



# HEALTHFEST

Showing Others Healthy Options

April 17-19, 2026  
Rockwall, TX



Hilton Dallas/Rockwall Lakefront, Rockwall, Texas

## Exhibitor Kit

[SENPA.ORG](http://SENPA.ORG)

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## 2026 Exhibitor Kit

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**Exhibitor Set-Up Times:**  
Friday, April 17 - 1pm-7pm  
Saturday, April 18 - 7am-10am



5946 Main Street  
New Port Richey, FL 34652

**727.846.0320**  
FAX: 800.828.7250

info@SOHOexpo.net  
senpa.org



# Show Information

## 2026 Exhibitor Kit

### CONVENTION DATES:

Friday, April 17– Sunday, April 19

### EXHIBIT DATE:

Saturday, April 18

### REGISTRATION:

Open:	
Friday, April 17	10:00am - 7:00pm
Saturday, April 18	7:00am - 5:00pm
Sunday, April 19	9:00am - 12:00pm

### EXHIBIT SET-UP:

Friday, April 17	1:00pm - 7:00pm
Saturday, April 18	7:00am - 10:00am

**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:

Saturday, April 18	10:00am - 5:00pm
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### EXHIBIT DISMANTLE (TEAR DOWN):

Saturday, April 18	5:00pm - 7:00pm
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### HOTEL & CONVENTION CENTER:

Hilton Dallas / Rockwall Lakefront  
2055 Summer Lee Dr, Rockwall, TX 75032

*NOTE: SOHO Healthfest does not use outside booking agencies for hotel reservations.*

### RESERVATION LINK:

[Available Rooms - Hilton Dallas/Rockwall Lakefront](#)

Please call the office with any issues.

### RESERVATIONS CALL: (214) 771-3700

Booking: **SOHO Healthfest or SENPA** for Negotiated Rate

### TABLETOP SPACE(S) INCLUDE:

6' long x 30" high x 24" wide Draped Table  
Carpeted Ballroom  
Two Chairs  
Listing in Show Program

### SHIPPING INSTRUCTIONS:

#### Address/Shipping Labels:

Hilton Dallas / Rockwall Lakefront  
2055 Summer Lee Dr  
Rockwall, TX 75032  
Hold for SOHO Healthfest 2026 - Exhibitor  
Name & Table Number  
(214) 771-3700

### INBOUND:

Each 0-49lb box will incur a \$10 fee and each 50+lb box will incur a \$50 fee. Pallets will incur at a \$125 fee.

### OUTBOUND:

At the conclusion of SOHO Healthfest, please assemble your boxes that need to be shipped out and place your labels on them. Shipping labels need to be created and provided by the exhibitor and the shipment out needs to be scheduled by the exhibitor as well. All boxes need to be taken to the shipping and handling room at the hotel.



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New Port Richey, FL 34652

**727.846.0320**

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[senpa.org](http://senpa.org)



# HEALTHFEST

Showing Others  
Healthy Options

ROCKWALL, TX

APRIL 17 - 19, 2026

# Exhibitor Badge Request

## Hurry Order Today!

Complimentary badges available if ordered BEFORE 3/27/2026

2 FREE badges per table

### BADGE REQUESTS

PRINT NAME as it is to appear on badge

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#### PLEASE PRINT

Company Name (Exhibiting As): \_\_\_\_\_ Table #: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

#### IMPORTANT INFORMATION

- Complimentary badges for exhibitors are limited to 2. Maximum 4 badges issued per table.
- A confirmation will be sent to you for your review. Any changes can be submitted at that time.
- Note: ALL Complimentary badges ordered after the pre-registration deadline of 3/27/2026 will be charged a badge fee of \$15.00. Sorry, NO EXCEPTIONS. This applies to all badges allowed. Show sponsors may obtain additional badges if pre-ordered until 3/27/2026. Call Show Office (727-846-0320).
- All Onsite badges are \$15.00.
- We require each person to pickup their own badge – identification will be requested.
- All children must wear a badge. No charge for children under 16 when pre-ordered by deadline.

