unflattering manner on TV news or in a major magazine. Our industry has experienced many negative reports by the media. Although in such cases the strong negative bias of the interviewer shows through, the sad fact is that what they portray is not always 100% fantasy. Unfortunately, a few in our industry provide just enough examples to lend false credibility to critical stories. SENPA assumes that your company wants to be part of the solution, not part of the problem.

There is no way we can guarantee to screen out journalists with a bad attitude, or even FDA and State agents for that matter. Nor can we reasonably be expected to guarantee that every exhibit is problem-free. But you can guarantee that your booth is such a good example of what the industry proudly represents that you will take all the fun out of witch hunting.

Avoid drug-like benefit claims for supplements.

SENPA will be vigorously enforcing the exhibitor contract provision against objectionable exhibits at SOHO Expo. Products, literature and even whole exhibits that are objectionable by being an embarrassment to our industry will be removed. The following guidelines are examples of minimum actions required.

Resist the temptation to represent, even with pictures, benefits that are exaggerated or unsubstantiated.

Considered the most egregious and newsworthy are claims for cure or treatment of serious diseases. (Example problem – “product X treats AIDS or Cancer.”)

Do not present a product that is marketed for something other than true health enhancing properties.

Example problem – a massive body builder who apparently got big in his sleep because of a magic pill of some kind.
Example problem – a product that would mask drug urine tests.

Review carefully for professionalism the dress of attendants and activities planned for the booth.

SENPA is excited about the SOHO EXPO and certainly wants your company to have a very successful experience financially, but we encourage you to carefully consider the long-range effects and potentially disastrous immediate public relations consequences of stretching the limits in planning your exhibit.

SAVE MONEY—WATCH DEADLINES

July 31, 2026 (Friday)

- ShowGUIDE Advertising Reservation with payment
- Deadline for Buyer’s Card Participation.
- New Product Display

August 7, 2026 (Friday)

- Exhibitor Listings
- ShowGUIDE Prize Donation Listing
- ShowGUIDE Booth Event Announcement
- ShowGUIDE Program Ads – must be “camera ready”
- Prize donations pre-delivery to SOHO EXPO office

August 18, 2026 (Monday)

- Cut-off date for Gaylord Palms Resort special room rate.
Register at SOHOexpo.net > Host Hotel Information

August 28, 2026 (Friday)

- Golf Tournament Pre-registration for reduced rate of only \$125*!
*Box lunch included
- Exhibitor Badges – add \$15/badge starting 8/16/2025
- ShowGUIDE Addendum
- Booth Event Announcement to be listed in Addendum
- Hallway Banner pre-delivery to SOHO EXPO office
- Deadline for advanced price savings for Gaylord Palms Convention Services rental items and services.
- Cooking Foods & Warming Foods Form Gaylord Palms Kit

August 28, 2026 (Friday)

- Deadline for shipment to AGS Expo Services to obtain advanced pricing.
- Deadline for Cert of Insurance – any outside Labor Co’s.

September 8, 2026 (Tuesday) & September 9, 2026 (Wednesday)

- Office Closed – Moves to Onsite location at Gaylord Convention Center.

September 10, 2026 (Thursday)

- Office Opens – Onsite at Gaylord Convention Center.

September 11, 2026 (Friday)

- Hallway Banner & Show Prizes to Onsite Office.

Proudly Produced By



Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Visit www.SOHOexpo.net for more sponsorship opportunities

Quick Schedule at a Glance

Thursday, September 10, 2026

9:00am Annual SOHO EXPO Golf Tournament – Alan Kristowski Memorial
– Falcon’s Fire Golf Club
– as low as \$125 (boxed lunch included) with 11:00am registration – Shotgun start

Friday, September 11, 2026

8:00am - 7:00pm Exhibitor Set-up – Exhibitors only

8:00am - 7:00pm Retail Education at SOHO Expo - Business Education for Natural Products Retailers

Saturday, September 12, 2026

8:00am - 11:00am Exhibitor Set-up – Exhibitors only

9:00am - 11:00am Retail Education at SOHO Expo - Business Education for Natural Products Retailers

11:00am - 5:00pm EXHIBITS OPEN - EXHIBIT HALLS A, B, C

5:30pm - 7:30pm Retail Education at SOHO Expo - Business Education for Natural Products Retailers

7:30pm - 10:30pm President’s Party - Networking - All Attendees Welcomed

Sunday, September 13, 2026

8:30am - 10:30am Retail Education at SOHO Expo - Business Education for Natural Products Retailers

8:00am - 10:30am Exhibitor Access to Exhibit Hall

10:30am - 2:30pm EXHIBITS OPEN – EXHIBIT HALLS A, B, C

2:30pm Close of show/Exhibit Breakdown

SOHO EXPO is The Natural Products Industry trade show and convention.
Show is closed to the general public.
ALL attendees must register with Show Management.



