



EXPO

Showing Others
Healthy Options

September 10-13, 2026

Orlando, Florida



Gaylord Palms Convention Center, Orlando, Florida

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?



Retailer Access/Influence

- A wide range of retail outlets attend, from small independent stores to larger independent chain stores.
- Catered to the independent retailers from the US and International, this is an excellent chance to build relationships.
- Each year SOHO Expo realizes retail attendance from an average of 36 states and 9 countries.
- Attendance averages over 175 stores and 670 attendees.
- Retailers buy at SOHO Expo - 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 Expo is the most cost effective way to grow or launch your line across the US and beyond.
- Receive quality one-on-one time with the retailers in a relaxed, unrushed atmosphere.

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

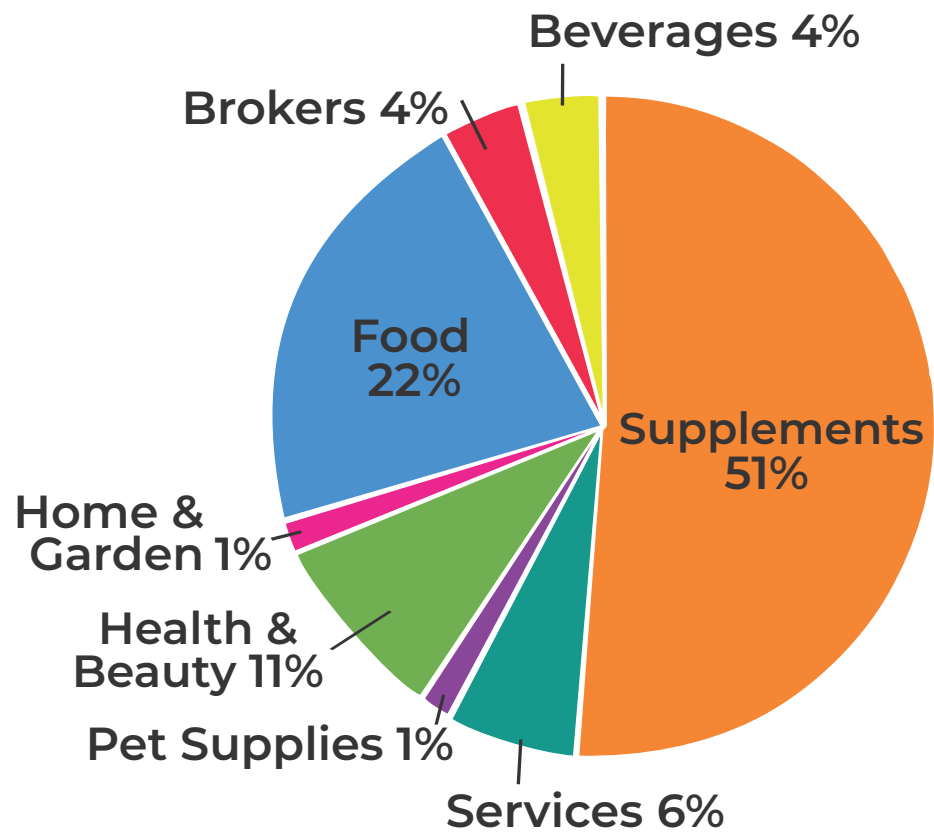
Health & Beauty

Industry Publication

Brokers

SOHO Expo Exhibit Hall Demographics

“SOHO Expo brings us brand visibility, lead generation, and on-the-spot sales. These aspects are crucial for our future sales strategies and immediate revenue through purchase orders obtained at the show.”



Exhibitor Type



“For us, seeing all the familiar faces, building relationships, and supporting our industry is the ultimate reason for exhibiting and sponsoring. We usually see more orders with the smaller trade shows, maybe because we have the time and space to connect.”