NOTE: CHILDREN NOT ALLOWED ON THE EXHIBIT FLOOR DURING SETUP OR TEAR DOWN OF TABLES.

#### ADDITIONAL BADGE FEES

Additional Badges Ordered: \_\_\_\_\_ x \$10.00 = \$ \_\_\_\_\_

#### PAYMENT METHOD

Pay by Check #\_\_\_\_\_ (make payable to SENPA, Inc.)

NOTE: Company checks not accepted after January 31, 2026, must be paid by cashier's check or money order.

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. Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net

ACH Payment (contact office for details)

REQUIRED: Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Exhibitor Set-Up: Friday, April 17th 1pm-7pm & Saturday, April 18th 7am-10am**

Visit [SOHOhealthfest.net](http://SOHOhealthfest.net) for more information



**2026**

## **Tradeshow/Production Shipping/Receiving Guidelines & Charges**

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All materials/packages shipped to Hilton Dallas/Rockwall Lakefront should be addressed as follows:

Hilton Dallas/Rockwall  
2055 Summer Lee Drive  
Rockwall, TX 75032  
(214) 771-3700  
Hold for SOHO Healthfest 2026  
Exhibitor Name and Table Number

Materials should arrive not earlier than 2 days prior and fees can apply for packages received more than 2 days prior to start of show.

Shipping and Receiving charges may be posted to a guestroom, paid by credit card or cash.

### **Charges**

- Regular boxes 0-49lbs (\$10.00 each)
- Large Cases over 50lbs (\$50.00 each)
- Pallets (\$125.00 each) does not include packing or unpacking
- Charges are incoming and outgoing per box/pallet/case.
- Storage charges are \$50.00 per day per box, items will be stored at no charge for 24 hours prior to scheduled event or guest check in.



## Shipping Form

Please send all Shipments to:  
Hilton Dallas/Rockwall 2055 Summer Lee Dr. Rockwall, TX 75032  
Hold for SOHO Healthfest 2026 – Exhibitor Name & Table Number

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Table Number: \_\_\_\_\_

Date of Event: \_\_\_\_\_ April 17-19, 2026 \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Card Holder \_\_\_\_\_

Credit card Type \_\_\_\_\_

CreditCard # \_\_\_\_\_ Exp Date \_\_\_\_\_

ROOM # \_\_\_\_\_

(Registered guest may charge shipping and receiving fees to room.)

\_\_\_\_\_ Regular boxes 0-49 lbs (\$10.00 ea.) \_\_\_\_\_ Large cases-over 50 pounds (\$50.00 ea.)

\_\_\_\_\_ Pallets (\$125.00 each) Does not include packing or unpacking

\*Charges are incoming and outgoing per box/pallet/case.

\*\*Storage charges are \$50.00 per day per box, items will be stored at no charge for 24 hours prior to scheduled event or guest check in.

Return form to Kelsey Tomasek, Conference Services Manager, [Kelsey.tomasek@hilton.com](mailto:Kelsey.tomasek@hilton.com)  
469-698-7952



