



HEALTHFEST

Showing Others Healthy Options

April 17-19, 2026

Rockwall, TX



Hilton Dallas/Rockwall Lakefront, Rockwall, Texas

Exhibitor Prospectus

SENPA.ORG

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SENPA is a non-profit organization with a core focus on strengthening the success of independent natural retailers and aligned manufacturers, while nourishing their human connection with consumers. We are a leading voice, supporter and advocate for the natural-products industry, rooted in the experience of enhanced health and the power of personal relationships.



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What We Do

- Support the production, marketing and consumption of nutritional foods, supplements and related specialty products
- Encourage adherence to product and label integrity, as well as the development of adequate standards to ensure the highest quality of products
- Produce SOHO events to educate industry professionals
- Provide education to members and event attendees
- Push for nutritional research and disseminate findings
- Advocate for laws and regulations consistent with our goals
- Protect the industry from laws, regulations and other actions adverse to its best interests
- Serve as a unified voice for businesses that align with our mission to nourish human connection

Mission Statement

Our mission is to nourish the human connection as the heart of a changing natural products industry – advocating for, strengthening and uniting the independent natural retailer and manufacturers with their current and future customers, building trust and aligning these retailers as the destination of choice for an enhanced buying experience and natural health education.

Vision Statement

SENPA's vision is to nourish the human connection as the heart of the natural products industry through advocacy and education so independent retailers, leading manufacturers and consumers can thrive, in an ever-changing environment, rooted together in our experience of enhanced health and the power of personal relationships.



Why Exhibit?



HEALTHFEST
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Retailer Access/Influence

- A wide range of retail outlets attend, from small independent stores to larger independent chain stores.
- Catered to the independent retailers in the SW region of the US, this is an excellent chance to build relationships with retailers that may not be able to attend the larger shows.
- Retailers come from over 23 states across the US.
- Attendance averages over 50 stores and 100 attendees.
- Retailers buy at SOHO Healthfest - Over 90% of retail attendees are buyers.
- Connect with retailers that have significant purchasing power within their stores.

Excellent ROI

- A complete show supporting lines shipped direct and through distributors.
- No quantity limits on items displayed.
- SOHO Events are THE natural products trade shows and are not open to the public.
- SOHO Healthfest is the most cost effective way to grow or launch your line in the Southwest region.

Educate

- Speaking opportunities available for exhibitors including product education/training, business education and panel discussions.

Network

- Expand your network and nurture existing relationships.
- Join in State of the Industry meetings/discussions.
- Interact with attendees and peers at networking events.



Who Should Exhibit?

