

SOHO EXPO

Sponsorship & Marketing Opportunities



EXPO

Showing Others
Healthy Options

December 2-5, 2021



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)	✓✓✓✓	✓✓✓		
Newsletters - print and digital (Over 5600 Exposures)	✓	✓	✓	✓
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 banners	✓	✓	✓	✓
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)	✓	✓	✓	
Personalized article in SENPA SPEAKS one-time during year of sponsorship (\$500.00 Value)	✓			
Customized digital Flyer advertising sponsorship participation in SOHO EXPO (Unlimited exposures)	✓	✓	✓	
Free Buyers Card Promotion (\$500 value) 500 printed	✓	✓		
Free Inside New Product Display (\$55.00 Value)	✓	✓		
Free Outside New Product Display (\$85.00 Value)	✓			
Sponsorship Award to display at booth	✓	✓	✓	
Company Banner placement at show (\$500 value per location - restrictions apply) (# of checks indicates locations)	✓✓	✓		
	\$7500	\$5000	\$3000	\$500

ADVERTISE TO OUR UNIQUE AUDIENCE!



EXPO Showing Others
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5946 Main Street
New Port Richey, FL 34652

† 727.846.0320
f 800.828.7250

www.SOHOexpo.net
info@SOHOexpo.net



Multi-Year Show Sponsor

INVESTMENT LEVEL

Long-Term Partnership



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December 2-5, 2021

Our Investment Sponsorship package has been created to offer sponsor(s) a long-term, value-added program that has the broadest reach to retailers across the U.S. who attend SOHO EXPO. The program offers a year-long package that includes one of the industry's best natural products show, SOHO EXPO, SOHO HEALTHFEST and ROAD SHOW EVENTS.

\$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 Gaylord Palms Resort & Convention Center (Host Hotel) each year of sponsorship during show.
- FREE Full page ad in the Official ShowGUIDE each year of sponsorship
- FREE sponsor ad in the SENPA SPEAKS Newsletter Retail Registration Issue each year of sponsorship
- Post submitted "show supporting" digital Press Release on the SENPA.org Media Page (some restrictions apply)
- FREE New Products Display, Inside and Outside
- 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 SENPA 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 Gaylord 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

- Highlighted as a President's Party Sponsor with your logo on all flyers, signage, and party event tickets
- FREE 6ft sponsor display table at President's Party for marketing and promoting to attendees
- Logo included on any logo'd item handed out to all party attendees (if available)

Our show sponsorship programs have been designed to give your company the highest level of exposure and support your marketing goals.



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SOHO Expo Sponsorship Packages

PACKAGES FOR SUCCESS!



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START ADVERTISING
AND MARKETING
WITH US TODAY!

Investment Sponsorship	Amount
\$10,000 for 3 years	\$30,000

SOHO Expo Sponsorship	
Platinum	\$7,500
Gold	\$5,000
Silver	\$3,000
Patron	\$500

President's Party Sponsorship	\$3,000
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TOTAL INVESTMENT

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 11/12/2021, must be paid by cashier's check or money order.

Applications received after 7/26/2021 must be accompanied by 100% of the fee.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

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

Print Name: _____ Title: _____

Dates to make payment: 1st _____ 2nd _____ 3rd _____ 4th _____

Visit **SOHOexpo.net** for more sponsorship opportunities



5946 Main Street
New Port Richey, FL 34652

727.846.0320
www.SOHOexpo.net

FAX completed form to 800.828.7250 **OR** EMAIL completed form to info@SOHOexpo.net



2021 SOHO EXPO Meal Program Sponsorship



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December 2-5, 2021

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)

SOHO EXPO MEAL SPONSORSHIP LEVEL BENEFITS:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official sohoexpo.net website
- Your Logo in SENPA SPEAKS newsletter - starting immediately
- 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)
- Your Logo in post-show SENPA SPEAKS newsletter – January edition
- Complimentary location on Inside New Product Display (\$55 value)
- Plaque 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.

SPONSOR RESPONSIBILITIES:

SPEAKER: Chosen and paid for by the sponsor. Topic to be submitted to SOHO EXPO committee for approval. SOHO/SENPA asks that Information not to be totally product based. Recognizing products and distributing literature and samples is acceptable, however, we ask that the main part of the program be educational.

AUDIO/VISUAL: Sponsor will pay \$880 to cover all audio/visual cost. Management negotiates prices and includes in show's package in order to reduce overall costs. (i.e., sharing costs with other sponsored programs using the same hall and duplicate equipment).

ADDITIONAL FEES: Benefits may not be changed after signing. SOHO EXPO is run by a non-profit organization and meal functions do not create revenue for the show, therefore additional benefits to those listed above or promotions will not be added and all fees incurred are the responsibility of the sponsor.

CATERING: Sponsor is responsible directly to the Gaylord Palms for the meal function and all hotel charges for the dinner. SOHO EXPO show management will work directly with sponsor to arrange menu, take reservations, and work on final catering guarantee.

FOOD DONATIONS: SOHO EXPO management will make every effort to obtain healthy donations to be included on the buffet, but will not guarantee those donations. If any additional costs are incurred for donations, sponsor will have the opportunity to approve in advance and be responsible for those fees. Companies donating foods/products will be acknowledged.