## AUDIO VISUAL SERVICES EXPO ORDER FORM

QTY	VIDEO EQUIPMENT	ADVANCE RATE	SHOW RATE	TOTAL
	Media Player	\$95.00	\$114.00	
	Windows Laptop with Microsoft Office	\$300.00	\$360.00	
	MacBook Pro	\$450.00	\$540.00	
	<i>-other accessories available upon request</i>			
QTY	LCD MONITORS	ADVANCE RATE	SHOW RATE	TOTAL
	<i>*Where needed, please select Wall Mount or Table Stand*</i>			
	<i>Some monitors and mounts may require labor. See terms.</i>			
	20" - 24" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$250.00	\$300.00	
	32" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$500.00	\$600.00	
	40" - 43" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$700.00	\$840.00	
	48" - 50" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$800.00	\$960.00	
	55" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$900.00	\$1080.00	
	70" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$1550.00	\$1860.00	
	80" LCD HD Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$2500.00	\$3000.00	
	<i>-other sizes and 4K Monitors available upon request</i>			
	40" - 43" Touch Screen Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$1350.00	\$1620.00	
	55" Touch Screen Monitor * <input checked="" type="checkbox"/> Wall Mount <input type="checkbox"/> Table Stand	\$1600.00	\$1920.00	
	Monitor Floor Stand (Dual Post for 32"-70" Displays)	\$125.00	\$150.00	
	HDMI Video Cable (10'-25') (No Monitor Ordered)	\$25.00	\$30.00	
	HDMI 1x4 Distribution Amplifier	\$110.00	\$132.00	
QTY	PROJECTION EQUIPMENT	ADVANCE RATE	SHOW RATE	TOTAL
	LCD HD Laser Projector, 5000 Lumen	\$1150.00	\$1380.00	
	42" Projector Cart w/drape	\$60.00	\$72.00	
	6' - 8' Tripod Screen <i>- larger sizes available upon request</i>	\$90.00	\$108.00	
QTY	AUDIO EQUIPMENT	ADVANCE RATE	SHOW RATE	TOTAL
	Sound System #1: (2) Speakers w/stands, (1) Wired Mic, (1) Mixer	\$425.00	\$510.00	
	Sound System #2: (2) Speakers w/stands, (1) Wireless Mic, (1) Mixer	\$675.00	\$810.00	
QTY	POWER AND INTERNET SERVICE	ADVANCE RATE	SHOW RATE	TOTAL
1	15a AC service extension with 6-way power strip	\$50.00	\$65.00	
	Basic 3MB WiFi access code	\$25.00	\$40.00	
	<i>-for additional services please call</i>			
			Equipment Total	0.00
			Install/Dismantle 25%, or \$25 min.	25.00
			8.25% Sales Tax	0.00
			3% Convenience Fee	0.75
			Grand Total	\$ 25.75



## AUDIO VISUAL SERVICES EXPO ORDER FORM

Show Name:	On-Site Client Contact:	Cell Phone:
	Hall:	Booth:
Company:	Delivery Date:	Delivery Time:
Contact:	Pick Up Date:	Pick Up Time:
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email: (Confirmation of order will be sent here)		
ACKNOWLEDGMENT: This exhibit order is complete and accurate for submission.		
Signature:		

**Pricing:**

Orders must be received by **7 business days prior to scheduled setup** to receive the Advanced pricing. An additional 20% (Show Rate Pricing) will be added to equipment pricing for late/on-site orders. Rental prices are for the duration of the show.

**Delivery:**

An authorized representative must be present at the time of delivery and pickup. Equipment will be delivered to and picked up from your booth.

**Labor, Installation & Dismantle (I&D):**

Any order requiring labor, including the installation and dismantling of equipment, will be subject to a labor charge of \$80 per hour, per technician. ON Site does not supply labor to mount hanging brackets to your booth. This must be done prior to ON Site setting up any equipment that is to be mounted on your booth. The client will be responsible for any union labor costs, if applicable.

**Equipment:**

For equipment not listed, please contact us for a complete list of inventory. Customer is responsible for the security of rented equipment and will be required to pay for any items that are lost or stolen during the rental period (anytime after delivery and before pickup of equipment).

**Guarantee:**

Equipment is guaranteed to be operational upon delivery to your booth. It is assumed that the renter has a working knowledge of the operation of equipment. Equipment problems must be reported immediately to our service desk. ON Site will not be responsible for problems reported after termination of rental. Any loss or damage of said equipment will be paid for by the renter.

**Cancellation:**

Equipment rental cancellation must be submitted 5 days prior to show or will be charged 50% of rental fee. On-site cancellations will be charged 100% of rental fee.

**Payment:**

All exhibit orders will be acknowledged with a return order and payment link for a major credit card. Orders paid in full will be acknowledged with an order confirmation. Processing fees apply.