Supplements

Pet Supplies

Industry Consultants

Natural Foods

Home/Lifestyle Supplies

Distributors

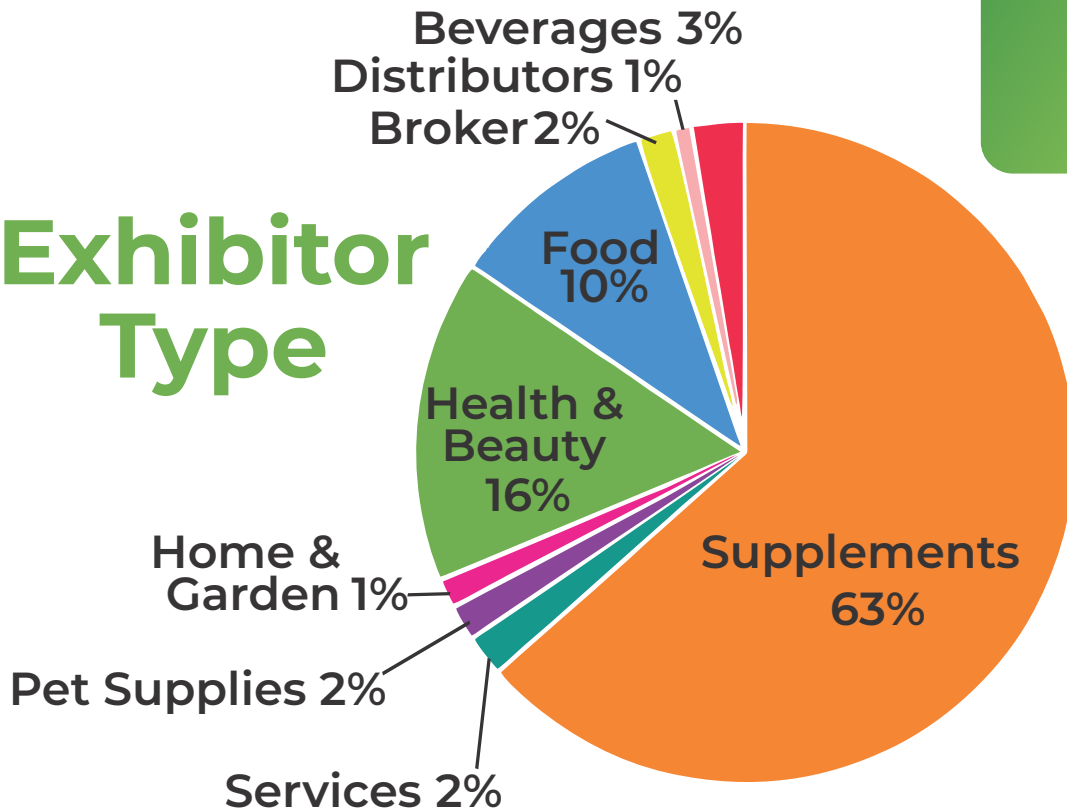
Health & Beauty

Industry Publication

Brokers

SOHO Healthfest Exhibit Hall Demographics

Exhibitor Type



“ I Love the variety of the exhibitors and the chance to see new products!”

“ My primary reason for attending small regional trade shows is to connect directly with owners and buyers at independent stores. This interaction provides our brand with a deeper understanding of the stores' and their customers' needs.”



2025 Exhibit Hall Summary

85%

of retail attendees rated 2024 SOHO Healthfest as very good or excellent.

85%

of retail attendees rated the 2024 SOHO Healthfest exhibitors as very good or excellent.

95%

of retail attendees indicated that they will be returning to the 2025 SOHO Healthfest.

Who Attends SOHO Healthfest & Why

95% of SOHO Healthfest Attendees are Buyers

- SOHO Healthfest attendees are Independent Natural Products Retailers from the Southwest region of the US and beyond.
- While the majority of attendees are from the SW region, we have had retailers from 23 states attend SOHO Healthfest over the last 5 years.
- These retailers are owners, managers and staff of independently owned single-location, multiple-location, and small to medium chains stores; and 95% of them are buyers.
- Retail attendees come yearly to SOHO Healthfest seeking networking opportunities, business and vendor/product education, and face-to-face interaction with their current and new suppliers.
- SOHO Healthfest attendees are on the exhibit floor to source new products and place orders!



Retail Attendee States Represented

Alabama	Louisiana	Pennsylvania
Arizona	Kansas	South Carolina
Arkansas	Mississippi	Tennessee
California	Maryland	Texas
Colorado	North Carolina	Utah
Florida	New Hampshire	Washington
Georgia	New York	Wisconsin
Idaho	Ohio	Virginia
Illinois	Oklahoma	

“The first time we were at SOHO, we felt like we were truly in a room full of our peers. Even though it is not our geographical region, we felt like we had found “our people.” SOHO has been invaluable in terms of the connections it provides, and fosters a feeling of community in the industry that we appreciate so much!”



Past Exhibitors



1 Life Science
3volution Organics
Abena/Bambo Nature
Acosta
AloeForce Products
Amazing Herbs
American BioSciences
Ancient Essence
Ancient Nutrition
Apricot Power
Aromacone II
Arteao
Arthur Andrew Medical
AST Enzymes Dynamic
Enzymes
AstroNova Product ID
Aurora
Barlean's
Bee&You
Bees & Trees Manuka Honey
Better Being Co.
Bio Nutrition, Inc.
Bio-Kult (Protexin)
Bionox
BioOptimizers USA, Inc.
BIOSIL
Black Lotus Shilajit
Bluebonnet Nutrition
Body IQ
BodyBio
Boiron
Brad Meyer & Associates
Brothers Tea
BumBiotics
Buried Treasure
Carbon 60, Greska's
Carlson Laboratories, Inc.
Carmalete's & Steakbeast
CBD - Infused Honeys
Choice All Natural
Chokeberry+/Aronia
Co Fix Rx
Chloenergy
Cornbread Hemp
CuraLife
Cut the Bull Foods
Daily Manufacturing
Products
Dr. Botanical Health
Dragon Herbs
East Park Naturals
Eden Foods