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Visit www.SOHOexpo.net for more sponsorship opportunities



Hints for a Successful Show

⌘ HELPFUL INFORMATION

Hints for a Successful Show

SHOW-ONLY DISCOUNTS

This is a PROVEN method of increasing attendance: promote “show-only” discounts or offerings for attendees in advance!

History shows retailers that attend the show are generally more successful.

By attending the show, they can meet with you and your representatives and see your entire line “up close and personal.” The networking opportunity provided by attending trade shows is a win-win for all participants!

Please help us to help you have a successful show. Encourage retailers to come to the SOHO EXPO. Join us in promoting the show.

SOHO EXPO NOT OPEN TO THE PUBLIC

We strive very hard to make sure that retailers and their staff are the ones shopping the convention floor. Others will have a guest badge on so you can identify them.

COST FOR RETAILERS TO VISIT THE SHOW

Please do not offer badges to retailers with your company's name on them. That is very counterproductive.

ON-SITE BADGES

We screen attendees! So if you have a sales rep show up at the convention and there is no name badge, it will cost a minimum of \$15 and we will have to get him/her approved. This will take you away from your booth and potentially lose you orders. Please register in advance and do not ask your friends to drop by without making arrangements to meet them.

THE PAGING SYSTEM WILL NOT BE USED DURING THE SHOW EXCEPT FOR LIMITED ANNOUNCEMENTS.

Helpful Information

WHEELCHAIRS AND SCOOTERS RENTALS

For the physically challenged, make getting around the hotel and show floor easier by renting a wheelchair or scooter.

Contact: Visit website www.SOHOexpo.net for more information

Reserve Early!

CHILDREN ON SHOW FLOOR

Children under 12 are prohibited on show floor during set-up and tear-down of booths.



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

Visit www.SOHOexpo.net
for more sponsorship opportunities

Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Host Hotel Information

EVERYTHING UNDER ONE ROOF!



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Kissimmee, Florida

HOST HOTEL & SOHO EXPO

Gaylord Palms Resort & Convention Center
(a Marriott Property)

6000 W. Osceola Parkway

Kissimmee, FL 34746

www.gaylordpalms.com

Reservations: (877) 382-7299 Mention: SOHO Expo

Online: Click to hotel information & reservations
directly from www.SOHOexpo.net > Hotel

SHOW ROOM RATE:

*\$226.00 per night plus taxes and \$22 resort fee.

Rate good through Monday, August 24, 2026

TO RECEIVE THE SHOW RATE

Be sure to mention SOHO EXPO or SENPA

CHECK IN / CHECK OUT

Check in time: 3:00pm

Check out time: 11:00am

*YOUR RESERVATION INCLUDES:

- Complimentary local and 1-800 telephone calls (first 20 minutes)
- High-speed internet access
- Daily newspaper (available from lobby)
- Two bottles of purified water (complimentary in-room)
- 24 hour access to fitness center
-and much more!

