



EXPO

Showing Others
Healthy Options

November 12-14, 2027

Orlando, Florida



Caribe Royale, 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.



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250

info@SOHOexpo.net

senpa.org

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 160 stores and 400 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

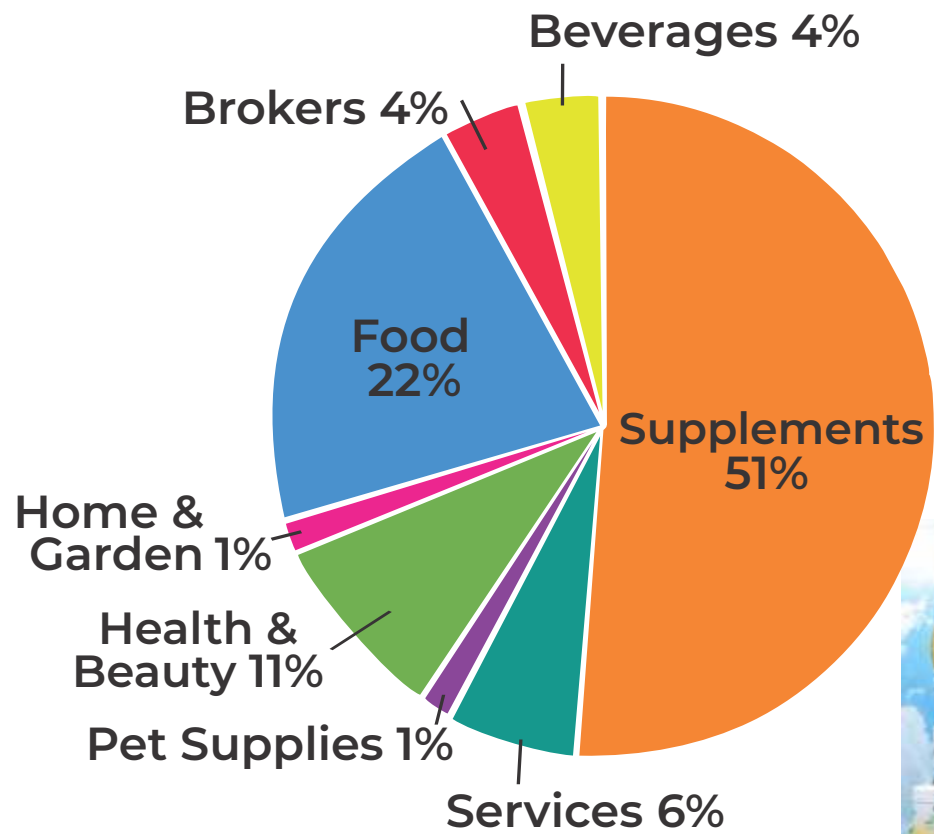
Health & Beauty

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.”