# HEALTHFEST

## Showing Others Healthy Options

ROCKWALL, TX  
APRIL 17 - 19, 2026



# Official Healthfest 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!**

### COVER PAGES

Outside Back - 5" w x 8" h full-color - \$400

Inside Front - 5" w x 8" h full-color - \$375

Inside Back - 5" w x 8" h full-color - \$350

### INSIDE PAGES

Full Page 5" w x 8" h full-color - \$300

Half Page 5" w x 3.875" h full-color - \$200

### 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 5" x 8" 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 March 13, 2026 to receive refund less a non-refundable \$25.00 fee.

### AD/GRAPHIC QUESTIONS?

Contact us for support:

CALL (727) 846-0320

EMAIL [info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

See more advertising online at:

[SOHOhealthfest.net](http://SOHOhealthfest.net)

> Exhibitor Resources

> Marketing & Sponsorships

### Reservation and Artwork Deadline

**Friday, March 13, 2026**

EMAIL your company logo

in an EPS format with text converted to curves to:

[info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

## ShowGUIDE Ad Reservation Form

Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT METHOD

Pay by Check # \_\_\_\_\_ (make payable to SENPA, Inc.)

NOTE: Company checks not accepted after January 31, 2026, must be paid by cashier's check or money order.

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.**

Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. [invoice@authorize.net](mailto:invoice@authorize.net)

ACH Payment (contact office for details)

### SHOWGUIDE AD RESERVATION

Please reserve the following program ad:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Inside Full Page
- Inside Half Page

**REQUIRED:** Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

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



# New Products Display

Retailers love new items

Go ahead...show off!

**HEALTHFEST**  
Showing Others  
Healthy Options

APRIL 17-19, 2026

**DELIVER PRODUCTS** to registration area during show set-up, 4/17/2026.

**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.

## SPACE RESERVATION

Please reserve \_\_\_\_\_ inside space(s) at \$30 each.

Hurry! Spaces are limited.

Space(s) purchased onsite are \$40 each.

Cancellation must be made in writing before March 14, 2026 to receive refund less a non-refundable \$25.00 fee.

Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

## PAYMENT METHOD

Pay by Check # \_\_\_\_\_ (make 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.**

Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net

ACH Payment (contact office for details)

## REQUIRED:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

## Added Exposure



Reservation and Artwork Deadline  
**Friday, March 13, 2026**

EMAIL your company logo  
in an EPS format with text  
converted to curves to:  
[info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)



5946 Main Street  
New Port Richey, FL 34652

**727.846.0320**

FAX: 800.828.7250

[info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

[senpa.org](http://senpa.org)



# HEALTHFEST

## Showing Others Healthy Options

APRIL 17 - 19, 2026

**Reservation and Artwork Deadline**  
**Friday, March 13, 2026**

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

### SPACE RESERVATION

**Please reserve my spot at \$50.00**

**Hurry! Bags will fill up!**

Cancellation must be made in writing before March 14, 2026  
to receive refund less a non-refundable \$25.00 fee.

Company Name: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_



Pay by Check #\_\_\_\_\_ (make payable to SENPA, Inc.)

NOTE: Company checks not accepted after January 31, 2026, must be paid by cashier's check or money order.

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.** Credit cards are processed through Authorize.net to ensure secure transactions.  
Your invoice will come from SENPA, Inc. invoice@authorize.net

ACH Payment (contact office for details)

**REQUIRED:** Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Visit [SOHOhealthfest.net](http://SOHOhealthfest.net) for more sponsorship opportunities**





# HEALTHFEST

Showing Others  
Healthy Options

APRIL 17-19, 2026



# Show Prizes for Retailers

## Captive Audience: You have their attention!

SENPA is known to give great prizes we encourage exhibitors to add prizes. Prizes increase the excitement and encourage retailers to stay throughout exhibit hours. Only official SOHO HEALTHFEST drawings will be announced.