Emerald Labs
Enzymedica
Epsom - It
Essential Formulas
Essiac From Canada
Eye Luv U Chocolates
EZ Nutrition Supply
Four Elements Herbals
Fulgent Life, Inc.
Garden of Life
Genexa
Global Healing
Grandpa's Diatomaceous
Earth
Great Naturally
Green Earth Medicinals
Gusto Italiano
Harmonic Concepts
Health Direct
Heart Tone Botanicals
Himalaya USA
Host Defense Mushrooms
Hyalogic
Hybrid Remedies
Innovative CBD
IP-6 International, Inc.
Irwin Naturals
Just Thrive Probiotic
JUXX
KarenPhytoplankton
KAZE
KeHE Distributors
Keto Zone
KOS Inc.
Kyolic
Lakanto
Licata-World Organic
Life Charge Scales
Life Extension
LifeSeasons
Lily of the Desert
Lively Vitamin Co.
Liver Medic
Liweli
Lone Star Botanicals
Lumineux
Maple Nut Kitchen
MaryRuth's
Matrix Aromatherapy
Maximum Living
MediNatura Inc.
Michael's Naturopathics

MiloRod
Montana Emu Ranch
Morningstar Minerals
Mount Angel Vitamins
Mountain Alternatives
Mushroom Wisdom, Inc.
My Magic Mud
Nadel
Nativo Wellness
Natural Path Silver Wings
Natural Vitality
Natures Plus
Naturulz Products
Nelson Honey US
NeoCell
New Chapter
New You Miracle Band
Nordic Naturals
North American Herb &
Spice
NuEthix
Nutra Health Intl.
NutriBiotic
OceanBlue Omega
Ocean's Garden Gel and
WAVE
Old Factory Soap
Omne Diem
Oregon's Wild Harvest
Organic Fiji
Organic Health Labs
Pain Drink
Painterland Sisters
Palko Services
Paradise Herbs & Essentials
Phylloma Organic Hair Line
Plant Therapy
PlantFusion
PlusCBD Oil™
P-nuff
Pranarom
Pura Soda
Pure Essence Labs
Pure5
Puremedy, Inc.
Quality of Life Labs
Quantum Nutrition
Quicksilver Scientific
Rainbow Light
Raw Wraps
Redd Remedies
Regalabs, Inc.

Relax Saunas of
Momentum98
Renew Life
RidgeCrest Herbals
Rootology
Roots and Leaves, LLC
Rootz of Nature
Scent Shop
Schauer Branding Co.
Seashine Labs
SEBO
Secrets of the Tribe
Shikai Products
Sigform
Silver Biotics
Silver Botanicals
Skin Drink Maxzorb
SkySail
Solgar Vitamin and Herb
Source Naturals & Planetary
Herbals
Sovereign Silver
Stevita Naturals
Straight Hemp
Super Natural Distributors
SW Nutrition
Talya Herbal
Tama Tea
Taste For Life
Terra Wash+Mg
Terry Naturally
The Elderberry Co.
The Food Movement Co.
Threshold Ent.
Tiiga
Trace Minerals
True Grace Health
Ultra Botanica
Utzy Naturals
V2O Sparkling Balsamic
Water
Vando Naturals
Vital Planet
Vitality Products Inc.
Vitality Works
Vitamin Retailer Magazine
Vitamir
Viva Nutrition
WholeSun Wellness
Xlear
Youtheory

Exhibit Hall Schedule



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Installation

Saturday, April 18, 1pm-7pm

Exhibit Hall Hours

Sunday, April 19, 10am-4pm

Dismantle

Sunday, April 19, 4pm-7pm

“Regional shows are where retailers and brands can truly connect, encouraging more meaningful partnerships and making them easily 10x more impactful.”