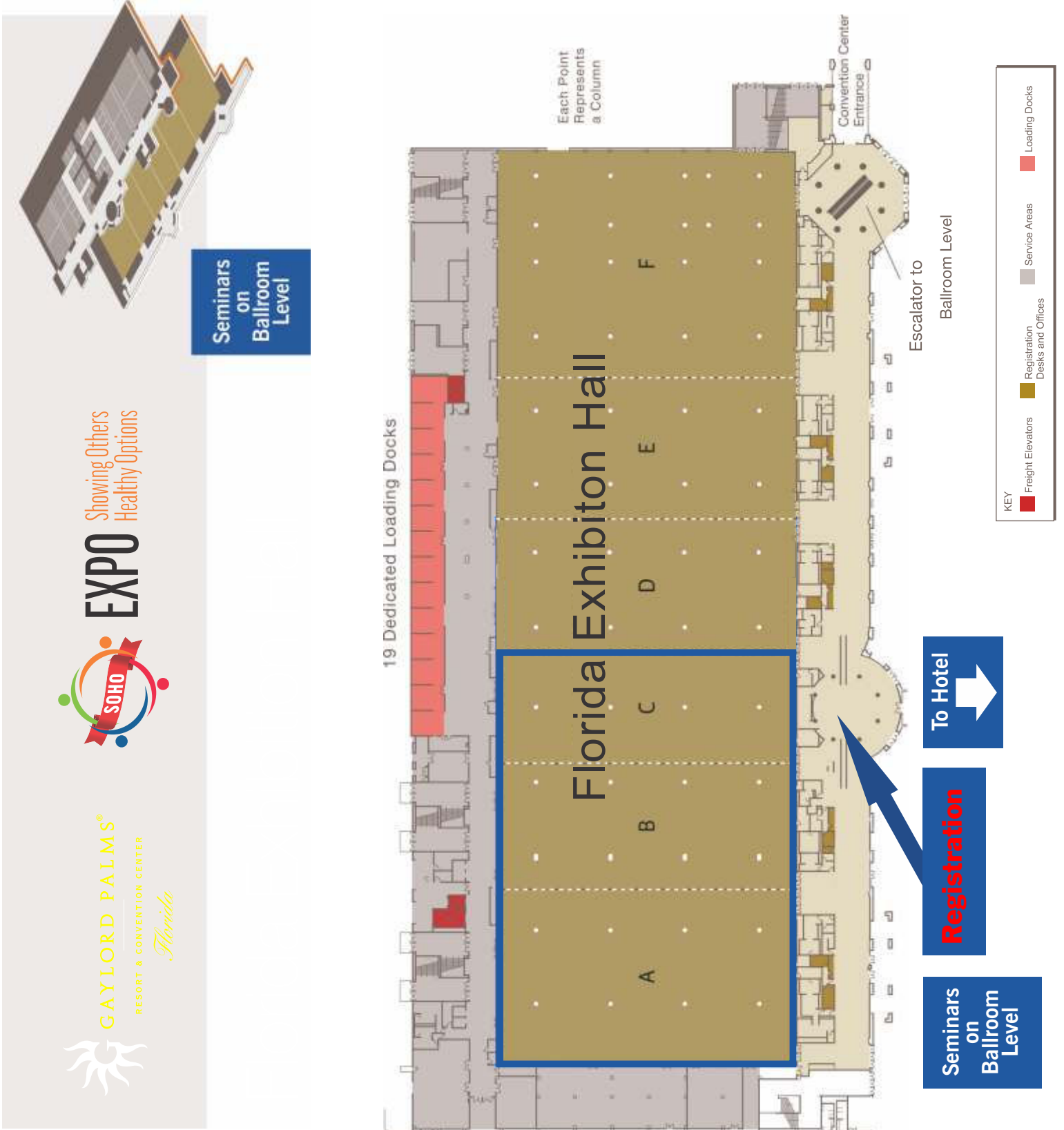
CANCELLATION POLICY:

Deposit will be refunded if notice is received at least three (3) working days prior to arrival and a cancellation number is obtained.