**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.
- EXHIBITORS ARE REQUESTED TO PROVIDE RETAILERS COPIES OF ORDERS PLACED.
- REPLY DEADLINE: 3/7/2026 for your prize to be listed in the ShowGUIDE

Company Name: /Exhibiting As: \_\_\_\_\_ Table #: \_\_\_\_\_

Contact (PLEASE PRINT): \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

Company will donate the following prize: \_\_\_\_\_

\_\_\_\_\_ Retail Prize Value: \$ \_\_\_\_\_

### INSTRUCTIONS:

- Ship directly to SOHO Healthfest (Shipment needs to arrive April 9-10, 2025)  
SOHO Healthfest—c/o Stacey Lett, Hotel Guest, Hilton Dallas / Rockwell Lakefront,  
2055 Summer Lee Dr, Rockwall, TX 75032
- Deliver prize to ONSITE Show office on Saturday, 4/18/2026 to Show Office.

Will ship prize directly to retailer after the show.

Other: \_\_\_\_\_

**You will be notified what retailer won your prize.**

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



# Host Hotel Information

## Everything Under One Roof!

**HOST HOTEL & SOHO HEALTHFEST:**

**Hilton Dallas / Rockwall Lakefront, Rockwall, TX**  
Reservations: **(214) 771-3700** Mention: SOHO Healthfest  
Online: [Available Rooms - Hilton Dallas/Rockwall Lakefront](#)

**SHOW ROOM RATE:**

\*\$164.00 per night plus taxes.  
Rate good through Tuesday, March 17, 2026

**TO RECEIVE THE SHOW RATE:**

Be sure to mention SOHO Healthfest or SENPA

**HOTEL RESERVATION LINK:**

[Available Rooms - Hilton Dallas/Rockwall Lakefront](#)

**CHECK IN / CHECK OUT:**

Check in time: 4:00pm  
Check out time: 12:00pm

**CANCELLATION POLICY:**

Cancel 2 days prior to reservation to avoid fee.

**SHIPPING INSTRUCTIONS:**

All shipments for SOHO Healthfest will be received at the Hilton Dallas / Rockwall Lakefront.  
Please address those parcels as follows:

**Hilton Dallas / Rockwall Lakefront**  
**2055 Summer Lee Dr**  
**Rockwall, TX 75032**  
**Hold for SOHO Healthfest 2026 - Exhibitor Name & Table Number**  
**(214) 771-3700**

Materials should arrive not earlier than 2 days prior and fees can apply for packages received more than 2 days prior to start of show.

