

**Retail Registration Brochure**



# HEALTHFEST

Showing Others  
Healthy Options

**April 17-19, 2026**

Hilton Dallas/Rockwall Lakefront  
Rockwall, TX

Proudly Produced by



**SENPA**  
NATURAL INDUSTRY  
ALLIANCE

# THANK YOU TO OUR SPONSORS

## BRONZE



## MEAL PROGRAM



## BAG



## MEDIA



# SOHO Healthfest Schedule

## FRIDAY, APRIL 17

Education Program Track Key



8:30am-5:30pm REGISTRATION  
Pre-Function West



9:00am-10:00am Welcome to SOHO Healthfest  
Breakfast Sponsored by SENPA

  SENPA Board of Directors  
Compass Rose

Join us for a breakfast to kick off SOHO Healthfest and prepare yourself for a great day of education!

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10:10am-11:10am  
Uric Acid Uncovered: Your Pathway to Better Health

 Dan Chapman  
Bella Harbor Ballroom

Uncover the secrets of uric acid and its significant role in your health. This informative session provides insights into the causes of imbalances both internal and external. Dan will look at concerns for high uric acid levels beyond gout and why it's important for everyone to know their uric acid levels while providing practical, natural ways to manage levels, paving the way for a healthier lifestyle.

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11:20am-12:20pm Education Program  
Skin Science Meets Store Strategy, The Untapped Goldmine

 Brenda Swartz  
Bella Harbor Ballroom

Our skin is a living, breathing miracle—an intelligent shield, a sensory powerhouse, and a storyteller of our health and heritage. The Marvel of Human Skin: Nature's Masterpiece Imagine wearing a suit so advanced it could protect you from invaders, regulate your temperature, sense the world around you, and even heal itself. You already do—it's your skin. Skin is the body's largest organ, covering an average of 21 square feet and weighing about 9 pounds. It's not just a passive wrapper—it's a dynamic, multitasking system that works 24/7 to keep you alive and thriving. What Skin Does (and Why It's Brilliant)

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12:30pm-2:30pm Education Program with Lunch  
Meal Sponsor: Terry Naturally

Immune Support from Andrographis to Zinc

  Dr. Lexi Loch, ND  
Bella Harbor Ballroom

The common cold is the most common human disease – every year, Americans suffer a billion colds! The good news is that there are many natural options that are clinically validated to reduce the duration and severity of viral and bacterial infections, or even help avoid them entirely. From andrographis through pleuran to zinc, these proven interventions provide safe and effective boosts to the immune system. Join naturopathic health expert Lexi Loch, ND for a look at how to build an immune support protocol that will keep everyone – kids and adults – healthy all year round.

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2:40pm-3:40pm Education Program  
The Foundations of Wellness: Helping Customers, Growing Sales

 David Logan  
Bella Harbor Ballroom

Learn how to build customer wellness and boost store sales through foundational supplements. This session covers the four essentials... multivitamins, omegas, magnesium, probiotics... and how to guide customers toward the right choices for their unique needs. Strengthen your recommendations, drive results, and create loyal customers who return for the products that truly make a difference.

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# Schedule Details continued

## FRIDAY, APRIL 17 *continued*



### 3:50pm-4:50pm Education Program

Mushroom Supplement Quality: Research, Testing and Efficacy

 **Gina Rivers**  
Bella Harbor Ballroom

The mushroom supplement industry is booming. Customers are increasingly asking about quality mushroom products. Due to the complex nature of mushroom mycelium and fruit body products, this may not be easy to determine. We will review various testing and potential standardization metrics that are specific to mushroom mycelium and fruit body supplements. We will also discuss compound testing versus efficacy testing. In the end, our customers want a product they can trust to help them achieve their wellness goals.

