

SOHO EXPO CALL FOR SPEAKERS



EXPO

Showing Others
Healthy Options

Nov. 30 – Dec. 3, 2023

Proudly Produced By



SENPA
NATURAL INDUSTRY ALLIANCE



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Missimsee, Florida





EXPO Showing Others
Healthy Options

53rd Annual Trade Show & Convention: Nov. 30 – Dec. 3, 2023
Tradeshow Exhibits: December 2 & 3, 2023
Gaylord Palms Resort & Convention Center

CALL FOR SOHO EXPO 2023 SPEAKERS

Dear SOHO EXPO Supporter:

SENPA is now looking for quality speakers for SOHO EXPO, November 30 – December 3, 2023. Attached are the appropriate forms. Speakers may be selected as early as May and there are limited openings available. Submissions need to arrive by March 29, 2023.

Two Opportunities for Speakers:

1) “Official Education” programs are on Friday DAYTIME, December 1, 2023 from 8:30am until 5:00pm. The programs offer education to retail attendees and do not promote specific brands of products. There are no more than four programs running simultaneously.

2) “Vendor Functions” are in rental rooms allowing a NIGHTTIME function of your choosing. It is permissible to promote your own product. We offer up four Friday NIGHT, December 1, 2023 rooms for simultaneous functions. Programs to begin at 7:30pm, ending as late as you want. Payment options attached; fees apply.

Speakers will be promoted to retailers in the following marketing materials:

Retail Registration Brochure
SOHOexpo.net
Retail Email Campaigns
Social Media Campaigns

Official ShowGUIDE
SENPA Speaks Newsletter
Retail Post Card Campaigns
Show Signage

We and the selection committee appreciate that all forms attached are submitted complete.

The SOHO Events Committee selects speakers based on qualifications and topic. The Committee also assigns the lecture time and room. If your candidate has not been a previous presenter at SOHO EXPO, please include references and preferably a video file with your submittal. If you plan to apply for a Friday night Vendor room for an event other than a speaker presentation, please be as specific as possible at this point in time.

Sponsoring company must be an Exhibitor of 2023 SOHO Expo to qualify.

Please contact us at (727) 846-0320 with any questions. As noted above, submissions need to arrive in our office before March 29, 2023.

Sincerely,
Your SOHO EXPO Team



5946 Main Street
New Port Richey, FL 34652

t 727.846.0320
f 800.828.7250

www.SOHOexpo.net
info@SOHOexpo.net



SPEAKER PROFILE & PRESENTATION (Choose one or both options)



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#1 Official Education Friday Day 10:15am – 5:00pm

#2 Vendor Functions (Fee Applies)

Friday Night Vendor Function \$950 7:30pm – _____

INCLUDED IN BOTH TYPES OF PROGRAMS

Projector Lavalier Wireless Microphone Table at back of room for handouts
Screen Seating: Theater Style Laptop can be arranged from SOHO Management

(Please print legibly)

Title of Presentation: _____

Name of Proposed Speaker: _____

Title/Position: _____

Company: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Sponsoring Company: *(if applicable)* _____

Company's Speaker Contact: _____

Phone: _____ Email: _____

PAYMENT METHOD

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

NOTE: Company checks not accepted after November 17, 2023 must be paid by cashier's check or money order.
Applications received after 8/14/2023 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: _____

Attach a MS WORD DOCUMENT with the following information:

Title of Presentation

50-75 Word Program Description

Indicate Presentation Style: 1 speaker 2 speakers Panel Presentation (3 or 4 panelists)

75 Word Bio

Speaker's CV/Résumé

Additional Items to submit along with this completed application to info@SOHOexpo.net:

a) headshot photo - 3" x 3" (cmyk) color image - 300 dpi resolution jpg

b) sponsor logo (EPS format with fonts and special effects flattened) if applicable



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SPEAKER RELEASE – #1 Official Education

By participating in SENPA's Annual Convention and Trade Show education program speakers give permission to SENPA to audiotape, videotape or otherwise reproduce their presentations, as well as use their names and pictures in the promotion of the education program. Most conference sessions, seminars, and workshops will be recorded for educational purposes and shared as a member benefit of SENPA. I consent to such distribution and waive all interest in the same.



Speakers who supply outlines to be printed and presentations to be made available give SENPA permission to copy and distribute them to seminar and show attendees.

Speaker's presentation will NOT promote or endorse any specific product, product lines, service or company in the course of the session or workshop.

It is the responsibility of the speaker to present objective information, respect the opposing views of others, and avoid defamatory comments against individuals, products or organizations. SENPA will not accept liability for legal actions resulting from speaker statements or written materials.

SPEAKERS RELEASE – #2 Vendor Function

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By Signing below, I verify that I understand and agree to comply with the above:

Signature

Date

Print Name



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SPEAKERS CREDENTIALING POLICY

Speakers at SOHO EXPO trade show education or vendor programs who intend to use credentials and titles after their names must have earned appropriate degrees, certifications or licensure from accredited institutions or certifying/licensing bodies. To have credentials recognized in show-related literature and promotion, SENPA/ SOHO EXPO must first verify the credentials.