2025 Exhibit Hall Summary

50%	85%	85%	90%
of retail attendees attend specifically to source new products.	of retail attendees rated 2024 SOHO Expo as very good or excellent.	of retail attendees rated the 2024 SOHO Expo exhibitors as very good or excellent.	of retail attendees indicated that they will be returning to the 2025 SOHO Expo.

Who Attends SOHO Expo & Why

90% of SOHO Expo Attendees are Buyers

- SOHO Expo attendees are Independent Natural Products Retailers from the US and beyond.
- While the majority of attendees are from the SE region, we have had retailers from 36 states and 9 countries attend SOHO Expo 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 90% of them are buyers.
- Retail attendees come yearly to SOHO Expo seeking networking opportunities, business and vendor/product education, and face-to-face interaction with their current and new suppliers.
- SOHO Expo attendees are on the exhibit floor to source new products and place orders!



Retail Attendee States Represented

Alabama	Louisiana	Oklahoma
Arkansas	Massachusetts	Oregon
California	Maryland	Pennsylvania
Colorado	Michigan	Rhode Island
Washington DC	Minnesota	South Carolina
Florida	Mississippi	Tennessee
Georgia	Montana	Texas
Idaho	North Carolina	Utah
Illinois	North Dakota	Virginia
Indiana	New Jersey	Washington
Kansas	New York	Wisconsin
Kentucky	Ohio	West Virginia

Retail Attendee Countries Represented

Curacao	Kingston	Trinidad & Tobago
Canada	Mexico	Uruguay
Jamaica	Puerto Rico	Virgin Islands

“At SOHO Expo there is a palpable difference in retail attendance, retailer-to-brand connection, and show vibes. Large expos can provide more brand exposure and a wider array of networks, but the brand/retailer connection can get lost in the chaos. Smaller shows are where retailers and brands can truly connect, encouraging more meaningful partnerships and making them easily 10x more impactful.”



