



# EXPO

Showing Others  
Healthy Options

September 4-7, 2025

Orlando, Florida



Gaylord Palms Convention Center, Orlando, Florida

## Broker Contract Application

SENPA.ORG



2025 BROKER CONTRACT - BRAND MANAGEMENT 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: (\_\_\_\_\_) (\_\_\_\_\_)

Email: \_\_\_\_\_ 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: (\_\_\_\_\_) (\_\_\_\_\_) Fax: (\_\_\_\_\_) (\_\_\_\_\_)

Email: \_\_\_\_\_

\*All invoices will go to the billing contact.

SENPA MEMBERSHIP IS COMPLEMENTARY TO BROKERS BOOKING 3 OR MORE BOOTHS
Please indicate SENPA voting delegate \_\_\_\_\_

CONTRACT REQUIREMENTS - Please answer ALL questions listed below.

4. Are you a first-time SOHO EXPO exhibitor? [ ] Yes [ ] No

5. List any additional companies you will represent: \_\_\_\_\_

6. A. Indicate companies or broker you want to be located near\*: \_\_\_\_\_

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. Check all that apply:

- [ ] Broker
[ ] Brand Management

Prices, Discount, Payment and Cancellation Informaion

8. Booth Fees 10' x 10' 5' x 10' 6' Table Top Display
P \$2800 A \$2600 B \$2200 E \$1800 NM \$1200

SUBMIT THREE PAGES



5946 Main Street
New Port Richey, FL 34652

727.846.0320
www.SOHOexpo.net

FAX completed form to 800.828.7250 OR EMAIL completed form to info@SOHOexpo.net



## PAYMENTS AND CANCELLATION INFORMATION

9. A. Brokers blocking a group of booths together and paying for those booths directly, may do so with a minimum of \$1000 deposit with signed contract.

Companies reserving space through their broker will be required to fill out and sign the BROKERED COMPANIES AGREEMENT.

This information will be used for signage, website, and the ShowGUIDE listings.

Payment schedule for this process:

- With Contract: \$1000 (non-refundable if entire block is cancelled).
- December 31, 2024 through June 13, 2025 - a minimum of \$1000 per month by the June 13th.
- June 13, 2025 – Final date to change the block without penalty. Broker will become 100% responsible for payment for booths held after this date.
- June 13, 2025 – Final payment due.
- All payments must be made by due dates in order to receive the 10% discount. SENPA/SOHO Expo has right to cancel discounts if payments not made according to guidelines and has the right to charge late fees.

B. Brokers blocking a group of booths together and requiring their companies to pay SENPA directly, may do so with a signed application and a \$1000 deposit. The \$1000 deposit will be returned once a minimum of 50% of their booths have been sold and contracts and payments received from those participants.

- Note: Under this agreement the companies must complete an application and pay proper deposit by December 31, 2024 to receive the 10% discount.\*
- Each company with Broker must sign a Space Application.
- June 13, 2025 – Final date to change the block without penalty. Broker will become 100% responsible for payments for booths after this date.

\*Brokers blocking booths after December 31, 2024 are not eligible for 10% discount.

Companies that have purchased booths with SENPA directly and request to be moved into a brokered area, must do so in writing and pay any fees associated with the mover per their application.

## EXHIBIT PREFERENCES

10. Please refer to the current floor plan and **list your first six choices for booth locations by number**. Assignments are based upon the conditions described in the SOHO EXPO Exhibitor Rules & Regulations. Show Management will make all efforts to honor your location request(s), however they cannot be guaranteed. Exhibits requiring: Compressed Air, Water (hot, cold or both), Gas or Ice, Contact Office (See page 7, item 14).

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_ 6th: \_\_\_\_\_  New Market Square Pavilion (*First Time Exhibitor*)



## EXHIBITOR COST WORK AREA

Estimated Cost of Booth(s) requested \_\_\_\_\_ Estimated Discount (per item#10) \_\_\_\_\_ Shared Booth Fee (\$100 ea. company) \_\_\_\_\_  
Advertising & Marketing \_\_\_\_\_ Sponsorship \_\_\_\_\_ Payment Enclosed \_\_\_\_\_

**PAY BY CREDIT CARD** Visa, MasterCard and American Express Accepted. 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

**\*REQUIRED:** Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
Print Name \_\_\_\_\_ Title \_\_\_\_\_

## 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 below 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 EXPO and agreeing to payment and cancellation terms and all other terms in application and Exhibit Kit. SOHO EXPO reserves the right to reject any application for any reason.) 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 accompanied by the correct deposit to be processed.

