



EXPO *Showing Others Healthy Options*

SHOW-AT-A-GLANCE

Thursday-Sunday, December 1-4, 2022

Education & Events: Thurs-Sun, Dec 1-4, 2022
Tradeshow Exhibits: Sat & Sun, Dec 3 & 4, 2022

THURSDAY, DECEMBER 1



12:00pm 23rd Annual SOHO Golf Tournament
Alan Kristowski Memorial
Hawk's Landing Golf Club
Sponsored by Bionox

1:00pm-5:00pm ECRS CATAPULT Workshop
Deep Dive into Jaspersoft, Loyalty, & Data Cleanup
Susan Daniel, Steve Davidson, Geoff Robinson
Sun Ballroom A *(separate registration required)

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

Education Program Track Key



FRIDAY, DECEMBER 2

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

8:00am-10:00am Keynote Speaker with Breakfast



SUMMIT Breakfast
(Full-Access Reservation Required)
How to Improve Your Store...just a little bit more!
Harold Lloyd



10:15am-11:30am SENPA SUMMIT

MANAGEMENT



Healthy Being Happy Business
Lori Bainum - Lori Bainum & Co.

12:00pm-2:00pm Keynote Speaker with Lunch



SUMMIT Lunch
(Full-Access Reservation Required)
Am I the Leader I Need to Be?
Harold Lloyd



2:15pm-3:30pm SENPA SUMMIT

MANAGEMENT



Jump Start Your Business!
Lee Coe - Life Navigation, Inc.

MARKETING



In-Store & Digital Marketing Strategies to Grow Your Business
Ryan Sensenbrenner - Enzymedica

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

Annual Business Meeting and Industry Awards

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

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

The Digestion Forum

Enzymedica's Leadership Team



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



An Early Start on Delaying Muscle Aging
Michael A. Smith, M.D. - Life Extension



The Cannabinoid Connection
Stuart Tomc - CV Sciences



The Fountain of Youth May be at Your Fingertips

Dan Curtin - Arthur Andrew Medical



Antidote for Modern Day Stress

Joyce Moran - Youtheory



NOURISHING THE HUMAN CONNECTION

SATURDAY, DECEMBER 3

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

8:15am-10:15am Education Program with Breakfast



Platinum Meal Sponsor: Bluebonnet Nutrition Corp.
(Full-Access Reservation Required)
Bone Brain Connection
Carl Germano



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

10:30AM-5:00PM EXHIBITS OPEN

4:45pm-5:00pm

Win Big! Prize Drawings (cash and merchandise)
IN SENPA/SOHO World on Show Floor

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

(Full-Access Reservation Required)

Avoiding the Next Generation of GMDs:

What's the Winning Strategy?

Alan Lewis, John Woods, Katie Banaszewski & Hans Eisenbeis



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

OPEN TO ALL ATTENDEES & GUESTS

Sponsored by KeHE

SUNDAY, DECEMBER 4

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

8:00am-10:00am Education Program with Breakfast



Platinum Meal Sponsor: Europharma
(Full-Access Reservation Required)
Life Changing Alternatives; Solving Health Problems Naturally!
Terry Lemerond



9:30AM-3:00PM EXHIBITS OPEN

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

Win Big! Prize Drawings (cash and merchandise)
IN SENPA/SOHO World on Show Floor

Produced by



SENPA
NATURAL INDUSTRY ALLIANCE

SHOW OFFICE CLOSED TUES NOV 29th & WED NOV 30th /REOPENS ONSITE THURS DEC 1st

MUST be registered and have a show badge to attend programs & events. Programs are subject to change. For more info visit SOHOexpo.net

REGISTER TODAY FOR SHOW & HOST HOTEL

www.SOHOexpo.net