Past Exhibitors

1 Life Science	Caldo Foods	Fat To Energy LemonAid	Infinite Monkey	MediNatura Inc. / T-Relief	Omega Blu by Sancilio	Roots and Leaves	Thyme Out
3volution Organics	Campbell's Snacks	Feel Good Dough	Infinity Boutique	Meds Global	Omne Diem	Rootz of Nature	TriGa
AAA Beverage - Body IQ	Canadian Pine Pollen	Fermentaholics	INFRA	MedTech Int Group	Once Again	Rosita Real Foods	Tillman's Tranquils
Abena North America Inc.	CanPrev	Fish Tale Brewing	Innovative CBD	Megafood	Once Again Nut Butter	Rudi's Bakery Three Bakers	Topsy Turkey/Choice Chicken
Abis Hemp CBD Supplements	CanWater	Flackers	Intelligence of Nature	Michaels Health	One Kombucha	Ruger Waters & Treehugger	Totally Nuts! Almond Mylk
AC Grace Company	Carbon 60, Greska's	Floating Leaf Fine Foods	Inter LLC Chokeberry+	Mill Creek Botanicals	Ora's Amazing Herbal	Rummo Pasta USA	Trace Minerals
Acai Exotic, LLC	Cardiotabs	Floris Naturals	ION "Intelligence of Nature"	MiloRod	Oregon's Wild Harvest	Ruved	Transfer Point, Inc.
Acme Import Co.	Carlson Laboratories, Inc.	Flu-B-Gone	ION Biome	MindEyes USA	Organic Fiji	Sabinsa Wellness	Treadwell Farms
Acosta	Cassava Breads	Flying Embers	IP-S International, Inc.	Miracle Noodle	ORGANIC HEALTH LABS	Saffron USA LLC	Treat Yourself Shoppe
Additive Free Supplements	Castle Valuation	Focus Marketing	Irish Supplements	Miracle Nutritional Products	Organic Skin Co	Satie Foods	Tree Below Zero
Advanced Protein Technology	Celebration Herbs	Focus Nutrition	Irwin Naturals	MNP - Michael's Naturopathic	Organic Traditions	Saint James Brands	Tribe Organics
Adventure CPG	Charlie's Soap	Food Intolerance Test	J&M Distribution	Modern Products	Pab Books	Sapha Water	TRUE CBD
Aetherbael	Charlotte's Web	Fountain of Health CBD	Jamaica Promotions Corporation	Monde Eau	Pablo Claro	Sati Soda LLC	True Grace
AI Dente Pasta Company	Chaucer's Meads	Four Elements Herbs	Jarrow Formulas, Inc.	Montana Emu Ranch Company	Pachamama CBD	Solle Naturals	True Lyes Handcrafted Soap
Albert's Fresh Produce	ChildLife Essentials	Frik and Frak	JENGIEMEL	Moonstone Nutrition	Pacific Redwood Wines	Savaged Health & Nutrition	Trugman-Nash
Alimtox Full Body Detox	Chomp Gums	Fritt	Jennies Macaroons	Morgan Cosmetics	Pacific Resources International Inc.	SaveNaturally	TRUSPAN
All Good	Citrusway Products	Frontier Co-Op	JK's Scrumpy Hard Ciders	Morgan's Creek LTD	Pain Drink, Inc.	Savor By Suzie	Truvani
All-In Nutritionals	Clarity Sparkling Water	Fulgent Life, Inc.	Just Made	Morini Brands	Painterland Sisters LLC	Scen Fill	Twinkl
Almased	Clean Bottling	Full Green	Just Thrive	Moso Natural	Palko Services	Seashine Labs Skincare	U.S. Shilajit
Almond Brothers	Clean Remedies	Functional Remedies	Jyoti Natural Foods	Motembo Foods	Palmate	SEBO	Uckele Health & Nutrition
Aloe Life	Clean Simple Eats	Garden of Eden Global Foods	KaLaya	Mother Kombucha	Pasturebird	Seidman Food Brokerage	U-Dream
Amazing Herbs	Clear Products Inc.	Garden of Life	Kalona SuperNatural	Mountain Alternatives	Peaceful Mountain Liddell	Seitgen Kettle Chips	Uglies Kettle Chips
Amazing Nutrition	Clearly Balanced Days, LLC	Gay Lea Foods	Katia Protein Bar	Mountain Rose Herbs	Peepers	Serengeti Marula Cream	Ultima Replenisher
American BioSciences	Cogent Solutions Group LLC	Gem Water	Keel & Curley Wines	Mushroom Wisdom, Inc.	Performance Nutrition	Seven Points CBD	Unearthed
Ample Hills Creamery	Colavita USA	General Mills Natural	KeHE Distributors	MX Wellness	Performance Science	SHIKAI Products	UNFI
