



EXPO Showing Others
Healthy Options

SHOW-AT-A-GLANCE

Thursday–Sunday, September 12-15, 2024

Education & Events:
Thurs-Sun, Sept. 12-15, 2024

Tradeshow Exhibits:
Sat & Sun, Sept. 14-15, 2024

THURSDAY, SEPTEMBER 12

12:00pm 25th Annual SOHO Golf Tournament

Alan Kristowski Memorial
Celebration Golf Course

1:00pm-5:00pm
ECRS Insights & Workshops at SOHO Expo
*(separate registration required)

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

Education Program Track Key



FRIDAY, SEPTEMBER 13

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



HELPING YOUR BUSINESS SURVIVE
AND THRIVE IN MODERN RETAIL

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

SUMMIT Breakfast
(Full-Access Reservation Required)
Daily Decisions with Data
Simon Cutts, Jessica Maniscalco, & Jim Olson

10:15am-11:30am SENPA SUMMIT

MARKETING
“Efficiency Unlocked: Time-Saving
Marketing Strategies for Independent
Retailers”
Ryan Sensenbrenner

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

SUMMIT Lunch
(Full-Access Reservation Required)
**Three Questions Disruptors Must
Ask Themselves**
G. Michael Maddock

2:15pm-3:30pm SENPA SUMMIT

MERCHANDISING
**Let’s Talk About It: Brand Blocking v
Structure/Function**
Angela Bozo & Sarah Super

2:15pm-3:30pm SENPA SUMMIT

BUSINESS
**Shhhh! What Big Box Stores Don’t Want You
to Know About How To Grow Your Business**
Amanda Ballard & Tina Smith

3:45pm-4:15pm SENPA SUMMIT

BUSINESS
**Increasing Access: Tax Treatment of
Dietary Supplements**
Steve Mister, Esq., CAE

4:15pm-5:00pm OPEN TO ALL
Annual Business Meeting and Industry Awards

5:15pm-7:15pm Education Program with Dinner

Meal Sponsor: Enzymedica
(Full-Access Reservation Required)
TBD
Enzymedica Team

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

**Botanical Secrets-From Doctrine to
Signatures of Adaptogens**
Ellen Kambhi, PhD, RN, AHN-BC, RH(AHG)

**Uric Acid Uncovered: Your Pathway to
Better Health**
Dan Chapman

REGISTER TODAY
www.SOHOexpo.net

SATURDAY, SEPTEMBER 14

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

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

Platinum Meal Sponsor: Bluebonnet
Nutrition Corp.
(Full-Access Reservation Required)
**Enhancing Digestive Health: The Role of the Microbiome,
Brain, & Immune System**
Carl Germano

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

10:30AM-5:00PM
EXHIBITS OPEN

1:00pm-2:00pm
Not All Mushrooms Are Equal:
How to Identify Quality Medicinal Mushroom Supplements
Jme Bonfiglio

3:00pm-4:00pm
**Empowering the Natural Product Retailer to Thrive Amidst
Government Overreach**
Nathan Jones

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
Meal Sponsor: Vital Planet
(Full-Access Reservation Required)
Unraveling the Power of Pre, Pro, Post & Parabiotics
Brenda Watson

7:30pm-10:30pm President’s Party Sponsored
OPEN TO ALL ATTENDEES & GUESTS by KeHE

SUNDAY, SEPTEMBER 15

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

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

Platinum Meal Sponsor: Europharma
(Full-Access Reservation Required)
Beat Cancer, Naturally!
Ajay Goel, PhD, AGAF

9:30AM-3:00PM
EXHIBITS OPEN

11:00am-12:00pm
**Cardiovascular Health, Blood Cleansing,
Immune Malfunction, & Systemic Enzymes**
Dan Curtin

1:00pm-2:00pm
**Private Label Supplements - Make Your Brand, Your
BEST Brand!**
Jamin Busick

2:45pm-3:00pm CLOSE OF SHOW
Win Big! Prize Drawings (cash and merchandise)
SOHO Café & Lounge on the Show Floor

SHOW OFFICE CLOSED TUES SEPT 10th & WED SEPT 11th /REOPENS ONSITE THURS SEPT 12th
MUST be registered and have a show badge to attend programs & events. Programs are subject to change. For more info visit SOHOexpo.net