2027 Exhibit Hall Summary

50%	85%	85%	95%
of retail attendees attend specifically to source new products.	of retail attendees rated 2026 SOHO Expo as very good or excellent.	of retail attendees rated the 2026 SOHO Expo exhibitors as very good or excellent.	of retail attendees indicated that they will be returning to the 2027 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	Bulldog Skincare For Men	EuroPharma	Incrediwear	Medi Air Purifier	OKAY Pure Naturals	Rise Yaupon Tea	The Sunflower Family
3volution Organics	Buried Treasure	Eventide CBD	Inesscents	Medicanja Limited	Old Croc Cheddar	Root Down Naturals	The Wellness Company
AAA Beverage - Body IQ	Caldio Foods	Fat To Energy LemonAid	Infinite Monkey	MediNatura Inc. / T-Relief	Oillois/Oilopets	Root'd & Belle + Bella	Thistly Cross
Abena North America Inc.	Campbell's Snacks	Feel Good Dough	Infinity Boutique	Meds Global	OM Botanical Skin Care	Rootology	Thousand Hills
Abilis Hemp CBD Supplements	Canadian Pine Pollen	Fermentaholics	INFRA	MedTech Int Group	OMCT Solutions	Roots and Leaves	Threshold Enterprises LTD
AC Grace Company	CanPrev	Fish Tale Brewing	Innovative CBD	Megafood	Omega Blu by Sancilio	Rootz of Nature	Thyme Out
Acai! Exotic, LLC	CanWater	Flackers	Intelligence of Nature	Michaels Health	Omne Diem	Rosita Real Foods	Tiiga
Acme Import Co.	Carbon 60, Greska's	Floating Leaf Fine Foods	Inter LLC Chokeberry+	Mill Creek Botanicals	Once Again	Rudi's Bakery Three Bakers	Tillman's Tranquils
Acosta	Cardiotabs	Floris Naturals	ION "Intelligence of Nature	MiloRod	Once Again Nut Butter	Ruger Waters & Treehugger	Topsy Turkey/Choice Chicken
Additive Free Supplements	Carlson Laboratories, Inc.	Flo-B-Gone	ION Biome	MindEyes USA	One Kombucha	Rummo Pasta USA	Totally Nuts! Almond Mylk
Advanced Protein Technology	Cassava Breads	Flying Embers	IP-6 International, Inc.	Miracle Noodle	Oras Amazing Herbal	Ruved	Trace Minerals
Adventure CPG	Charcuterie Artisans	Focus Marketing	Irish Supplements	Miracle Nutritional Products	Oregon's Wild Harvest	Sabinsa Wellness	Transfer Point, Inc.
Aetherbael	Chariot's Soap	Food Intolerance Test	Irwin Naturals	MNP - Michael's Naturopathic	Organic Fiji	Saffron USA LLC	Treadwell Farms
AFT Pharmaceuticals	Charlotte's Web	Fountain of Health CBD	J&M Distribution	Modern Products	ORGANIC HEALTH LABS	Safe Foods	Treat Yourself Shoppe
Agua Rabelo	Chaucer's Meads	Four Elements Herbs	Jamaica Promotions Corporation	Monde Eau	Organic Skin Co	Saint James Brands	Tree Below Zero
AI Dente Pasta Company	Chicken of the Sea/Thai Union	Frik and Frak	Jarrow Formulas, Inc.	Montana Emu Ranch Company	Organic Traditions	Sapha Water	Tribe Organics
Albert's Fresh Produce	ChildLife Essentials	Fritt	JENGIMIEL	Moontone Nutrition	Pab Books	Sati Soda LLC	TRUE CBD
Alimtoox Full Body Detox	Chomp Gums	Frontier Co-Op	Jennies Macaroons	Morgan Cosmetics	Pablo Claro	Solle Naturals	True Grace
All in One Master Tonic	Citrusway Products	Fulgent Life, Inc.	JK's Scrumpy Hard Ciders	Morgan's Creek LTD	Pachamama CBD	Savaged Health & Nutrition	True Lyes Handcrafted Soap
All-Nutritionals	Clarity Sparkling Water	Just Made	Just Thrive	Morini Brands	Pacific Redwood Wines	SaverNaturally	Trugman-Nash
All in One Master Tonic	Clean Bottling	Just Green	Jyoti Natural Foods	Mother Kombucha	Pacific Resources International Inc.	Savor By Suzie	TRUSPAN