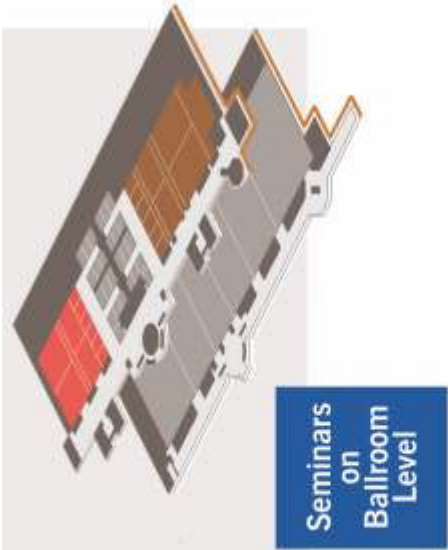


Exhibitor Set-Up Times:
Friday, Sept. 11, 8am-7pm
Saturday, Sept. 12, 8am-11am

Exhibit Hall Site Plan



Meeting Rooms Site Plan



GAYLORD PALMS®
RESORT & CONVENTION CENTER
Florida

SOHO EXPO

Showing Others
Healthy Options

Ballroom Level Convention Center | Level 2



Golf Tournament Registration

27th Annual Alan Kristowski Memorial Golf Tournament



Thursday, September 10, 2026

Falcon's Fire Golf Club

9:00AM Shotgun Start

Driving Range Open 7:00AM - 9:00AM

Register to play with your peers at SOHOexpo.net

Prizes For 1st, 2nd & 3rd Place - Gross vs. Net



3200 Seralago Blvd., Kissimmee, FL, 34746



EXPO

Showing Others Healthy Options

SEPTEMBER 10-13, 2026

\$125 Per Person Registration

Falcon's Fire Golf Club is recognized both regionally and nationally as one of the best public Golf Courses in Orlando. From an immaculate golf course featuring the highest level of service and amenities, to the latest technology, equipment, and apparel at the award-winning Golf Shop, Falcon's Fire Golf Club is a premier Florida golf destination.

STEP #1 - REGISTRATION Individual or Multiple Players



Individual Registration

- I am registering individually (before or on 8/27/2026) **\$125.00***
- I am registering individually (after 8/27/2026) **\$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 or on 8/27/2026) \$ _____
- I am registering and paying for _____ players @ \$140.00* (after 8/27/2026) \$ _____

TOTAL DUE: \$ _____
Proceed to Step #2

STEP #3 PAYMENT INFORMATION

- PAY BY CHECK** - make payable to SENPA Inc.
NOTE: Company checks not accepted after 8/27/26. Must be paid by cashier's check or money order.
- PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.
(3% service charge added to all credit card payments). 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

REQUIRED: Authorized Signature: _____ Date: ____/____/____
Print Name: _____ Title: _____

- ACH Payment** (contact office for details)

LOCATION
Falcon's Fire Golf Club
3200 Seralago Blvd,
Kissimmee, FL, 34746

STEP #2 - PAYMENT INCLUDED FOR THE FOLLOWING GOLFER(S):

Golfer #1 _____
Company _____
Address _____
City, State, Zip _____
Email _____
Phone _____ Handicap _____

Golfer #2 _____
Company _____
Address _____
City, State, Zip _____
Email _____
Phone _____ Handicap _____

Golfer #3 _____
Company _____
Address _____
City, State, Zip _____
Email _____
Phone _____ Handicap _____

Golfer #4 _____
Company _____
Address _____
City, State, Zip _____
Email _____
Phone _____ Handicap _____

INFORMATION AT-A-GLANCE

- FORMAT:** Shotgun Start, 4-man Scramble (Captain's 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
- DRESS CODE:** Shirt with collar, No Blue Jeans, Metal Spikes are prohibited



Show Prizes for Retailers

Captive Audience: You have their attention!

SOHO EXPO has budgeted thousands of dollars for prizes and we encourage exhibitors to add prizes. Prizes increase the excitement and encourage retailers to stay throughout exhibit hours. Only official SOHO EXPO drawings will be announced.



EXPO
Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

RETAILERS MUST BE PRESENT TO WIN, KEEPING THEM ON THE SHOW FLOOR!



Great Opportunity!

DONATION NOTES:

- Prize Donation Form must be completed and accompany each donation.
- Prize donations must have a minimum value of \$50 each or they will be bundled with other donations.
- Prizes are awarded to retail stores, not individuals.
- **REPLY DEADLINE: 8/1/2025** for your prize to be listed in the ShowGUIDE and **8/27/2026** to be listed in the ShowGUIDE Addendum

Company Name: /Exhibiting As: _____ Booth # _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Company will donate the following prize: _____

_____ Retail Prize Value: \$ _____

INSTRUCTIONS:

- Ship directly to SENPA
(c/o Prize, 5946 Main Street, New Port Richey, FL 34652) **before 8/1/2026.**
- Deliver prize to ONSITE Show Office on Saturday, 9/12/2026
- Will ship prize directly to retailer after the show.
- Other: _____

- **You will be notified what retailer won your prize.**
- **Retailers must be present to win.**
- **Retailers who place orders have more chances to win!**



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250
info@SOHOexpo.net
senpa.org

Sponsorship Opportunities

Boost Your Brand Recognition and be recognized for supporting our nonprofit association, SENPA®

All proceeds from the show go back into the industry.



SOHO Expo Sponsorship Packages

Reach Retailers All Year Long!