For doctors (N.D., M.D., PhD, O.D., D.C., D.O., D.D.S., D.V.M., etc.) and people holding Masters or other degrees, the credentials must originate from institutions that have received accreditation from one or more of the following regional or national accrediting agencies:

- North Central Association of Colleges and Schools
- Southern Association of Colleges and Schools
- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North West Association of Schools and Colleges
- Western Association of Schools and Colleges
- Liaison Committee on Medical Education (LCME)
- Council on Naturopathic Medical Education (CNME)
- American Dental Association (ADA) Commission on Dental Accreditation
- American Osteopathic Association (AOA)
- Council on Chiropractic Education (CCE)
- American Veterinary Medical Association

The credentials of certified nutritionists (CCN, CN, CNS, etc.) or registered dietitians (RD) or allied health professionals must originate from one of the following certifying bodies and/or from programs accredited by one of the following accrediting institutions:

Certifying Body:

- American Nutritionist Association (ANA)
- Clinical Nutritionist Certifying Board (CNCB)

Accrediting Institution:

- National Commission for Certifying Agencies (NCCA)
- Distance Education & Training Council (DETC)
- Commission on Accreditation of Allied Health Education Programs (CAAHEP)

Any person representing him/herself as an expert in a particular field must document the basis for this expertise. If this expertise includes specific certification or other credentials, then he or she must provide documentation as provided in Sections I and II above.

Documentation of credentials not specifically addressed above will be evaluated on an individual basis. All determinations of suitability of credentials or sufficiency of documentation will be at the discretion of SENPA.

Speakers will be required to sign a Conflict of Interest Statement.



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SPEAKERS CREDENTIALING INFORMATION



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Full Name Degree Awarded: _____

Degree/Credentials: _____ *see below
(PhD, M.S., C.N.S., C.C.N., R. Ph., M.D., etc.)

Company: _____

Job Title: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____

Web Page: _____

*CREDENTIALS

I have read the Speakers Credentialing Policy and understand that SENPA/SOHO EXPO will verify the following. Or, attach a copy of your diploma, certificate, license, etc.

Institutions, Licensing Board, etc.

_____ Year Awarded _____

_____ Year Awarded _____

_____ Year Awarded _____

Signature _____ Date _____

Print Name



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SPEAKER CONFLICT OF INTEREST POLICY



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It is the goal of SENPA to ensure balance, independence, objectivity, and scientific honesty in all its education programs. All speakers and presenters participating in any SENPA sponsored programs are required to disclose to the program audience any actual or potential conflict(s) of interest that may have a bearing on the subject matter of the education program. A conflict of interest is a situation in which the presentation of a speaker may be influenced by current or anticipated financial gain as a result of a personal financial relationship with food, drug or device manufacturers, or other individuals or entities whose products or services are related to the subject matter of the program.

This policy is not intended to prevent a speaker with a potential conflict of interest from making a presentation. It is intended to openly identify any potential conflict so that listeners may form their own judgments about the value and validity of the presentation with full disclosure of the relevant facts. It remains for the audience to determine whether a speaker's other interests may reflect a possible bias in either the information or the conclusions presented.

REQUIRED DISCLOSURES

Each participant in a SENPA sponsored education program shall make disclosure if, within the previous three years, that individual or an immediate family member has had a personal financial relationship with a commercial or other party related directly or indirectly to the subject matter of the individual's presentation. Such a relationship constitutes an actual or potential conflict of interest which must be disclosed.

For the purpose of the above, **"education programs"** include all aspects of the SENPA Annual Meeting, including scientific papers, symposia, workshops, seminars, instructional and continuing education courses, and any other SENPA sponsored education or informal activities and publications. An individual's **"immediate family member"** includes the individual's spouse, life partner, child, parent or sibling. A **"personal financial relationship"** includes current or expected receipt of salaries, ownerships, equity positions, stock options, royalties, consulting fees or honoraria, material research support, and other financial arrangements. Any question as to whether a personal financial relationship exists should be submitted to, and will be resolved at the discretion of, the SENPA SOHO Events Committee.

Failure to comply with this disclosure requirement may result in a disqualification from participation in all future SENPA sponsored programs.

PROCEDURES

Each participant in a SENPA sponsored education event shall complete and sign the back of this Declaration form and submit it with his or her application or agreement to participate. A declaration must be submitted for every program the participant wishes to participate in, e.g., for each SENPA Annual Meeting. If the participant's situation changes during the period of time between the submission of a Declaration and the program, so as to render the Declaration incorrect or incomplete, the participant must submit a revised Declaration. The disclosed information may be published in program materials and must be announced to the audience by the individual participant prior to commencement of his or her presentation.



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