**\*REQUIRED:** Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
Print Name \_\_\_\_\_ Title \_\_\_\_\_



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# 2025 SOHO EXPO SPONSORSHIP & MARKETING OPPORTUNITIES



**55th Annual Trade Show & Convention: September 4-7, 2025**  
**Tradeshow Exhibits: September 6 & 7, 2025**  
 Gaylord Palms Resort & Convention Center

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

### Show Sponsorships

- Investment (3-Yr Commitment - \$10,000 ea. year) \$30,000
- Platinum \$7,500
- Gold \$5,000
- Silver \$1,500
- Patron \$500
- SENPA Summit \$2,500

### Networking Sponsorship

- SOHO Expo Party \$3,000

### Advertising & Brand Promotion

- Lanyard Sponsor \$2,500
- Show Badge Sponsor \$2,500
- Show Bag Sponsor \$1,000
- Buyer's Card \$500
- Hallway Banner \$500

### Meal Sponsorships *(Call Office for Pricing and Details)*

- Friday Breakfast
- Saturday Breakfast
- Friday Lunch
- Saturday Dinner
- Friday Dinner
- Sunday Breakfast

### Official ShowGUIDE Advertising

- Outside Back Cover \$850
- Inside Front Cover \$750
- Inside Back Cover \$750
- Inside Full Page \$650
- Inside Half Page \$500
- Exhibitor Listing Logo Placement \$100
- Addendum - Half Page \$50

### New Product Display

- Inside Exhibit Hall \$70
- Show Entry Hall \$100

### Golf Tournament

- Tournament Sponsor \$2,000
- Box Lunch Sponsor \$500
- Drink Ticket Sponsor \$500
- Hole in One \$500
- Water Sponsor \$500
- Contest Hole \$100
- Individual Hole \$50

\* Sponsorship/Marketing Cancellation must be made in writing before 12/31/2024 to receive refund less non-refundable \$25 fee.

Primary Contact for Advertising/Sponsorship \_\_\_\_\_  
 Company Name \_\_\_\_\_ Booth # \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Facebook: @ \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAY BY CHECK - make payable to SENPA**

NOTE: Company checks not accepted after August 1, 2025 must be paid by cashier's check or money order. Applications received after 6/13/2025 must be accompanied by 100% of the fee

Payment Amount US \$ \_\_\_\_\_ Check # \_\_\_\_\_

**PAY BY CREDIT CARD** Visa, MasterCard and American Express Accepted.

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](mailto:invoice@authorize.net)

SOHO Expo office will send confirmation with details on each sponsorship purchased. Advertising Opportunities have different deadlines. Logo will need to be sent to [info@sohoexpo.net](mailto:info@sohoexpo.net) in .eps file format with fonts converted to curves. Need any assistance please contact us at 727-846-0320.



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# SOHO EXPO – RULES & REGULATIONS – Brokers

Exhibiting Information – (page 1 of 4)



EXPO

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful SOHO EXPO 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 EXPO 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 EXPO. 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 booth. Multi-booth 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 Contract. A booth share fee is required.)** (\*\*\*)Excludes New Market Square Pavilion.)

## 4. BOOTH ALLOCATIONS:

Booths will be allocated by a point system using the reservation date, quantity and types of booths purchased, sponsorships and previous participation in SOHO EXPO.

**Location of booths requiring compressed air, water or gas will be determined by show management.**

## 5. FULL & HALF BOOTH PRICE INCLUDES:

A Full Booth space is 10' by 10' or Half Booth (1/2) is 5' x 10'  
Show carpet on floor and draped back walls and three-foot side railings  
A 6 foot draped table (or two – 4' tables for sharing companies). Half Booth one 4' draped table  
Two chairs and one waste basket  
Friday and Saturday night security service at entrances to exhibit hall (see page 7, #20)  
Identification sign with booth number (aisles will also be numbered for easier location)  
Booth numbers on floor in front of booth  
Hall and booths are carpeted, but may purchase other type from convention services  
SENPA membership is included with booth purchase