Logos featured as Show Sponsor - Logo sized based on Sponsorship level	Platinum	Gold	Silver	Patron
Social Media (Over 11,000 Views) Sponsorship Group + Unique Mentions (# of checks indicates mentions)	✓✓✓✓	✓✓✓		
Show Guide recognition with listing	✓	✓	✓	✓
Mailings - postcards, flyers, printed and digital (Over 20,000 Exposures)	✓	✓	✓	
Registration brochures Over 4,000 Exposures + Website Views	✓	✓	✓	✓
Show Guide (2,000 printed)	✓	✓	✓	✓
Onsite Graphics	✓	✓	✓	✓
Website – logo placement (Over 10,000 Exposures)	✓			
Special Show Sponsor Identifying Ribbon for each member of your team	✓	✓	✓	✓
Logo printed on insert with Hotel Rebate Check	✓	✓	✓	✓
Photo of booth and company rep in SENPA SPEAKS Show roundup edition (2,000 mailed + Website Views)	✓	✓	✓	
Customized digital Flyer advertising sponsorship participation in SOHO EXPO (Unlimited exposures)	✓✓	✓	✓	
Free Buyers Card Promotion (\$500 value) 500 printed	✓	✓		
Free New Product Display (\$200.00 Value)	✓	✓		
Sponsorship Award to display at booth	✓	✓	✓	
Company Banner placement at show (\$500 value per location - restrictions apply) (# of checks indicates locations)	✓✓	✓		

ADVERTISE TO OUR UNIQUE AUDIENCE!

\$7500 **\$5000** **\$3000** **\$500**



EXPO Showing Others Healthy Options

SEPTEMBER 10-13, 2026

Sponsorship Levels

Sponsoring SOHO Expo offers comprehensive benefits, including the first right of refusal for next year's sponsorship and advertising opportunities. Get the first pick of the options that put you in front of the independent retailers and show them that you support their business.

Multi-Year Show Sponsor

Investment Level **\$30,000**



(3-year commitment – \$10,000 each year)

Our Investment Sponsorship package has been created to offer sponsor(s) a long-term, value-added program that has the broadest reach to retailers. The program offers a year-long package that includes another of our industry's best shows: SOHO Expo!

\$10,000 per year - 3 Year Partnership

Terms of Agreement: SOHO EXPO Sponsorship 3 years from current year signing of sponsorship agreement through the first SENPA SPEAKS Newsletter published and mailed in February of 4th year

Yearly Sponsorship Scope:

- Highlighted as Investment Sponsor listed in all marketing pieces including Onsite, Website, and Official Show Program
- Featured as a Platinum & President's Party sponsor with all of its included benefits (\$7500) PLUS
- 2 FREE Nights Gaylor Palms Resort & Convention Center (Host Hotel) each year of sponsorship during show.
- FREE Full page ad in the Official ShowGUIDE each year of sponsorship
- Post submitted "show supporting" digital Press Release on the SENPA.org Media Page (some restrictions apply)
- FREE New Products Display
- FREE Buyers Card Promotion
- FREE "digital" SOHO EXPO Flyer Template for inserting / distributing to your retailer list
- Sponsorship Award to display at your booth
- Special Sponsor Identifying Ribbon
- Featured as an Investment Sponsor at all SOHO Road Show Events

Included: Platinum Sponsorship Benefits

- Highlighted as a Sponsor with your logo featured on all Retail Registration Forms
- Included in all marketing materials (online and print) highlighting you as a rebate promotion sponsor for qualified retailers staying at the Gaylor Palms Resort & Convention Center (Host Hotel)
- Opportunity to place TWO standing banners during entire show at the show registration area and on the main walkway to the convention (some restrictions and deadlines apply)
- Sponsorship Acknowledgment Announcement during each education session and all event marketing collateral including promoting your booth assignment

Included: President's Party Sponsorship Benefits



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250
info@SOHOexpo.net
senpa.org

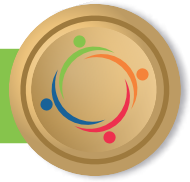
Sponsorship Levels *cont.*



Platinum Show - \$7500

Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary New Product Display (\$200.00 Value)
- Complimentary Hallway Banner (\$500.00 Value)
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Gold Show - \$5000

Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary New Product Display (\$200.00 Value)
- Complimentary Hallway Banner (\$500.00 Value)
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Sponsorship Levels *cont.*



Silver Show - \$1500

Benefits Include:

- Logo featured in Mailings - postcards, flyers, digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Patron Show - \$500

Benefits Include:

- Logo featured in Mailings - postcards, flyers, digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



SOHO Expo Sponsorship Packages



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

**Start Advertising
and Marketing
with us today!**

Packages for success!

