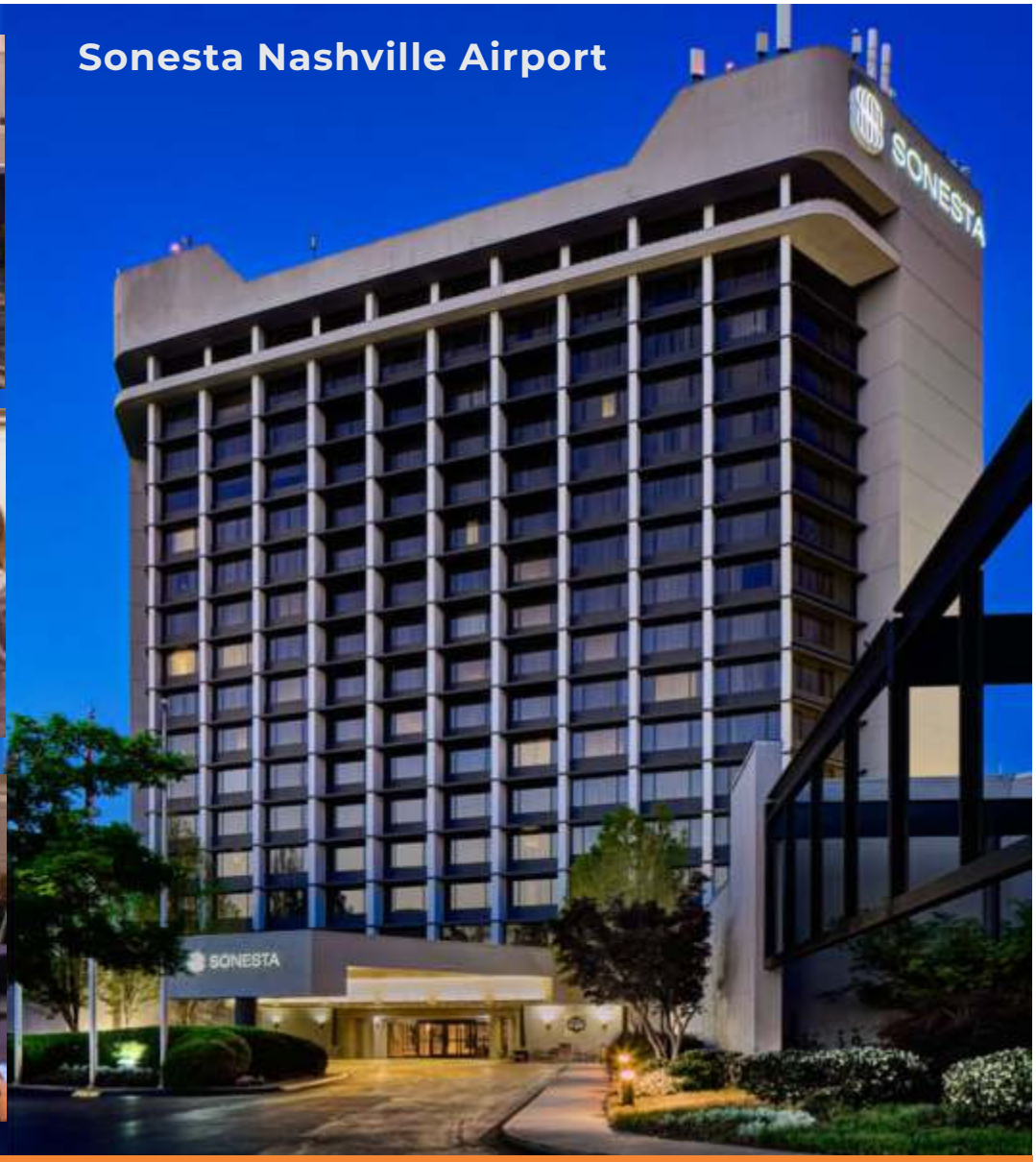
HEALTHFEST

Showing Others Healthy Options

April 2-4, 2027

Nashville, TN



Exhibitor Application

SENPA.ORG

HEALTHFEST
Showing Others Healthy Options

Trade Show & Convention: April 2-4, 2027
Tabletop Exhibits: April 4, 2027
Sonesta Nashville Airport, Nashville, TN