Amu Nutrition	Colorado Hemp Honey	Genexa	Kerwell	My Chelle / Crystal Deodorant	Perio Pack Multi Vitamin	Sigform	Unisoy Vegan Jerky
Ancient Nutrition	Cornbread Hemp	Genius Central	Keto Zone	MyPeanut	Perlage	Silver Biotics	Utzy Naturals
Apex Compliance	Country Life	George's Aloe	KetoBakes	Nadi LLC	PetGuard	SilverCeuticals	Vando Naturals
Apotheos Roastery	Creative LLC	GeoSilica Natural Minerals	Kinder's	Nativo Wellness	Pharm-Aloe	Simply Pop	Vegajelly
Apricot Power	Crunchy Fish	Gillian's Gluten Free	Kiss My Keto	Natural By Nature	PhytoKarla	Simply Silver Oral Care	Vegan Rob's
Aromatic and Allied Chemicals	Culturi Coffee	Global Healing	Knotty Pretzels	Natural Factors	Pickled Planet	SimplyFood ERP/Acumatica	Vegetable Kingdom
Arteao	Curalife	Glutenberg	Kokora	Natural Health Partners	Plant People	Skin Care Led Light	Vibrant Metabolism
Arthur Andrew Medical	Curalin by Curalife	Goddess Well	Kombucha 221 B.C.	Natural Heaven	Plant Therapy	Skin Drink Maxzorb Ceuticals	Vida Lifescience
Artisana Organics	Curatio	GoGreen Hemp	Koops Mustard	Natural Living Int.	PlantFusion	SkySail	Vidya
AST Enzymes	Curative Bay Organic Skin	Good Mood Health Mood Mkt	Korea Ginseng Corp.	Natural Path/Silver Wings	PLNT Blend	Slow Foods Kitchen	Virgi's
AstoNova	Daily Manufacturing	GoPatch	KOS Naturals	Natural Products Pacific	PlusCBD by CV Sciences	SmashMallow	Vita Prima
Aunt Fannie's	Daiva	Grab The Gold	Kudzu Natural	Natural Renewals Sea Moss	Poptime Snacks	Vital Planet	Vital Planet
AyurSome Foods	Darby Farms Wellness	Grace's Goodness Organics	Kudzu-Green Earth-Houston	Natural Stacks	Panarom	Vital Releaf	Vitality Works, Inc.
Back to Eden Plant Based	Dare Vegan Cheese	Grandpa's Diatomaceous Earth	Kuli Kuli	Naturally Delicious	Premier Foods Inc. Sharwoods	SodaStream	Vitamin Retailer/VRM Media
Badia Spices	Dare Vegan Cheese	Grandpa's Diatomaceous Earth	Kyul Kuli	Natural Nectar	Premier Organics	Sohgave/SohCoco/SohYum	Vitamin World USA Corporation
Bambo Nature	Darrell Lea Brands	Great Lakes Gelatin	Kyul Kuli	Nature's Answer	Procer Health	Solgar	Vitanaica
Barleans	Daybreak Natural Sales	Great Lakes Wellness	La Marquette	Nature's Earthly Choice	Profounda Inc.	Source Atlantic Inc.	Vive Naturals
Barrier Island Organics	De La Rosa Real Foods	Great Naturally	La Preferida	Nature's Fusions CBD & Eos	Progrut	Source Naturals/Planetary Herbs	Vorg SuperShake
Bee & You	Dejavi Innovation	Green & Good Goo	Lakanto	Nature's Vine Tea	Proven Probiotics	Sovereign Silver	Wakunaga
Beekeeper's Naturals	Deland Bakery Inc.	Green Earth Medicinals	Laser Beams Creatine Gummies	Nature's Way	Provida Health	SPINS	Watcharee's
Bees & Trees Manuka Honey	Della Rice	Green Gorilla	Lattini	Nature's Yoke	Pure Bliss Organics	Spire Mountain Ciders	Whistling Duck
Beez Honey Tower	Desert Shadow	Greenair	LEVL	NaturesPlus	Pure Essence Labs	Split Nutrition	White Egret Personal Care
BetterAlt	Doc Shultz Hand Sanitizer	GT's Living Foods	Liddell Laboratories	Naturul-No Junk Products	Pure Miti	Spudlove	Whole World Botanicals
Better Being Co.	Doctor Plotka's	Happy Goose Hemp	Lidtkie	Naturvit	PurWell	Stevita	WholeFoods Magazine
Bettys Naturals	Doctor's Blend	Harmonic Concepts	Life Extension	NDO H2O Premium Waters	Quality of Life Labs	Straight Hemp	WholeSun Wellness
BH Products/Maxxam Wellness	Dr. Botanical Health	Hawaiian Moon	LifeSeasons	Nelson Honey	Quantum Nutrition Labs	Strangely Warm Coffee Co.	Wild Tonic Jun Kombucha