Almased	Clean Remedies	Functional Remedies	Kalaya	Motherferment	Pain Drink, Inc.	Scent Fill	Truvani
Almond Brothers	Clean Simple Eats	Garden of Eden Global Foods	Kalona SuperNatural	Motherlove Herbal Company	Painterland Sisters LLC	Seashine Labs Skincare	Twinkl
Aloe Life	Clear Products Inc.	Garden of Life	Katia Protein Bar	Mountain Alternatives	Palko Services	SEBO	U.S. Shilajit
Amazing Herbs	Clearly Balanced Days, LLC	Gay Lea Foods	Keel & Curley Wines	Mountain Rose Herbs	Palmate	Seidman Food Brokerage	Uckele Health & Nutrition
Amazing Nutrition	Cogent Solutions Group LLC	Gem Water	KeHE Distributors	Mushroom Wisdom, Inc.	Pasturebird	Seitenbacher	U-Dream
American BioSciences	Colavita USA	General Mills Natural	Kerwell	MX Wellness	Peaceful Mountain Liddell	Serengeti Marula Cream	Ugliest Kettle Chips
Ample Hills Creamery	Colorado Hemp Honey	Genexa	Keto Zone	MyChelle / Crystal Deodorant	Peepers	Seven Points CBD	Ultima Replenisher
Amu Nutrition	Cornbread Hemp	Genius Central	KetoBakes	MyPeanut	Performance Nutrition	SHIKAI Products	Unearthed
Ancient Nutrition	Country Life	George's Aloe	Kinder's	Nadi LLC	Performance Science	Shoosha Truly Organic	UNFI
Apex Compliance	Course Record	GeoSilica Natural Minerals	Kiss My Keto	Nati Wellness	Perio Pack Multi Vitamin	Sigform	Unisoy Vegan Jerky
Apotheos Roastery	Creative LLC	Gillian's Gluten Free	Knotty Pretzels	Natural By Nature	Perlage	Silver Biotics	Utzy Naturals
Apricot Power	Crunchy Fish	Global Healing	Kokora	Natural Factors	PEISKY Products	SilverCeuticals	Vando Naturals
Aromatic and Allied Chemicals	Culturi Coffee	Global Health Naturals	Kombucha 221 B.C.	Natural Health Partners	PetGuard	Silver Palate	Vegajelly
Arteao	Curalife	Glutenberg	Koos Mustard	Natural Heaven	Pharm-Aloe	Simply Pop	Vegan Rob's
Arthur Andrew Medical	Curalin by Curalife	Goddess Well	Korea Ginseng Corp.	Natural Living Int.	PhytoKaria	Simply Silver Oral Care	Vegetable Kingdom
Artisana Organics	Curatio	GoGreen Hemp	Korjoy Functional Snacks	Natural Path/Silver Wings	Pickled Planet	SimplyFood ERP/Acumatica	Vibrant Metabolism
AST Enzymes	Curativa Bay Organic Skin	Good Mood Health Mood Mkt	KOS Naturals	Natural Products Pacific	Plant People	Skin Care Led Light	Victoria World Wide
AST Nova	Daily Manufacturing	Grandpa's Diatomaceous Earth	Kudzu Natural	Natural Renewals Sea Moss	Plant Therapy	Shoosha Truly Organic	Vida Lifescience
Aunt Fannie's	Daiva	Great Lakes Gelatin	Kudzu-Green Earth-Houston	Natural Stacks	Plantfusion	Shoosha Truly Organic	Vida Lifescience
AyurSome Foods	Darby Farms Wellness	Great Lakes Gelatin	Kuli Kuli	Nature's Answer	PLNT Blend	SkySail	Vidya
Back to Eden Plant Based	Dare Vegan Cheese	Great Lakes Wellness	Kyolic	Nature's Earthly Choice	PlusCBD by CV Sciences	Slow Foods Kitchen	Virgil's
Badia Spices	Darrell Lea Brands	Great Naturally	La Marouette	Nature's Fusions CBD & Eos	Poptime Snacks	SmashMallow	Vita Prima
Bambo Nature	Daybreak Natural Sales	Green & Good Goo	La Preferida	Nature's Vine Tea	Pranam	Smidge	Vital Planet
Barleans	De La Rosa Real Foods	Green Earth Medicinals	Lakanto	Nature's Way	Premier Foods Inc. Sharwoods	SNAP Supplements	Vital Relief
Barrier Island Organics	Deland Bakery Inc.	Green Gorilla	Laser Beams Create Gummies	Nature's Yoke	Prince of Peace Ent., Inc.	SodaStream	Vitality Works, Inc.