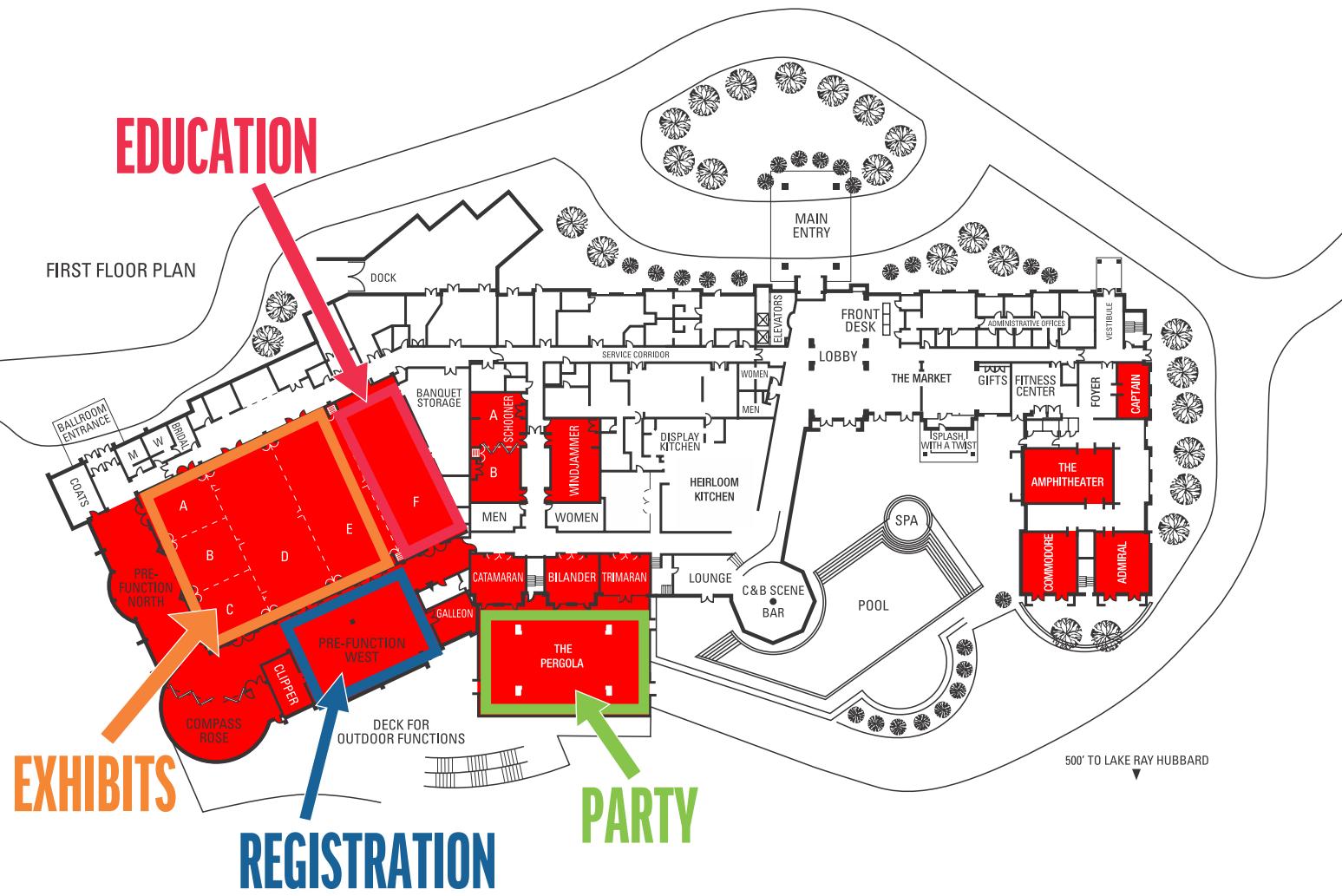
Shipping and Receiving charges may be posted to a guestroom, paid by credit card or cash.

**CHARGES**

- Regular boxes 0-49lbs (\$10.00 each)
- Large Cases over 50lbs (\$50.00 each)
- Pallets (\$125.00 each) does not include packing or unpacking
- Charges are incoming and outgoing per box/pallet/case.
- Storage charges are \$50.00 per day per box, items will be stored at no charge for 24 hours prior to scheduled event or guest check in.

# Hotel Grounds

## Site Plans



**Education** - Parlor F  
**Exhibits** - Parlor A-E  
**Party** - The Pergola  
**Registration** - Pre-Function West

**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.

**ANIMALS:**

Animals are not permitted at Hilton Dallas / Rockwall Lakefront premises except as service animals for the physically challenged or as arranged with the hotel. Animals that are approved to be on the Hilton Dallas / Rockwall Lakefront 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 during exhibits Sunday.

**BADGE REQUESTS:**

Exhibitor Badges will be issued to Exhibitors within limits specified. Badge requests will be at [SOHOhealthfest.net](http://SOHOhealthfest.net), Exhibitor Info Page. There is a limit of two (2) free badges allowed per table, and they must be ordered before 3/28/2026. Extra badges are limited to two (2), totaling four (4) badges per table. These badges are \$10 if ordered by 3/28/2026, and \$15 after cut-off date and on-site.

Additional badges are provided at no charge to SOHO Healthfest sponsors. Contact office for details.

**TABLE 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 table 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 Saturday, 4/17/2026, will mean loss of priority in space selections for the 2027 show.