Bienia Snacks	Dr. Mercola	Health and Beauty Connection	Lightbody	Nest Baby Diapers	Queen Hemp Company	Sunz Caudron	Wisdom Natural Brands
Bigelow Tea	Dr. Riggs Relief	Health Direct	Lily of the Desert	New Chapter	Queen of the Thrones	Sun Chlorella USA	Wish Farms Pixie Snax
BighornBotanicals.com	Dragon Herbs	Health Force	Lipari Foods	New Day Media	Quinol	Sundance Graphics	WishGarden Herbs
Bio Nutrition Inc.	Dream Water	Healthy Chocolate	Litehouse	New Harmony Body Care	Rabbit's Foot Mead	Sunflower Family VeganMeals	Wolo Snacks
Bioitalia	DS Global	Healthy Energy Amazing Life	Little Diablo Salsa / Pancreat Artisan	New Hope Network	Radius	SunRidge Farms	WooBamboo
Bio-Kult	Earth Kiss	Healthy Living Proteins	Chocolate	New South Botanicals	Rainforest Remedies	Superwarrior	World Finer Foods
Bionox	Earth's Creation	Healthycell	Little Moon Essentials	New You Miracle Band	Raw Rev	Super Natural Distributors	Worthington
Bionutrition	Earth's Elements	Heart Tone Botanicals	Lively Vitamin Co.	Newton Homeopathics	RC Bigelow	Tender & True Pet Nutrition	Wyndmere Naturals
BIOptimizers	East Park Naturals	Helimix	Liver Medic	Newton Laboratories	Rebel Green	Terry Naturally	Xlear
Biosil	eBars	Hemp Emu	Living Alchemy	Nordic Naturals	Red Light Therapy	That's My Mama's	XosiaX
Bitez of Love	EC Bulk Seamos Inc.	Hemp Fusion	Lobelia	Norm's Farms	Redd Remedies	The Elderberry Co	Xymogen
Black Lotus Shilajit	Ecokat Armenian Cheese	Hennessy's Hemp	Lone Star Botanicals	North American Herb & Spice	Reddy Naturals	The Food Movement Co.	Yafay Life
Blessed Bananas	EcoVessel	Herbal Cup Tea	Luminairex	Nourish Your Soul Ayurveda	Redmond	The Gluten Free Guys	Yerba Prima
Blk International	ECRS	Herbalist & Alchemist	Luvive Products	NOW Foods	Reed's	The Herb Shop	Youtheory
Bluebonnet Nutrition	Eden Foods	Hero Nutritionals	M.D. Blend	NRG Foods	Regalabs	Reviva Labs	Youthful Life
Bob's Natural Foods	Eel River Brewing	HiDow International	Mab & Stoke	NuEthix Formulations	Relax Saunas	Rheostasis	Zade Vital
Body Ceuticals	Eezos	Highland Laboratories	Made Coffee	NuLeaf Naturals	Reliance Vitamin Company	RidgeCrest Herbs	Zahler & Natures Trading
Body Dynamics, Inc.	Elevate Organic	Himalaya	Manuka Health New Zealand	Nupasta	Relive Everyday	Rise Cold Brew Coffee	Zero Gravity
Body Intelligence	Element4 Skincare	Himalaya Herbal Healthcare	Manzana Products	Nutraceutical Raw Materials	Renew Life	Root Down Naturals	Zion Health
Body Therapy USA	eleven TLC, A Wellness Co	Honduras Chocolate Company	Marie Originals	Nutrex Hawaii	Reviva Labs	Root'd & Belle + Bella	ZINGHA
Boiron	Ellis's Flats	Honey Sweetie Acres	Marin Food USA	NutriGold	Rheostasis	Routology	Ziyad Brothers Importing
BOOM Chaga	Else Nutrition Gh Ltd.	Honeyvera	Marin Smoked Butter	Nutrocon	Rise Crest Herbs		Zucchi
Brain Juice	Emerald Health Biocentials	Hoppoos	Mary Ruth's	Nutty Girl	Rise Cold Brew Coffee		
Briannas Salad Dressing	Emerald Labs	Host Defense Mushrooms	Mary's Magnolias	OceanBlue Omega	Root Down Naturals		
BUBS Naturals	Ena-Life	House Foods	Mavono Harvest	Of The Earth Naturals	Root'd & Belle + Bella		
Bucklebury	Enzymedica	Hyalogic	Maximum Living	Oh My Mints			
Buddha Teas	Epsom-It	Hybrid Remedies	Maxzorbceuticals Skindrink	OKAY Pure Naturals			
Bulldog	Essential Formulas	Impact Products	McPeak	Old Croc Cheddar			
Bulldog Skincare For Men	Essiac from Canada Intl	Incrediwear	MD Formula	Oliois/Oloppets			
Buried Treasure	EuroPharma	Inesscents	Medi Air Purifier	OM Botanical Skin Care			
	Eventide CBD		Medicaria Limited				

