



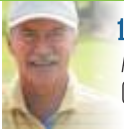
EXPO *Showing Others Healthy Options*

SHOW-AT-A-GLANCE

Thursday–Sunday, Nov. 30– Dec. 3, 2023

Education & Events: Thurs-Sun, Nov. 30–Dec. 3, 2023
Tradeshow Exhibits: Sat & Sun, Dec 2 & 3, 2023

THURSDAY, NOVEMBER 30



12:00pm 24th Annual SOHO Golf Tournament
Alan Kristowski Memorial
Celebration Golf Course



1:00pm-5:00pm ECRS CATAPULT Workshop
Deep Dive into Best Practices, Reporting & Loyalty
Susan Daniel, ECRS Supply Chain Expert
(*separate registration required)

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

Education Program Track Key



FRIDAY, DECEMBER 1

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

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



SUMMIT Breakfast
(Full-Access Reservation Required)
How Your Voice Can Change the World
Vani Hari



10:15am-11:30am SENPA SUMMIT

MANAGEMENT



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

MERCHANDISING



Discover Aromatherapy Success: Essential Oil Benefits & Safe Practices
Kelly Clonts

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



SUMMIT Lunch
(Full-Access Reservation Required)
The Future of Retail: How Brands Drive High Velocity
Derek Halpern



HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL

2:15pm-3:30pm SENPA SUMMIT

MANAGEMENT



Creating Profitable and Impactful Supplier Partners
Andrew Fleming, Lee Coe, Scott Cloud and Jeff Shackelford

MARKETING



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

4:00pm-4:45pm OPEN TO ALL
Annual Business Meeting and Industry Awards

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

Platinum Meal Sponsor: Enzymedica
(Full-Access Reservation Required)
Building Your Business Through Digestive Health & Wellness Solutions
Enzymedica Team



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



An Early Start on Delaying Muscle Aging
Crystal Gossard, DCN, CNS, LDN



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



Supplementing Your Supplement with Far Infrared Saunas
Phillip Wilson



Herbalist Answers: Stress & It's Unique Impact on Women's Health
Stacey Littlefield



SATURDAY, DECEMBER 2

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

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



Platinum Meal Sponsor: Europharma
(Full-Access Reservation Required)
Natural Approaches to Metabolic Syndrome: Treating High Blood Sugar, Liver Dysfunction, and Metabolism with Proven Natural Medicines
Dr. Lexi Loch



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

10:30AM-5:00PM EXHIBITS OPEN

4:45pm-5:00pm

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



5:30pm-7:30pm Education Program with Dinner
Platinum Meal Sponsor: True Grace
(Full-Access Reservation Required)
The Only Difference Between Soil and Soul is You. True Grace Regenerating Nutrition from the Ground Up.
Kristina Hall, Brian Hall & Sandy Syburg



7:30pm-10:30pm President's Party
OPEN TO ALL ATTENDEES & GUESTS

Sponsored by KeHE

SUNDAY, DECEMBER 3

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

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



Platinum Meal Sponsor: Bluebonnet Nutrition Corp.
(Full-Access Reservation Required)
The Plant Based Advantage to Peak Performance
Carl Germano



9:30AM-3:00PM EXHIBITS OPEN

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

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

Produced by



SHOW OFFICE CLOSED TUES NOV 28th & WED NOV 29th /REOPENS ONSITE THURS NOV 30th

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