**CONSENT TO USE OF PHOTOGRAPHIC IMAGES:**

Registration and attendance at or participation in SOHO Healthfest 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.

**CARPETING:**

The exhibit hall is carpeted.

**COOKING AND FOOD SAMPLING:**

Sampling is allowed.

**DECORATIONS:**

Signs, banners or posters cannot be taped, nailed, stapled or affixed in any way to the walls 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.

**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.

**ELECTRICAL, INTERNET, FOOD & BEVERAGE, AUDIO/VISUAL:**

Order electrical, internet, telephones, and/or rental products through the Hilton Dallas / Rockwall Lakefront.

**EXHIBIT CONSTRUCTION:**

Exhibitors cannot obstruct the vision to other tables by displays, signs, etc. No part of the table, signs, or props may exceed 8 feet in height at any location. If you have any questions about your display, contact Show Management immediately.

**FIRE AND SAFETY REGULATIONS:**

Fire regulations are strictly enforced. Violations may result in table closure without refund.

**LITERATURE:**

Show Management will be previewing the exhibits on Sunday 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 table, handling of empty containers to and from storage, and removal of your materials from your table for reloading onto your outbound carrier. This is not to be confused with the cost to transport your material to and from the event. Hilton Dallas / Rockwall Lakefront is the sole provider of material handling/drayage services.

**MUSIC LICENSES:**

Please let SOHO Management know if you plan to have music in your booth. Email [info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

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#### **SMOKING POLICY:**

Hilton Dallas / Rockwall Lakefront is a smoke-free environment. Smoking is permitted in designated areas only.

#### **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 Healthfest hosted events. Exhibitors wishing to organize an event must do so through Show Management.

#### **PHOTOGRAPHY/VIDEOGRAPHY:**

Exhibitors are permitted to photograph and/or videotape their own table. Working members of the press are required to check in with SOHO Healthfest Show Management to receive an official SOHO Healthfest 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 table should inform the SOHO Healthfest Show Management-onsite.

#### **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.

#### **STROLLERS:**

Strollers must be occupied by a child at all times.

#### **SALES:**

SOHO Healthfest 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:**

The exhibit floor will be locked at all points of entry after move-in hours. 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 TABLES:**

The only companies allowed to have personnel or sales literature in a table 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 table sharing.

#### **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 Healthfest Office for assistance.

#### **SHIPPING:**

All shipments for SOHO Healthfest will be received at the Hilton Dallas / Rockwall Lakefront. Please address those parcels as follows:

**Hilton Dallas / Rockwall Lakefront**

**2055 Summer Lee Dr  
Rockwall, TX 75032**

**Hold for SOHO Healthfest 2026 - Exhibitor Name & Table Number  
(214) 771-3700**

#### **SUITCASING/WORKING THE AISLES:**

Only contracted exhibitors are permitted to promote their products, services or company at SOHO Healthfest 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 table 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 table 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.

## Hints for a Successful Show

#### **Show-Only discounts work.**

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 Healthfest. Join us in promoting the show.

#### **Retailers enter the show for free.**

Please do not offer badges to retailers with your company's name on them. That is very counterproductive. Pre-registered non-member retailers are allowed entrance to the exhibits only at no charge.



# Rules & Regulations (Page 1 of 3)

## 2026 Exhibitor Kit

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful SOHO Healthfest 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 Healthfest 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 Healthfest. 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 table. Multi-table 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 Contact. A table share fee is required.

### **4. TABLE ALLOCATIONS:**

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

### **5. TABLE PRICE INCLUDES:**

A 6 foot draped table (6' X 30")

Two chairs

Hall is carpeted

### **6. 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 table 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 #11 on page 2 of application for details. Any and all spaces not claimed and occupied before 9 a.m. of opening day may be sold or reassigned without refund.

### **7. REGISTRATION:**

All attendees and participants must wear an official SOHO Healthfest identification badge at all times at all functions. Exhibitor Badges will be issued to Exhibitors - 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 Healthfest Office - fees may apply.