MEAL PROGRAM TIMELINE: Buffet will open at beginning of session time and be closed down at the beginning of the speaker presentation to help lessen the noise and offer a better atmosphere for attendees. *Sponsor may request a time change for closing the buffet line with the SOHO EXPO representative in charge.

ATTENDEES & INVITED GUESTS: Please note, registered "full-access" RETAIL attendees are invited to attend sponsored meal functions at no cost to them. They will be required to "preregister" for the event. Sponsors are encouraged to promote and invite retailers making sure they include the following on any invitations, etc.: **"All retailers attending meal functions are required to preregister as a FULL-ACCESS Retail Attendee at the SOHO EXPO. TO REGISTER visit SOHOexpo.net or call (727) 846-0320."**

FINAL INVOICING: A final invoice of any additional fees will be sent to sponsor immediately after the convention. Invoice will be due upon receipt unless other arrangements have been agreed to in advance.

For more information on meal sponsorship availability, please contact the office at 727-846-0320.



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info@SOHOexpo.net



Official SOHO Expo ShowGUIDE

REACH RETAILERS AT THE SHOW

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!



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COVER PAGES

Inside Front - Full Page Bleed 5.75"w x 8.75"h full-color - \$850

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 October 22, 2021 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 |

PAYMENT METHOD

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

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

NOTE: Invoice will be sent with payment instructions.

Reservation Deadline:
September 17, 2021

Camera-Ready Ad Deadline
October 8, 2021

EMAIL prepared ad to:
info@SOHOexpo.net

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
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727.846.0320
www.SOHOexpo.net

FAX completed form to
800.828.7250



EMAIL completed form to
info@SOHOexpo.net

New Products Display

RETAILERS LOVE NEW ITEMS

Go ahead...show off...not once but twice!



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The SOHO EXPO NEW PRODUCTS DISPLAY: 2 Locations

Inside Exhibit Hall. Products will be placed on tables (not glass cases) allowing for retailers to stroll through the area. 12" x 24" space with signage. No height restrictions.

Outside Exhibit Hall at Show Floor Entrance. Products will be placed in glass cases 9"W x 18"D x 12" H space with signage.

- 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, 12/3/2021, or **MAIL** to: SENPA 5946 Main Street, New Port Richey, FL 34652 **BEFORE 11/12/2021** (Please label attn: New Products Display - Inside/Outside).

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.

NOTE: Outside New Products Display can only be pre-purchased. No Onsite sales for outside displays.

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

SPACE RESERVATION

Please reserve _____ inside space(s) at \$55 each.

Please reserve _____ outside glass case(s) at \$85 each.

Cancellation must be made in writing before October 22, 2021 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 11/12/2021. Must be paid by cashier's check or money order. Applications received after 7/26/2021 must be accompanied by 100% of the fee.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

Reservation and Artwork Deadline
Friday, November 5, 2021

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

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

Print Name: _____ Title: _____

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Buyer's Card Program

HAVE EVERY RETAIL BUYER....
.....STOP AT YOUR BOOTH!

Put your company logo on the BUYER'S CARD



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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 October 22, 2021
to receive refund less a non-refundable \$25.00 fee.

PAYMENT METHOD

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

NOTE: Company checks not accepted after 11/12/2021, must be paid by cashier's check
or money order. Applications received after 7/26/2021 must be accompanied by 100% of the fee.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

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

Print Name: _____ Title: _____

Reservation and Artwork Deadline
Friday, November 5, 2021

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



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Bathroom Advertizing

BE SEEN EVEN DURING THE BREAKS...



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Want to be in a bathroom selfie?

Have your message viewed in 6 bathrooms Thursday, Friday, Saturday & Sunday during education and show days. You receive a total of 48 Clear Vinyl Removable Stickers:

Hall A & B Level 1: 4 per Bathroom x 4 Bathrooms

Ballrooms Level 2: 16 per Bathroom x 2 Bathrooms

SUPER VALUE: \$2500

includes printing and installation

Have your products seen and used in the bathrooms during the show!

Place samples of your hand soaps, lotions, wipes or other appropriate bathroom products in 6 bathrooms on the convention and exhibit hall levels of the convention center for Thursday-Sunday of the show. Note: Your products must be approved by show management.

SUPER VALUE: \$1000



EMAIL: your artwork in an .eps file format with all fonts converted to curves, please include a .pdf for reference. Artwork needs to arrive by **Friday, Oct. 8, 2021**

Final sizing of sticker is 8" x 11" please leave a 1/4 cut margin. Email to: info@SOHOexpo.net

NOTE: Your advertising must pre-approved by show management. SENPA/SOHO Expo not responsible for any damages to stickers.

YES! We want to be part of the Bathroom Advertising!

Company Name: _____ Booth # _____

Exhibiting As Name: _____

Contact (PLEASE PRINT): _____

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

Cancellation must be made in writing before October 22, 2021 to receive refund less a non-refundable \$25.00 fee.

PAYMENT METHOD

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

NOTE: Company checks not accepted after November 12, 2021, must be paid by cashier's check or money order.