Barrington Nutritionals	Della Rice	Greensair	Lattini	NaturesPlus	Probin	Sohgave/SohCoco/SohYum	Vitamin Retailer/VRM Media
Bee & You	Desert Shadow	GT's Living Foods	LEVL	Naturulz	Procer Health	Solgar	Vitamin World USA Corporation
Beekeeper's Naturals	Doc Shultz Hand Sanitizer	Happy Goose Hemp	Liddell Laboratories	Naturulz No Junk Products	Profounda Inc.	Source Atlantique Inc.	Vitanica
Bees & Trees Manuka Honey	Doctor Plotka's	Harmonic Concepts	Lidtkie	Naturulz No Junk Products	Profounda Inc.	Source Naturals/Planetary Herbs	Vive Naturals
Beez Honey Tower	Doctor's Blend	Hawaiian Moon	Life Extension	Naturulz No Junk Products	Profounda Inc.	Sovereign Silver	Vorg Supershake
BetterAlt	Dr. Botanical Health	Healing Home Foods	LifeSeasons	Naturulz No Junk Products	Profounda Inc.	SPINS	Walts Pretzels
Better Being Co.	Dr. Mercola	Health and Beauty Connection	Lightbody	Naturulz No Junk Products	Profounda Inc.	Spire Mountain Ciders	Watchcare's
Bettys Naturals	Dr. Riggs Relief	Health Direct	Lily of the Desert	Naturulz No Junk Products	Profounda Inc.	Split Nutrition	Weird Beverage
BH Products/Maxxam Wellness	Dr. Riggs Relief	Health Force	Lipari Foods	Naturulz No Junk Products	Profounda Inc.	Spludlove	Whistling Duck
Biena Snacks	Dr. Riggs Relief	Health Navigation	Litthouse	Naturulz No Junk Products	Profounda Inc.	Stevita	White Egret Personal Care
Bigelow Tea	Dr. Riggs Relief	Healthy Chocolate	Little Diablo Salsa / Pancrat Artisan	Naturulz No Junk Products	Profounda Inc.	Straight Hemp	White Oaks Pastures
BighornBotanicals.com	Dr. Riggs Relief	Healthy Energy Amazing Life	Chocolate	Naturulz No Junk Products	Profounda Inc.	Strangely Warm Coffee Co.	Whole World Botanicals
Bio Nutrition Inc.	Dr. Riggs Relief	Healthy Living Proteins	Little Moon Essentials	Naturulz No Junk Products	Profounda Inc.	Sudz Cauldron	WholeFoods Magazine
Bioitalia	Dr. Riggs Relief	Healthycell	Lively Vitamin Co.	Naturulz No Junk Products	Profounda Inc.	Sun Chlorella USA	WholeSun Wellness
Bio-Kult	Dr. Riggs Relief	Heart Tone Botanicals	Liver Medic	Naturulz No Junk Products	Profounda Inc.	Sundance Graphics	Wild Tonic Jun Kombucha
Bionox	Dr. Riggs Relief	Helimix	Living Alchemy	Naturulz No Junk Products	Profounda Inc.	Sunflower Family VeganMeals	Wisdom Natural Brands
Bionutrition	Dr. Riggs Relief	Hemp Emu	Living Intentions	Naturulz No Junk Products	Profounda Inc.	SunRidge Farms	Wish Farms Pixie Snax
BIOOptimizers	Dr. Riggs Relief	Hempfusion	Lobelia	Naturulz No Junk Products	Profounda Inc.	Sunshine State Vanilla	WishGarden Herbs
Biosil	Dr. Riggs Relief	Hennessy's Hemp	Lone Star Botanicals	Naturulz No Junk Products	Profounda Inc.	Super Natural Distributors	Wolo Snacks
Birch Boys	Dr. Riggs Relief	Herbal Cup Tea	Luminox	Naturulz No Junk Products	Profounda Inc.	Superx	WooBamboo
Bitez of Love	Dr. Riggs Relief	Herbalist & Alchemist	Luvive Products	Naturulz No Junk Products	Profounda Inc.	Sweet Logic	World Finer Foods
Black Lotus Shilajit	Dr. Riggs Relief	Hero Nutritional	M.D. Blend	Naturulz No Junk Products	Profounda Inc.	Symphony Natural Health	Wyndmere Naturals
Blessed Bananas	Dr. Riggs Relief	HiDow International	Mab & Stoke	Naturulz No Junk Products	Profounda Inc.	TJ's Organics	Xlear
Blk International	Dr. Riggs Relief	Highland Laboratories	Made Coffee	Naturulz No Junk Products	Profounda Inc.	Talya Herbal	XosiaX