*This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.



Exhibit Pricing and Benefits

Pricing - \$900 per table

Shared table fee - \$50 (limit 2 companies per table)

Exhibitor Benefits

- 6' Draped Table
- 2 Chairs
- Wastebasket
- Carpet
- Exhibitor ID Sign
- Personalized Marketing Flyer

Discounts

Early Booking Discount – 10% discount available for tables booked by September 30, 2025

Payment Schedule

- 50% of table fees due with exhibitor application
- 100% of table fees due by 12/31/25

Cancellation

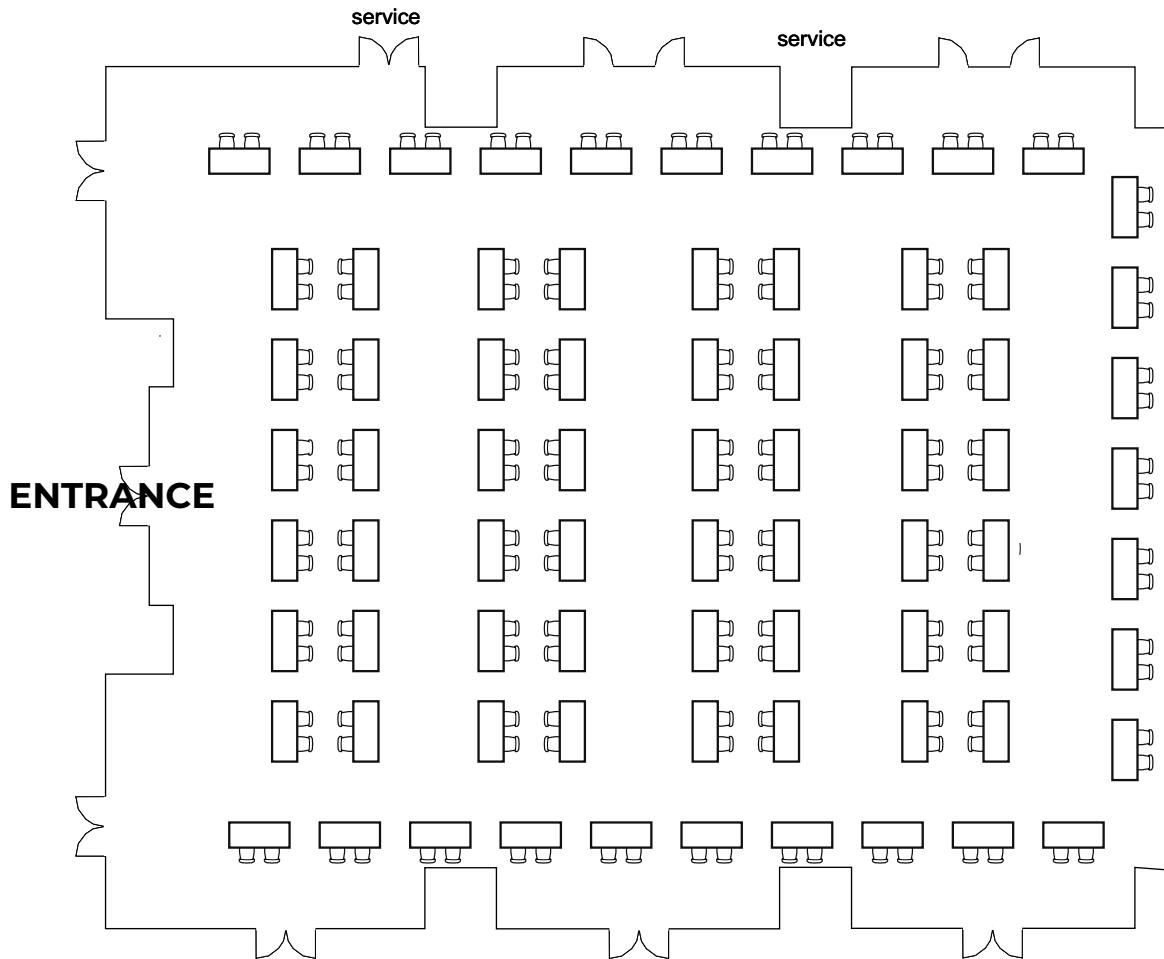
Exhibit space cancellation from contract submission through 12/31/25 will receive a 50% refund minus a \$200 administration fee.