Applications received after 7/26/2021 must be accompanied by 100% of the fee.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

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

Print Name: _____ Title: _____

Reservation & Artwork Deadline
Friday, October 8, 2021



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FAX completed form to 800.828.7250 OR EMAIL completed form to info@SOHOexpo.net



Hallway Banner Display

BE SEEN OVER AND OVER...



EXPO
Showing Others
Healthy Options
December 2-5, 2021



...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, Dec. 3, 2021** by 10am or

SHIP TO: SENPA (c/o SOHO HALLWAY BANNER) 5946 Main Street, New Port Richey, FL 34652 **before Friday, Nov. 12, 2021.**

PICK UP banner & frame after SOHO at Show Office on Sunday, Dec. 5, 2021 at 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 October 22, 2021 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.)

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☐ Pay by credit card. American Express, MasterCard and VISA Accepted.

NOTE: Invoice will be sent with payment instructions.

**Reservation
Deadline:
Friday,
Nov. 5, 2021**

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

Print Name: _____ Title: _____



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EVENT AT YOUR BOOTH?



Cancellation must be made in writing before October 22, 2021 to receive refund less a non-refundable \$25.00 fee.

10/8/2021 for your announcement to be listed in the ShowGUIDE
11/5/2021 for your announcement to be listed in the ShowGUIDE Addendum

Maximum of 3 lines per company listing - PLEASE PRINT - Show Management not responsible for illegible forms.

Line 1 - Exhibiting As: (Maximum 32 Spaces)

Line 2 - Event Description (Maximum 32 Spaces)

Line 3 - Event Time (Maximum 22 Spaces)

Booth Number

FAX completed form to 800.828.7250 **OR** **EMAIL completed form to** info@SOHOexpo.net

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.

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

RETAILERS ARE ENCOURAGED TO PLACE ORDERS WHILE AT THE SHOW.

The more orders placed during the show by retailers, the MORE CHANCES THEY HAVE TO WIN PRIZES!!

HOW DO WE DO THAT? Every time the retailer places an order with YOU, the exhibitor, they can bring proof of that order (you must provide) to the SOHO TICKET BOOTH and redeem for an entry ticket.

THE MORE RETAILERS ORDER FROM YOU, THE MORE CHANCES THEY HAVE TO WIN.



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.
- EXHIBITORS ARE REQUESTED TO PROVIDE RETAILERS COPIES OF ORDERS PLACED.
- REPLY DEADLINE: 10/8/2021 for your prize to be listed in the ShowGUIDE and 11/5/2021 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 11/20/2021.**
- ☐ Deliver prize to ONSITE Show Office on Saturday, 12/4/2021

☐ 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!



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SENPA
NATURAL INDUSTRY
ALLIANCE

SENPA Members-Only Marketing Opportunities

REACH RETAILERS YEAR ROUND

Alliance		Individual Company Limits	Available Slots	Standalone Price	Package Price	
NEW PRODUCT PACKAGE: \$750						
New Product Blog	1 Blog Per Brand, Per Quarter	4 Blogs Per Month	\$275	\$250	PACKAGE SAVINGS: \$80	
Email Blast Product Mention	1 Mention Per Brand, Per Month	3 Brands Per Email Blast	\$275	\$250		
Featured Post on FB	3 Posts Per Brand, Per Quarter	2 Posts Per Week	\$140	\$125		
Featured Post on IG	3 Posts Per Brand, Per Quarter	2 Posts Per Week	\$140	\$125		
			\$830	\$750		
SPONSORED BLOG POST PACKAGE: \$600						
Blog Post	1 Blog Per Brand, Per Quarter	4 Blogs Per Month	\$275	\$250	PACKAGE SAVINGS: \$65	
Email Blast Blog Mention	1 Mention Per Brand, Per Month	3 Blog Mentions Per eBlast	\$110	\$100		
Featured Post on FB	3 Posts Per Brand, Per Quarter	2 Posts Per Week	\$140	\$125		
Featured Post on IG	3 Posts Per Brand, Per Quarter	2 Posts Per Week	\$140	\$125		
			\$665	\$600		
NEWSLETTER ALA CARTE OPTIONS:						
Newsletter Featured Article: \$500	4 Articles Per Brand, Per Year	1 Brand Per Newsletter	\$500			
Sales Flyer Insert: \$500	2 Inserts Per Brand, Per Year	1 Brand Per Newsletter	\$500 + Printing			
DIGITAL ALA CARTE OPTIONS:						
SENPA.org Banner Ad	1 Banner Ad Per Brand, Per Month	3 Brands Per Month	\$125/mo			
Calendar Listing for Event	Unlimited	Unlimited	\$50			
Custom Advertorial Email Blast	1 Email Blast Per Brand, Per Quarter	6 eBlasts a Year	\$1,250			

ACCESS SENPA'S LARGE NETWORK OF
INDEPENDENT NATURAL PRODUCTS RETAILERS

For more information contact:
Amanda Ballard,
Marketing Director - SENPA
(727) 846-0320
Amanda@SOHOexpo.net

NOURISHING
THE HUMAN
CONNECTION