### **8. BOOTH REQUIREMENTS:**

**EXHIBITOR CAN DISTRIBUTE MATERIALS ONLY FROM THE TABLE.**

### **9. 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 table 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.

**All display materials must fit behind your table(s). If you have any questions about your display, contact Convention Management immediately.**

### **10. 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.

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### 11. 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.

### 12. EXHIBITOR CREDIT:

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

### 13. COOKING FOODS:

Foods cooked at exhibitor's table for sale on show floor is prohibited. Exhibitor must abide by rules of the Hilton Dallas / Rockwall Lakefront. No open flame devices allowed.

### 14. ADDITIONAL SERVICES IN BOOTH:

See exhibitor kit for details. NOTE: These items are billed separately by the Hilton Dallas / Rockwall Lakefront.

### 15. SUB-LEASING:

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

### 16. 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.

### 17. 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 table 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.

### 18. 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 table before official closing (per program) on Saturday, April 18, 2026, will mean loss of priority in space selections for the 2027 show.

### 19. INSURANCE OF EXHIBIT:

The Management may provide 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, no exhibitor may allow any article that will void or raise the premium of the insurance held by SENPA or the Hilton Dallas / Rockwall Lakefront. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

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### **20. HOLD HARMLESS:**

It is understood that SENPA or the Hilton Dallas / Rockwall Lakefront 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 Hilton Dallas / Rockwall Lakefront 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 Hilton Dallas / Rockwall Lakefront 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 Hilton Dallas / Rockwall Lakefront used by the exhibitor or brought upon the Hilton Dallas / Rockwall Lakefront premises in his behalf, except for the gross negligence or willful misconduct of the Hilton DFW Lakes Executive Conference 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 SENPA, Inc. or the Hilton Dallas / Rockwall Lakefront and legal entities which own, lease, and/or operate the Hilton Dallas / Rockwall Lakefront 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.

### **21. 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.

### **22. EXHIBITOR SAMPLES:**

Exhibitors may only distribute product samples, literature, or other material from their booth site and nowhere else in the Hilton Dallas / Rockwall Lakefront 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.

### **23. 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.

### **24. PRE-SHOW DISCOUNTS:**

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

### **25. SMOKING:**

Smoking is prohibited at all times in the Hilton DFW Lakes Executive Conference Center and during SENPA sponsored programs at SOHO Healthfest.

### **26. EXHIBIT LOGISTICS:**

An Exhibitor Service Kit containing detailed information will be available online at [www.SOHOhealthfest.net](http://www.SOHOhealthfest.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.

### **27. COMPLAINT PROCEDURE:**

The Management agrees every exhibitor has the right to exhibit without harassment from another SOHO Healthfest 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.

### **28. 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 table 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 at their table 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 27, Complaint Procedure.



# Rule Enforcement Notice & Important Deadlines

## 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 Healthfest. 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 SOHO Healthfest 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

### March 13, 2026 (Friday)

- Exhibitor Listings
- New Product Display
- Sample Bag Participation
- ShowGUIDE Advertising Reservation with payment
- ShowGUIDE Program Ads - must be “camera ready”
- ShowGUIDE Prize Donation Listing
- ShowGUIDE Booth Event Announcement

### March 24, 2026 (Tuesday)

- Cut-off date for Hilton special room rate.
- Register at SOHOhealthfest.net > Host Hotel Information

### March 27, 2026 (Friday)

- Exhibitor badges — add \$5/badge starting 3/27/2026
- Retailer pre-registration - add \$10/badge starting 3/27/2026

### April 15, 2026 (Wednesday)

- Sample Bag Materials to Hilton.

### April 17, 2026 (Friday)

- Show Prizes to Registration Desk.

**SOHO Healthfest is presented & produced by:**



5946 Main Street  
New Port Richey, FL 34652

**727.846.0320**

FAX: 800.828.7250

[info@SOHOexpo.net](mailto:info@SOHOexpo.net)

[senpa.org](http://senpa.org)