Exhibit Hall Schedule

Installation

Friday, September 11, 8am-7pm

Saturday, September 12, 7am-11am



EXPO Showing Others
Healthy Options

Exhibit Hall Hours

Saturday, September 12, 11:00am-5pm

Sunday, September 13, 10:30am-2:30pm

Dismantle

Sunday, September 14, 2:30pm

“Our experience with large trade shows resulted in a negative ROI, which is why we shifted our focus to regional shows. Our motivation for attending these smaller events is not driven by immediate financial return but by our commitment to supporting independently owned stores, health practitioners, and the natural product industry as a whole, which are all integral to the essence of smaller shows.”

*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

Booth Prices and Information

Booth Fees 10' X 10'

P \$3000

A \$2700

B \$2500

Full Booth Purchase Includes:
Carpet, (2) chairs, 6' draped (white)
table, wastebasket, sign and free
listing in Show Program or
Addendum (print deadlines apply)
and more. Booth and aisle carpet.



\$1500

First time exhibitors.
15 items or less,
6' table top display area.
Restrictions apply. Call
for details.

Discounts

Early Booking Discount – 10% discount
available for tables booked by 12/31/25

Payment Schedule

50% of table fees due with exhibitor application
100% of table fees due by 6/10/26

Cancellation

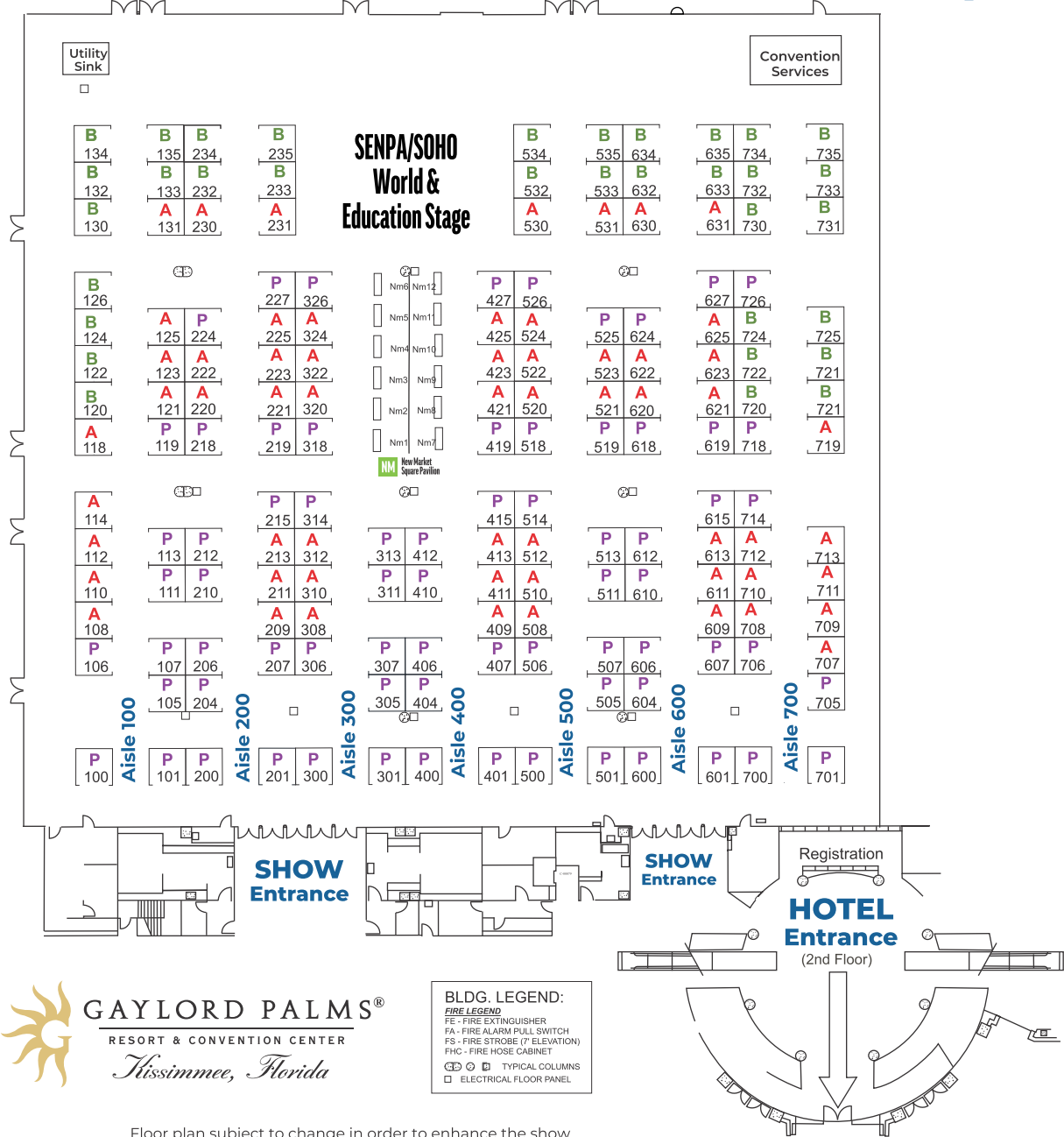
Exhibit space cancellation from contract submission through 6/10/26 will receive a 50% refund minus a \$200 administration fee.