Investment Sponsorship	Amount
\$10,000 for 3 years	<input type="text" value="\$30,000"/>

SOHO Expo Sponsorship	
Platinum	<input type="text" value="\$7,500"/>
Gold	<input type="text" value="\$5,000"/>
Silver	<input type="text" value="\$3,000"/>
Patron	<input type="text" value="\$500"/>

President's Party Sponsorship	<input type="text" value="\$3,000"/>
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TOTAL INVESTMENT	<input type="text"/>
-------------------------	----------------------

Name (Authorized Agent): _____ Date: _____

Company Name / Exhibiting As: _____

Email: _____ Phone: (_____) _____

You will receive an email confirmation along with deadlines and instructions.

The EARLIER you sign up... the EARLIER you'll be reaching retailers!
Sponsorships BEGIN when payment is received.

PAYMENT METHOD

Check # _____ (made payable to SENPA, Inc.)

NOTE: Company checks not accepted after 8/1/2026, must be paid by cashier's check or money order.
Applications received after 6/10/2026 must be accompanied by 100% of the fee.

Pay by credit card. American Express, MasterCard and VISA accepted (3% service charge added to all credit card payments). **NOTE: Invoice will be sent with payment instructions.**

ACH payment (contact office for details)

REQUIRED: Authorized Signature: _____ Date: ____/____/____

Print Name: _____ Title: _____

Visit www.SOHOexpo.net for more sponsorship opportunities

Meal Sponsorships

2-hour program with meal served for first 30 minutes* (½ hour) buffet style
Speaker presentation may run up to 90 minutes (1 ½ hours)

\$12,000

Benefits Include:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official sohoexpo.net website
- Your Logo in all pre-show mailings (print / email) - starting immediately
- Your Logo recognition in official ShowGUIDE under meal sponsors
- Your Logo on registration forms (online and printed where possible)
- Free New Product Display (\$200 value)
- Award to display at booth
- Special "Sponsor" ribbons for staff to wear during SOHO EXPO
- Promoted as a meal sponsor on our social media reach
- Customized PDF flyer promoting your presentation with the SOHO EXPO registration on side two for your pre-show mailings /distribution to retailers
- Complimentary Hallway Banner Location (\$500 value) - Sponsor may provide assembled banner (at sponsor's expense) for display during the SOHO EXPO. For maximum exposure, banner should be delivered to SOHO registration area Thursday or Friday of the show. Placement to be determined by SOHO management and hotel guidelines. SOHO staff will move the banner to the sponsor's event and replace to original location after the program. Sponsor will make arrangements for the banner to be returned to their offices after the show unless retrieved on-site.

Meal Sponsorship Availability

Friday Breakfast
Friday Lunch
Friday Dinner

Saturday Breakfast
Saturday Dinner
Sunday Breakfast

Contact office
for detailed
information and
availability



Official SOHO Expo ShowGUIDE

Reach retailers at the show



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

The official ShowGUIDE is a year-long resource

TARGET MARKET ADVERTISING - perfect vehicle for branding and building product awareness

BROKERS - offers listings of companies they represent (as of date noted in program)

FIRST TIME EXHIBITORS - retailers use the guide looking for new items and promotions

CALENDAR OF EVENTS - reminds retailers about upcoming shows & education

SPONSOR RECOGNITION - encourages retailers to thank sponsors with their support

Ads are available and placed on a first come basis so hurry PLACE YOUR AD TODAY!

COVER PAGES

Inside Front - Full Page Bleed 5.75"w x 8.75"h full-color - \$750

Inside Back - Full Page Bleed 5.75"w x 8.75"h full-color - \$750

Outside Back - Full Page Bleed 5.75"w x 8.75"h full-color - \$850

INSIDE PAGES

Full Page 4.75"w x 7.75"h full-color - \$650

Half Page 4.75"w x 3.875"h full-color - \$500

ADDENDUM

Half Page 4.5"w x 3.875"h full-color - \$500

AD/GRAPHIC QUESTIONS?

Contact us for support:

CALL (727) 846-0320

EMAIL info@SOHOexpo.net

See more advertising online at:

SOHOexpo.net

> Exhibitor Resources

> Marketing & Sponsorships

> ShowGUIDE Specs

AD SPECS:

- ShowGUIDE is staple-bound, 5-1/2" wide x 8-1/2" high, full color (4-color process CMYK) cover. Printed on coated paper.