Exhibit space cancellation after 12/31/25 will receive no refund.

Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management.



Bella Harbor Ballroom



Reservation Procedure Steps

STEP 1: View current Exhibit Space availability here:

FLOOR PLAN

STEP 2: Go to <https://senpa.org/soho-healthfest-exhibitor-application/>

STEP 3: Fill out the application online and submit, or download the pdf application and email back to the office at info@sohohealthfest.net

STEP 4: You will receive an email confirmation and payment link after the application is processed. **If you have not received this after a week, please call our office at 727-846-0320.*

Education/Speaking Opportunities

Education and inform the retail attendees on industry trends, product training, business, Q&A, and what your company is currently working on during these 1 hour vendor education sessions. This is the perfect forum to highlight product and industry information and provide training on your products to the retailers.

Vendor Education - \$750

Included in Program

- Screen
- Projectors
- Wireless Microphone (lavalier)
- Classroom style seating
- Table for Handouts
- Laptop upon request



Application Procedure Steps

STEP 1: Download the call for speakers application:

CALL FOR SPEAKERS APPLICATION

STEP 2: Fill out the application and submit to the office at info@sohohealthfest.net

STEP 3: The Board of Directors will select the speakers and you will be notified of the outcome.

STEP 4: Contact the office with any questions.

Sponsorship Opportunities

Boost Your Brand Recognition
and be recognized for supporting
our nonprofit association, SENPA®

All proceeds from the show go back
into the industry.



Sponsorship Levels

Sponsoring SOHO Healthfest offers comprehensive benefits, including the first right of refusal for next year's sponsorship and advertising opportunities. Get the first pick of the options that put you in front of the independent retailers and show them that you support their business.

Investment Level - \$15,000



(3-year commitment – \$5,000 each year)

Our Investment Sponsorship package has been created to offer sponsor(s) a long-term, value-added program that has the broadest reach to retailers. The program offers a year-long package that includes another of our industry's best shows: SOHO Healthfest!

Gold Show - \$3,000



Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Newsletters - print and digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Photo of booth and company rep in SENPA SPEAKS Show roundup edition (2,000 emailed + Website Views)
- Personalized article in SENPA SPEAKS one-time during year of sponsorship
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary Retailer Sample Bag Sponsorship (\$50.00 Value)
- Complimentary New Product Display (\$30.00 Value)
- Complimentary Hallway Banner (\$30.00 Value)
- Complimentary Exhibitor Listing Logo (\$30.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Sponsorship Levels cont.



Silver Show - \$1,500

Benefits Include:

- Logo featured in Newsletters - print and digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Photo of booth and company rep in SENPA SPEAKS Show roundup edition (2,000 emailed + Website Views)
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary Retailer Sample Bag Sponsorship (\$50.00 Value)
- Complimentary New Product Display (\$30.00 Value)
- Complimentary Exhibitor Listing Logo (\$30.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Bronze Show - \$500

Benefits Include:

- Logo featured in Newsletters - print and digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Healthfest
- Complimentary Exhibitor Listing Logo (\$30.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Networking Events

State of the Industry Welcome Reception - \$10,000

Join us as the sponsor for the Friday evening Welcome Reception and State of the Industry discussion. This opening dinner/reception event is a highly popular place for attendees and exhibitors to meet and greet before the exhibit hall opens on Sunday. Connect with all of the attendees and participate in discussion facilitated by the SENPA Board of Director's Executive Committee and our Emerging Leaders.