Bluebonnet Nutrition	Dr. Riggs Relief	Himalaya	Magiktea	Naturulz No Junk Products	Profounda Inc.	Tama Tea	Xyogen
Bob's Natural Foods	Dr. Riggs Relief	Himalaya Herbal Healthcare	Manuka Health New Zealand	Naturulz No Junk Products	Profounda Inc.	Taste For Life	Yafay Life
Body Ceuticals	Dr. Riggs Relief	Honduras Chocolate Company	Marie Originals	Naturulz No Junk Products	Profounda Inc.	Tealair	Yerba Prima
Body Dynamics, Inc.	Dr. Riggs Relief	Honeyvera	Marin Food USA	Naturulz No Junk Products	Profounda Inc.	Tender & True Pet Nutrition	Youtheory
Body Intelligence	Dr. Riggs Relief	Hopapops	Marin Smoked Butter	Naturulz No Junk Products	Profounda Inc.	Terry Naturally	Youthful Life
Body Therapy USA	Dr. Riggs Relief	Host Defense Mushrooms	MaryRuth's	Naturulz No Junk Products	Profounda Inc.	The Elderberry Co	Zack's Mighty
Boiron	Dr. Riggs Relief	House Foods	Mary's Magnolias	Naturulz No Junk Products	Profounda Inc.	The Food Movement Co.	Zahler & Natures Trading
BOOM Chaga	Dr. Riggs Relief	Houston Enzymes	Mavuno Harvest	Naturulz No Junk Products	Profounda Inc.	The Herb Shop	Zero Gravity
Brain Juice	Dr. Riggs Relief	Hyalogic	Maximum Living	Naturulz No Junk Products	Profounda Inc.	The Lively Vitamin Co.	Zion Health
Briannas Salad Dressing	Dr. Riggs Relief	Hybrid Remedies	Maxzorbeuticals Skindrink	Naturulz No Junk Products	Profounda Inc.	The New You Miracle Band	ZINGHA
BUBS Naturals	Dr. Riggs Relief	Impact Products	McPeak	Naturulz No Junk Products	Profounda Inc.	The Oakhurst Company	Ziyad Brothers Importing
Bucklebury	Dr. Riggs Relief		MD Formula	Naturulz No Junk Products	Profounda Inc.	The Smuthe Company	Zucchi
Buddha Teas	Dr. Riggs Relief			Naturulz No Junk Products	Profounda Inc.		
Bulldog	Dr. Riggs Relief			Naturulz No Junk Products	Profounda Inc.		

Exhibit Hall Schedule

Installation

Saturday, November 13, 8am-4pm



EXPO Showing Others
Healthy Options

Exhibit Hall Hours

Sunday, November 14, 10:00am-5:00pm

Dismantle

Sunday, November 14, 5:00pm

“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.

Payment Schedule

50% of table fees due with exhibitor application
100% of table fees due by 8/10/27

Cancellation

Exhibit space cancellation from contract submission through 8/10/27 will receive a 50% refund minus a \$200 administration fee.

Exhibit space cancellation after 8/10/27 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.



Caribe Royale Floorplan



CARIBE ROYALE
O R L A N D O

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

**SOHO EXPO
APPLICATION**

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 third 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 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 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 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 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
- 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



Sponsorship Levels *cont.*

Silver Show - \$1500



Benefits Include:

- 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
- 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 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
- 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



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

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



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