- Full color ads: colors must be CMYK, no spot (Pantone) colors.

- KEEP ALL TEXT INSIDE 4.75" x 7.75" LIVE AREA.

- REQUIRED: Provide an EPS or PDF. All photos at least 300 dpi.

- Before making PDF convert all fonts to outlines/curves.

Advertising/Marketing amount indicated above. Cancellation must be made in writing before August 1, 2026 to receive refund less a non-refundable \$25.00 fee.



ShowGUIDE Ad Reservation Form

Company Name: _____ Exhibiting As: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ Email: _____

SHOWGUIDE AD RESERVATION

Please reserve the following program ad:

- | | |
|---|---|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Inside Full Page |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Inside Half Page |
| <input type="checkbox"/> Outside Back Cover | <input type="checkbox"/> Addendum Half Page |

Reservation Deadline: **July 25, 2026**

Camera-Ready Ad Deadline: **August 1, 2026**

EMAIL prepared ad to: info@SOHOexpo.net

PAYMENT METHOD

PAY BY CHECK # _____ - make payable to SENPA, Inc.

PAY BY CREDIT CARD - Visa, MasterCard and American Express accepted (3% service charge added to all credit card payments). NOTE: Invoice will be sent with payment instructions.

ACH PAYMENT (contact office for details)

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Be seen long after the show is over. Retailers Hang On to their ShowGuide all Year!



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250

info@SOHOexpo.net

senpa.org



New Products Display

Retailers LOVE new items

Go ahead...show off!



EXPO
 Showing Others
 Healthy Options
 SEPTEMBER 10-13, 2026

The SOHO EXPO NEW PRODUCTS DISPLAY

Products will be placed in glass cases 18"W x 18"D x 18"H space with signage throughout the Exhibit Hall.

- It is your responsibility to get your product to us.
- Spaces are limited.
- Product must have been introduced within the last 12 months.

DELIVER PRODUCTS to registration area during show set-up, 9/12/2026, or **MAIL** to: SENPA 5946 Main Street, New Port Richey, FL 34652 **BEFORE 8/25/2026** (Please label attn: New Products Display).

LOGO: Email your company logo in an EPS file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name.

ONLY EMPTY containers accepted. Management not responsible for stolen merchandise.



Reservation & Artwork Deadline: **July 25, 2026**
 EMAIL your company logo in eps format with text converted to curves to: info@SOHOexpo.net

SPACE RESERVATION

Please reserve _____ space(s) at \$150 each.

Cancellation must be made in writing before August 1, 2026 to receive refund less a non-refundable \$25.00 fee.

Company Name: _____ Exhibiting As: _____ Booth # _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ E-Mail: _____

PAYMENT METHOD

- Check # _____ (made payable to SENPA, Inc.)
 NOTE: Company checks not accepted after 8/1/2026. Must be paid by cashier's check or money order. Applications received after 6/10/2026 must be accompanied by 100% of the fee.
- Pay by credit card. American Express, MasterCard and VISA accepted (3% service charge added to all credit card payments). **NOTE: Invoice will be sent with payment instructions.**
- ACH payment (contact office for details)

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Visit www.SOHOexpo.net for more sponsorship opportunities

5946 Main Street
 New Port Richey, FL 34652
727.846.0320
 FAX: 800.828.7250
info@SOHOexpo.net
senpa.org

Buyer's Card Program



Put your company logo on the BUYER'S CARD SUPER VALUE - \$500!

A passport style card, with exhibitor's logo and booth numbers, is provided ONLY to registered RETAIL BUYERS.

As a participating exhibitor you are provided branded validation stickers. Wait for retail buyers to stop by your booth and tell them about your products!

Retailers love this game; they win PREMIUM prizes for a full card of stickers!

Retail Buyers MUST be present at the close of the show to win!

LIMITED SPACES - SIGN UP TODAY!

**YES! We want to be part of the
Buyer's Card Program!**



Company Name: _____ Booth # _____

Exhibiting As Name: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ E-MAIL: _____

Cancellation must be made in writing before August 1, 2026 to receive refund less a non-refundable \$25.00 fee.

PAYMENT METHOD

Check # _____ (made payable to SENPA, Inc.)

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Pay by credit card. American Express, MasterCard and VISA accepted (3% service charge added to all credit card payments). NOTE: Invoice will be sent with payment instructions.