Benefits Include:

- Recognition as a sponsor on event signage
- Your Logo with link on official SOHOhealthfest.net website
- Your Logo in SENPA SPEAKS newsletter
- Complimentary location on New Product Display (\$30 value)
- Complimentary Hallway Banner – (\$30 value)
- Table-top signage on the bar and buffet stations
- Signage on all banquet tables
- Logo and sponsorship acknowledgement on marketing materials (website, ShowGUIDE, signage, and social media)
- Your Logo on registration forms (online and printed where possible)
- Sponsor to provide welcome and introduction speech.
- Customized speaker flyer to help in your promotion to retailers
- Recognized as Sponsor at your table on show floor

SOHO Healthfest Party - \$3,000

The perfect opportunity to put your brand at the center of attention at our “all show attendees invited” exciting networking event, Saturday Night during SOHO Healthfest. Drinks, music, dancing, and games await both retail attendees and exhibitors in a casual, relaxed space to foster relationships and have fun.

Benefits Include:

- Recognition as a sponsor on event signage
- Your Logo with link on official SOHOhealthfest.net website
- Your Logo in SENPA SPEAKS newsletter
- Table-top signage on the bar
- Logo and sponsorship acknowledgement on marketing materials (website, ShowGUIDE, signage, and social media)
- Your Logo on registration forms (online and printed where possible)
- Party theme input
- Recognized as Sponsor at your table on show floor
- Sponsor to provide welcome speech and distribute drink tickets.
- Customized speaker flyer to help in your promotion to retailers



Meal Sponsorships

Maximize your education program by sponsoring a meal education event. Capture the retail audience in this 2-hour program with the buffet style meal served for first 30 minutes and your speaker presentation running approximately 90 minutes.

Benefits Include:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official SOHOhealthfest.net website
- Your Logo in SENPA SPEAKS newsletter
- Logo and sponsorship acknowledgement on marketing materials (website, ShowGUIDE, signage, and social media)
- Your Logo recognition in official SOHO Healthfest ShowGUIDE
- Your Logo on registration forms (online and printed where possible)
- Your Logo in post-show SENPA SPEAKS newsletter
- Complimentary location on New Product Display (\$30 value)
- Complimentary Hallway Banner – (\$30 value)
- Recognized as a Meal Sponsor at your table on show floor
- Special "sponsor" ribbons for staff to wear during SOHO Healthfest
- Customized speaker flyer to help in your promotion to retailers

Meal Sponsorship Availability

Friday Lunch	\$7,000
Saturday Breakfast	\$5,000
Saturday Lunch	\$7,000
Saturday Dinner	\$9,000
Sunday Breakfast	\$5,000



Advertising & Brand Promotion

Lanyard Sponsor \$300

Lanyards provide highly visible recognition throughout SOHO Healthfest. Place your company logo prominently on the lanyard and around the neck of all retail attendees and they will have your company with them for the duration of the event. Sponsor provides the lanyards.

Bag Sponsor \$300

Each retail attendee receives a show bag which will be branded by you! Design your bag and it will be on the arms of all retail attendees, and they will have your company with them for the duration of the event and after. Sponsor provides the bags.

Official ShowGUIDE

Advertise in the one publication that every attendee receives! The official SOHO Healthfest Show Guide is a year-long “hold-on-to” resource guide for retailers containing contact listings for all exhibitors and sponsors - be recognized all year long. Full Color printing lets your brand shine.

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

New Product Display \$30

Showcase your products inside the exhibit hall. Your products are placed on display tables allowing retailers to see your displays, read labels, and be directed to your exhibit table.

Sample Bags Insert \$50

Provide your sample products or promotional materials directly to each retail attendee with this prime placement in the attendee welcome bags! Include your samples, promotional materials or product information in each bag and direct attendees to your table. 3 samples per insert opportunity allowed.

**Show management must approval all inserts.*

Hallway Banner \$30

Be impossible to miss and bring your custom branding to the show. Showcase your banner right where the action is coming and going to and from the education venue and the exhibit floor and have your message viewed in the main hallways throughout the show.





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Hilton Dallas/Rockwall Lakefront, Rockwall, Texas

See you soon!

SENPA.ORG