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HOST DEFENSE<sup>®</sup>  
*Mushrooms*



### 5:00pm-7:00pm Education Program with Dinner

Meal Sponsor: Enzymedica  
Gut Integrity Essentials

 **Julia Craven**  
Bella Harbor Ballroom

Discover how the combined power of resistant starch fiber, targeted digestive enzymes, and probiotics work together to support Akkermansia, strengthen gut-lining integrity, and reinforce the gut-brain axis. This webinar will highlight how Solunol™ provides unique microbiome nourishment while Thera-blend enzymes enhance tolerance, improve digestive comfort, and help customers experience results more quickly. You'll also learn practical, real-world strategies to basket build and make gut-focused conversations flow naturally in your store.

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ENZYMEDICA

## SATURDAY, APRIL 18

7:00am-5:00pm REGISTRATION

Pre-Function West



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

Meal Sponsor: Bluebonnet

Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity

 **Carl Germano**  
Bella Harbor Ballroom

Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity explores the powerful, science-backed connection between the gut microbiome and physical performance—on and off the field. This compelling presentation will examine the emerging research showing how gut health influences everything from energy metabolism and inflammation control to joint health, muscle recovery, and long-term mobility. Attendees will learn how a balanced gut microbiome supports the production of key neurotransmitters, enhances nutrient absorption, and modulates immune responses that are essential for consistent performance and faster recovery. The presentation will also highlight how physical exertion and overtraining can disrupt gut integrity, leading to fatigue, slower healing, and systemic inflammation. Practical insights will be shared on how to strategically use sports supplements—such as BCAAs, pre-workout mixes, creatine, omega-3s, and collagen—in synergy with targeted probiotic supplements to support a healthy gut-brain-muscle axis. Attendees will gain a deeper understanding of the unique role probiotics play in reducing GI distress during training, promoting anti-inflammatory pathways, and improving overall resilience. Whether you're an elite athlete, weekend warrior, or wellness-focused individual, this session, sponsored by Bluebonnet Nutrition, offers a comprehensive, actionable look at how optimizing gut health can enhance movement, accelerate recovery, and support longevity backed by clinical insights, real-world applications, and smarter, microbiome-focused strategies.

Sponsored by

  
Bluebonnet  
THE POWER INSIDE

### Education Program Track Key



# Schedule Details continued

## SATURDAY, APRIL 18 *continued*

### 10:00am-1:00pm EXHIBITS OPEN Bella Harbor Ballroom



1:00pm-2:00pm Education Program with Lunch

**State of the Industry: State by State Where We Are Now**

Retailer and Supplier Networking Lunch Sponsored by SENPA



**Travis McCormick, Alan Lewis & Your SENPA Board of Directors**  
Compass Rose

Join Travis McCormick – Make Texas Healthy Again and Alan Lewis – Government affairs for Natural Grocers as they address the current initiatives not only in Texas but across the country and how you can get involved on your state level to educate policy makers and the public while advocating for state level policies that prioritize personal freedom, preventative care and holistic wellness.

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### 2:00pm-5:00pm EXHIBITS OPEN Bella Harbor Ballroom

7:00pm-10:00pm SOHO Healthfest Party

The Pergola

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## SUNDAY, APRIL 19

9:00am-12:00pm REGISTRATION

Bella Harbor Ballroom



10:00am-12:00pm Education Program with Brunch

**Meal Sponsor: Essential Formulas**

Yesterday, Today, and Tomorrow - How Nutrition Has Evolved



**Doug Kaufmann**  
Bella Harbor Ballroom

While food is more diverse and readily available today, the quality of these food products, particularly the over-processed food products and ready to eat offerings, has led to nutrient poor diet options causing a shift to chronic diseases today. Many diseases and their symptoms are caused by poisonous fungal by-products especially in the current food chain. With the updated food pyramid taking a new approach to nutrition, we will explore what worked before, what didn't, and how new guidelines will change our nutritional focus.

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**ESSENTIAL FORMULAS**

NOURISHING  
THE HUMAN  
CONNECTION

# Retailer Pre-Registration Form



**HEALTHFEST**  
Showing Others Healthy Options

**APRIL 17-19, 2026**

Hilton Dallas/Rockwall Lakefront  
Rockwall, TX

Proudly Produced by



## ▶ **RETAIL BUSINESS INFORMATION** Proof of business license may be requested.

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

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

\*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow up in a way that saves time, money and paper.