2027 MANUFACTURERS - DISTRIBUTORS EXHIBIT CONTRACT

COMPANY AND CONTACT INFORMATION:

1. Company Name: _____

Exhibiting As: _____

As it will appear in ShowGUIDE and on Badges

2. Company Address: _____ Additional Address Info: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: (_____) (_____) Fax: (_____) (_____)

Web Site: _____

3. Primary Contact: *(Recipient of all convention communications and is authorized to make changes for company named above):*

Name: _____

Contact's information (if different from above) Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: (_____) (_____) Fax: (_____) (_____)

Email: _____

Billing Contact*: Name: _____

Phone: (_____) (_____) Email: _____

*All invoices will go to the billing contact.

CONTRACT REQUIREMENTS - Please answer ALL questions listed below.

4. Are you a first-time SOHO Events exhibitor? Yes ☐ No ☐

5. List any additional companies you will represent: _____

_____

6. a) Indicate **companies or broker** you want to be located near* : _____

_____

6. b) Indicate companies you **DO NOT** want to be located near*: _____

**Show Management will make all efforts to honor your location request(s), however they cannot be guaranteed.*

7. a) Required: Select **ONE** category that best describes your company's business:

☐ Apparel ☐ Appliances ☐ Beverages ☐ Food ☐ Health & Beauty ☐ Home & Garden ☐ Pet Supplies ☐ Services ☐ Supplements ☐ Supplements -Powdered

7. b) Optional: Select all that apply and best describe your company's business:

☐ Aromatherapy ☐ Business Supplies ☐ Clothing/Textiles ☐ Gluten Free ☐ Herbal Products ☐ Homeopathics ☐ Jewelry ☐ Non GMO-Certified ☐ Organic - Certified ☐ Publisher ☐ Raw Materials ☐ Other _____

8. Please check all that apply:

☐ Manufacturer/Distributor of specific line(s) of product

☐ Distributor (shipping of multiple lines of supplements, groceries, bulk, etc.)

☐ Other? Describe: _____

SUBMIT TWO PAGES

SOHO HEALTHFEST – RULES & REGULATIONS

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Nashville, TN

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 tables 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
Badges per Table (2)

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 tables(s). If you have any questions about your display, contact Convention Management immediately.

PRICE OF TABLE, DISCOUNT, PAYMENT AND CANCELLATION INFORMATION

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9. Table Price - $1200 per table (SENPA Membership included in fee)
Shared table fee - $50 (limit 2 companies per table)

10. Booth Discounts
Discounts on booth pricing for SOHO Events are 10% if all 3 shows are contracted and 5% if 2 shows are contracted. Contact SENPA Office for more information.

11. Payment*
a. Minimum of 50% total of booth cost due with Exhibit Application Contract ($200 Non-Refundable)
b. 100% of total of booth cost due by 12/31/2026

12. Cancellation & Administration Fees. Once this contract is signed and exhibit space is allocated, you are contracted to exhibit space. An exhibitor who cancels, downsizes or moves its booth 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.

Cancellation Date	Cancellation Fee
After 12/31/2026	100% of total table fees

EXHIBIT PREFERENCES

13. Please refer to the current floor plan and **list your first three choices for table locations by number.** Assignments are based upon the conditions described in the SOHO Healthfest Exhibitor Rules & Regulations. Show Management will make all efforts to honor your location request(s), however they cannot be guaranteed.