Exhibit space cancellation after 6/10/26 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.



Gaylord Palms Exhibit Hall A-C Floorplan



Floor plan subject to change in order to enhance the show.

Reservation Procedure Steps

STEP 1: View current Exhibit Space availability here:

STEP 2: Go to www.sohoexpo.net

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

FLOOR PLAN

Education/Speaking Opportunities

Educate and inform the retail attendees on industry trends, product training, business, Q&A, and what your company is currently working on during these 45 minute 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 - \$1250

Included in Program

- Screen
- Projector
- 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@sohoexpo.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 Expo 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.

Multi-Year Show Sponsor

Investment Level \$30,000



(3-year commitment – \$10,000 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 Expo!

\$10,000 per year - 3 Year Partnership

Terms of Agreement: SOHO EXPO Sponsorship 3 years from current year signing of sponsorship agreement through the first SENPA SPEAKS Newsletter published and mailed in February of 4th year

Yearly Sponsorship Scope:

- Highlighted as Investment Sponsor listed in all marketing pieces including Onsite, Website, and Official Show Program
- Featured as a Platinum & President's Party sponsor with all of its included benefits (\$7500) PLUS
- 2 FREE Nights Gaylord Palms Resort & Convention Center (Host Hotel) each year of sponsorship during show.
- FREE Full page ad in the Official ShowGUIDE each year of sponsorship
- Post submitted "show supporting" digital Press Release on the SENPA.org Media Page (some restrictions apply)
- FREE New Products Display
- FREE Buyers Card Promotion
- FREE "digital" SOHO EXPO Flyer Template for inserting / distributing to your retailer list
- Sponsorship Award to display at your booth
- Special Sponsor Identifying Ribbon
- Featured as an Investment Sponsor at all SOHO Road Show Events