ACH payment (contact office for details)

REQUIRED: Authorized Signature: _____ Date: ____/____/____

Print Name: _____ Title: _____

Reservation & Artwork Deadline: **July 25, 2026**

EMAIL your company logo in eps format with text converted to curves to: info@SOHOexpo.net



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250
info@SOHOexpo.net
senpa.org

**Have Every Retail Buyer...
...Stop at YOUR Booth!**

Hallway Banner Display

BE SEEN OVER AND OVER...



EXPO
Showing Others
Healthy Options
SEPTEMBER 10-13, 2026

...and your message delivered!



Be right where the action is coming and going to and from the show floor! Have your message viewed in the main convention center hallway Saturday & Sunday during the show.

Limited number of banner displays are available so hurry and reserve your opportunity today!

SUPER VALUE: \$500

DELIVER your banner and your retractable display frame to the SOHO EXPO Show Office on **Friday, September 11, 2026** by 10am or

SHIP TO: SENPA (c/o SOHO HALLWAY BANNER) 5946 Main Street, New Port Richey, FL 34652 **before Friday, August 22, 2026**

PICK UP banner & frame after SOHO at Show Office on Sunday, September 13, 2026 before 3:00pm

RETURN SHIPPING: Provide a pre-paid shipping label and pay a \$25 service fee and SOHO EXPO will return your banner and frame.

NOTE: Your banner message pre-approved by show management. Not responsible for any damages to banner.

YES! We want to be part of the Hallway Banner Display Program!

Company Name: _____ Booth # _____

Exhibiting As Name: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ E-MAIL: _____

Cancellation must be made in writing before August 1, 2025 to receive refund less a non-refundable \$25.00 fee.

\$25 return handling fee (does not include shipping)

PAYMENT METHOD

Check # _____ (made payable to SENPA, Inc.)

NOTE: Company checks not accepted after 8/1/2026, must be paid by cashier's check or money order. Applications received after 6/10/2025 must be accompanied by 100% of the fee.

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ACH payment (contact office for details)

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

**Reservation
Deadline:
Friday,
August 21, 2026**

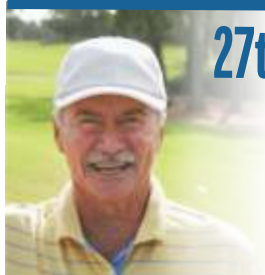
Golf Tournament Sponsorship

Annual SOHO EXPO Golf Tournament...since 1999



EXPO
Showing Others
Healthy Options

SEPTEMBER 10-13, 2026



27th Annual Alan Kristowski Memorial Golf Tournament

Thursday, September 10, 2026

Register to play with your peers at SOHOexpo.net

YES, I'd like to be a Golf Tournament Sponsor



FREE SPONSORSHIP OPPORTUNITIES

■ **Samples** for Goodie Bags (snacks, sunscreen, bug repellent, pain relievers, lotion, etc.)
List below the samples you will be providing, minimum of 50, must be shipped to the SENPA office to arrive no later than August 22nd.

■ **Promotional Items** Useful for Golfers (water bottles, travel mugs, hot/cold packs, cooler bags, etc.)
These items may have your logo on them!
List below the items you will be providing - minimum of 50, must be shipped to the SENPA Office to arrive no later than August 22nd.

■ **Prizes** for contest and Raffle (golf shirts, hats, jackets, clubs, cash, gift cards, etc.)

PAID SPONSORSHIP OPPORTUNITIES

- \$2,000 Tournament Sponsor (Logo on all signage at tournament, scorecards, golf cart signs and promotional materials)
- \$500 Boxed Lunch Sponsor (Logo on promotional materials)
- \$500 Hole-in-One Contest Sponsor (Includes sign at contest hole and logo on contest promotional material)
- \$500 Drink Ticket Sponsor (Logo on drink tickets)
- \$500 Water Sponsor (Logo on promotional materials)
- \$200 Longest Drive Contest Sponsor (Includes sign at contest hole)
- \$200 Closest to the Pin Contest Sponsor (Includes sign at contest hole)
- \$200 Longest Putt Sponsor (Includes sign at contest hole)
- \$100 Hole Sponsor (Includes sign at contest hole)



PAYMENT METHOD

- Check # _____ (made payable to SENPA, Inc.)
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- ACH payment (contact office for details)

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

REQUIRED: Authorized Signature: _____ Date: ____/____/____

Print Name: _____ Title: _____

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