## 6. PAYMENTS AND CANCELLATION INFORMATION

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EXPO

## 6. PAYMENTS AND CANCELLATION INFORMATION - continued

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## 7. REGISTRATION:

All attendees and participants must wear an official SOHO EXPO Convention & Trade Show identification badge at all times at all functions. Exhibitor Badges will be issued to Exhibitors through an on-line process - 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 EXPO Office – fees may apply. **NOTE: See Rule 20 - COI required before badges issued.**

## 8. BOOTH REQUIREMENTS:

EXHIBITOR CAN DISTRIBUTE MATERIALS ONLY FROM THE BOOTH SITE.

## 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 booth 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.

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance (forward to the aisle). No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variance will be considered provided renderings/sketches are presented to Management at least 60 days in advance of move-in. If you have any questions about your display, contact Convention Management immediately.

## 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. Friday and Saturday Night Vendor Programs are available after 7:30pm, call office for details.

## 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 Gaylord Palms Resort & Convention Center. No open flame devices allowed. The Cooking & Warming Food Form must be submitted by 8/25/2025. See Gaylord Palms Service Kit for form.



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EXPO

**14. ADDITIONAL SERVICES IN BOOTH:**

If you will require additional services such as: Compressed Air, Water (piped-in, dispenser with hot & cold, or just cold), Gas, or Ice in your booth contact show management in advance. NOTE: These items are billed separately by Convention Services.

**15. 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.

**16. 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 booth 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.

**17. 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 booth before official closing (per program) on Sunday, September 7, 2025, will mean loss of priority in space selections for the 2026 show or may be subject to a refundable deposit to act as a bond.

**18. INSURANCE OF EXHIBIT:**

The Management has provided 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, exhibitor may allow any article that will void or raise the premium of the insurance held by SENPA or the Gaylord Palms Resort & Convention Center. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

**19. HOLD HARMLESS:**

It is understood that SENPA or the Gaylord Palms Resort & Convention Center 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 Gaylord Palms Resort & Convention Center 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 Gaylord Palms Resort & Convention Center 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 Gaylord Palms Resort & Convention Center used by the exhibitor or brought upon the Gaylord Palms Resort & Convention Center premises in his behalf, except for the gross negligence or willful misconduct of the Gaylord Palms Resort & Convention Center 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 the SENPA or the Gaylord Palms Resort & Convention Center and legal entities which own, lease, and/or operate the Gaylord Palms Resort & Convention Center 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.



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**20. 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.

Exhibitor agrees to obtain and keep in effect during the event a commercial general liability insurance policy with a combined single limit for personal injury and property damage of \$1,000,000.00 per occurrence and \$2,000,000.00 in the aggregate.

**Each Exhibitor will provide a certificate of insurance (COI) confirming such coverage to SOHO EXPO management BEFORE exhibitor will be able to pick up badges and allowed to exhibit.\*\***

**\*\*The following verbiage should be placed in the Description field of the COI exactly as shown: “Gaylord Palms Resort & Convention Center, Hotel Manager, Ryman Hospitality Properties, Inc., RHP Property GP, LP, RHP Operations GP, LLC, Marriott International, Inc., GP Limited Partnership, Xentury City Development Company, LC, XCDC SPD, LLC and SENPA, Inc. are included as Additional Insured”.**

**21. EXHIBITOR SAMPLES:**

Exhibitors may only distribute product samples, literature, or other material from their booth site and nowhere else in the Gaylord Palms Resort & Convention Center or hotel 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.**

**22. 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.

**23. PRE-SHOW DISCOUNTS:**

Management respectfully requests that exhibitors at the SOHO EXPO refrain from offering pre-show discounts to retailers. This practice is harmful to the show and discourages show attendance.

**24. SMOKING:**

Smoking is prohibited at all times in the exhibition hall and during SENPA sponsored programs during the SOHO EXPO.

**25. EXHIBITION SERVICE:**

The Expo Group is the official exhibition company. Shipping and handling information will be provided. Florida is a “Right-to-Work State”.

**26. EXHIBIT LOGISTICS:**

An Exhibitor Service Kit containing detailed information will be available online at [www.SOHOexpo.net](http://www.SOHOexpo.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 EXPO 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 in their booth 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.



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