1st:_____ 2nd: _____ 3rd:_____ **TOTAL TABLES REQUESTED** ☐

SPONSORSHIP & MARKETING OPPORTUNITIES *(See Exhibitor Prospectus for descriptions)*

Show Sponsorships

☐ Investment (3-Yr Commitment - $5,000 ea. year)	$15,000
☐ Gold	$3,000
☐ Silver	$1,500
☐ Bronze	$500

Networking Sponsorships

☐ SOHO Healthfest Party	$3,000

Meal Sponsorships

Contact SENPA Office for pricing and details.

* Sponsorship/Marketing Cancellation must be made in writing before 12/31/2026 to receive refund less non-refundable $25 fee.

Advertising & Brand Promotion

☐ Lanyard Sponsor	$300
☐ Bag Sponsor	$300
Official ShowGUIDE Advertising	
☐ Outside Back Cover	$400
☐ Inside Front Cover	$375
☐ Inside Back Cover	$375
☐ Inside Full Page	$300
☐ Inside Half Page	$200
☐ Exhibitor Listing Logo Placement	$30
☐ Sample Bag Insert	$50
☐ New Products Display	$50
☐ Hallway Banner	$50

SPONSORSHIP AND MARKETING INFORMATION

See exhibitor prospectus for further information and descriptions of each Sponsorship and Marketing opportunity. SOHO Healthfest office will send confirmation with details on each sponsorship purchased. Advertising Opportunities have different deadlines. Logo will need to be sent to info@SOHOhealthfest.net in .eps file format with fonts converted to curves. If you need any assistance or more information, please contact us at 727-846-0320.

EXHIBITOR ACCEPTANCE

It is agreed by the exhibitor to abide by all the conditions, rules, and regulations as set in this contract and the Exhibitor Rules and Regulations, which are a part of this contract and all other related material concerning the show, including any SENPA Trade Show Policy in effect provided to the exhibitor in writing. Exhibitor's signature on next page acknowledges acceptance of this contract and the Exhibitor Rules and Regulations. By completing and returning this application, you are applying for exhibit space at SOHO Healthfest and agreeing to payment and cancellation terms and all other terms in application and Exhibit Kit. SOHO Healthfest reserves the right to reject any application for any reason.

PAYMENT OPTIONS

Option #1 100% Payment	**Check** ☐	**Credit Card** ☐
Option #2 50% Payment - Final Balance Due 12/31/2026	**Check** ☐	**Credit Card** ☐

☐ Pay by Check #_____ (make payable to SENPA, Inc.)
NOTE: Company checks not accepted after March 12, 2027, 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)

SIGNATURE

The UNDERSIGNED HEREBY REPRESENTS AND WARRANTS THAT HE/SHE IS DULY AUTHORIZED TO EXECUTE THIS BINDING CONTRACT ON BEHALF OF THE COMPANY NAMED.

All information requested MUST be provided and the correct deposit received to secure booth.

REQUIRED:

Authorized Signature: _____

Print Name: _____

Date: _____

Title: _____

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 booth for sale on show floor is prohibited. Exhibitor must abide by rules of the Sonesta Nashville Airport. No open flame devices allowed. See Sonesta Nashville Airport Service Kit for form.

14. ADDITIONAL SERVICES IN BOOTH:

See exhibitor kit for details. NOTE: These items are billed separately by Sonesta Nashville Airport.

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) will mean loss of priority in space selections for future SOHO Healthfest events.

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 Sonesta Nashville Airport. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

20. HOLD HARMLESS:
It is understood that SENPA or Sonesta Nashville Airport 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 Sonesta Nashville Airport 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 Sonesta Nashville Airport 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 Sonesta Nashville Airport used by the exhibitor or brought upon the Sonesta Nashville Airport premises in his behalf, except for the gross negligence or willful misconduct of the Sonesta Nashville Airport 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 Sonesta Nashville Airport and legal entities which own, lease, and/or operate the Sonesta Nashville Airport 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 Sonesta Nashville Airport 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 Sonesta Nashville Airport 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 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 booth 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.