Included: Platinum Sponsorship Benefits

- Highlighted as a Sponsor with your logo featured on all Retail Registration Forms
- Included in all marketing materials (online and print) highlighting you as a rebate promotion sponsor for qualified retailers staying at the Gaylord Palms Resort & Convention Center (Host Hotel)
- Opportunity to place TWO standing banners during entire show at the show registration area and on the main walkway to the convention (some restrictions and deadlines apply)
- Sponsorship Acknowledgment Announcement during each education session and all event marketing collateral including promoting your booth assignment

Included: President's Party Sponsorship Benefits



Sponsorship Levels *cont.*

Platinum Show - \$7500



Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Newsletters - digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 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 and SOHO Northeast
- Complimentary New Products Display (\$200.00 value)
- Complimentary Hallway Banner (\$500.00 Value)
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor

Gold Show - \$5000



Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Newsletters - digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 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 and SOHO Northeast
- Complimentary New Products Display (\$200.00 value)
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



Networking Event

SOHO Expo Party - \$4000

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 Expo. 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 SOHOexpo.net website
- 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.
- Customized speaker flyer to help in your promotion to retailers

NOURISHING THE HUMAN CONNECTION



Sponsorship Levels *cont.*

Silver Show - \$1500



Benefits Include:

- Logo featured in Newsletters - digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 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 and SOHO Northeast
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor

Patron Show - \$500



Benefits Include:

- Logo featured in Newsletters - digital (Over 5600 Exposures)
- Logo featured in Mailings - postcards, flyers, digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 2000 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 and SOHO Northeast
- Complimentary Exhibitor Listing Logo (\$100.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor

Meal Sponsorships

2-hour program with meal served for first 30 minutes* (½ hour) buffet style
Speaker presentation may run up to 90 minutes (1 ½ hours)

Benefits Include:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official sohoexpo.net website
- Your Logo in all pre-show mailings (print / email) - starting immediately
- Your Logo recognition in official ShowGUIDE under meal sponsors
- Your Logo on registration forms (online and printed where possible)
- Complimentary location on New Product Display (\$200 value)
- Award to display at booth
- Special "Sponsor" ribbons for staff to wear during SOHO EXPO
- Promoted as a meal sponsor on our social media reach
- Customized PDF flyer promoting your presentation with the SOHO EXPO registration on side two for your pre-show mailings /distribution to retailers
- Complimentary Hallway Banner Location (\$500 value) - Sponsor may provide assembled banner (at sponsor's expense) for display during the SOHO EXPO. For maximum exposure, banner should be delivered to SOHO registration area Thursday or Friday of the show. Placement to be determined by SOHO management and hotel guidelines. SOHO staff will move the banner to the sponsor's event and replace to original location after the program. Sponsor will make arrangements for the banner to be returned to their offices after the show unless retrieved on-site.

Meal Sponsorship Cost

Breakfast	\$12,000
Lunch	\$12,000
Dinner	\$12,000

Contact office
for detailed
information and
availability



Advertising & Brand Promotion



Lanyard Sponsor \$2500

Lanyards provide highly visible recognition throughout SOHO Expo. 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.

Badge Sponsor \$2500

Be the first to welcome all attendees to the show and be seen throughout with your logo at the top of all the badges. SOHO Expo provides the badges.

Bag Sponsor \$1000

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.

Buyers Card \$500

Drive every retail BUYER to your booth creating a win-win for both the exhibitor and retailer. Prize drawings are held at the end of the show with the retailer having to be present to win - giving them the opportunity to win great prizes and associate FUN with your brand.

Official ShowGUIDE

Advertise in the one publication that every attendee receives! The official SOHO Expo 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 - \$850

Inside Full Page - \$650

Inside Front Cover - \$750

Inside Half Page - \$500

Inside Back Cover - \$750

Exhibitor Listing Logo Placement - \$100

Hallway Banner \$500

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 registration area and the exhibit floor and have your message viewed in the main hallways throughout the show.

New Product Display \$200

Showcase your products in the exhibit hall. Your products are placed in glass cases allowing retailers to see your displays, read labels, and be directed to your exhibit table.



EXPO Showing Others
Healthy Options



See you soon!

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