Check your preferred means of communication from SENPA & SOHO Healthfest:

Mail  Email

Your registration confirmation will be sent via your preferred method checked above.

**PLEASE review confirmation upon receipt.**

## ▶ **ATTENDEE INFORMATION**

After 3/25/2026 add \$10 to every attendee listed below.

Check appropriate box:

Yes, my business is a **SENPA MEMBER - FREE** entrance to all functions. (**FULL-ACCESS**)

I am paying dues with this registration \$149 for SENPA membership. (**FULL-ACCESS**)

Check here to attend **EXHIBITS ONLY** at **NO CHARGE** (Registration must be received by 3/25/2026).

## ▶ **Fill in name of each staff member and check each function attending for Full Access Badges**

	Buyer	Staying at Hilton	Fri. Lunch	Fri. Reception	Sat. Breakfast	Sat. Lunch	Sat. Dinner	Sun. Breakfast
_____	<input type="checkbox"/>							
_____	<input type="checkbox"/>							
_____	<input type="checkbox"/>							
_____	<input type="checkbox"/>							

NOTE: Duplicate form for additional names. [List and indicate children under 16 on separate form.](#)

## PAYMENT METHOD

- PAY BY CHECK** - make payable to SENPA Inc.
- PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted. (3% service charge added to all credit card payments). **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
- ACH PAYMENT** (contact office for details)

**REQUIRED:** Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

<b>TOTAL DUE</b>		
Membership dues @ \$149 .....	\$ _____	<div style="border: 1px solid green; padding: 5px; text-align: center;"> <b>Retail Members get</b>  <span style="font-size: 2em; font-weight: bold;">10</span> Staff Badges  <b>Per Store</b> </div>
SENPA Support Club.....	\$ _____	
Add \$10 X ___ # of attendees registered after 3/25/2026	\$ _____	
<b>Grand Total: \$</b>	<b>_____</b>	

**NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees**

**A confirmation will be sent via your preferred method checked above. Please review confirmation upon receipt, badges to be picked up at show.**

**SPECIAL SERVICES**

Check here if an attendee requires special accommodations to fully participate. Attach a written description of their needs and their name.



Everyone is required to wear a SOHO Healthfest badge at ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a reservation for that event. Cancellations and requests for refunds must be received in writing by 3/25/26. **NO REFUNDS** will be made after 3/25/26 or for no-shows.



**Return by 3/25/2026**

**FAX:**  
 completed form to  
 800-828-7250

**MAIL:**  
 SENPA  
 5946 Main Street  
 New Port Richey, FL 34652

**EMAIL:**  
 info@SOHOhealthfest.net

Visit our website at  
[SOHOhealthfest.net](http://SOHOhealthfest.net)  
 for more information.  
 And stay updated at



# SOHO HEALTHFEST 2026 EXHIBITORS

as of 2-20-26

Arthur Andrew Medical  
AST Enzymes/Dynamic Enzymes  
B. Divine Aromatherapy  
Bio Nutrition  
Bluebonnet Nutrition  
Buried Treasure Liquid Nutrients  
CanPrev Natural Health  
Dragon Herbs  
East Park Naturals  
Enzymedica  
Essential Formulas  
FancyGlow Organics  
Global Healing  
Health Plus  
Host Defense Mushrooms  
Life Extension  
LifeSeasons  
Lily of the Desert  
Michael's Health  
NaturesPlus  
North American Herb & Spice  
Oasis Health  
Palko Services  
Redd Remedies  
RidgeCrest Herbals  
Skin Drink Maxzorb Ceuticals Nutrition  
Stevita Naturals  
Taste For Life  
Terry Naturally  
The Food Movement Co.  
Vando Naturals  
Vital Planet  
Vitality Works  
VRM Media  
WholeFoods Magazine  
XosialX  
Xlear/Spry

# HOTEL INFORMATION

## Host Hotel

# Hilton

DALLAS/ROCKWALL  
LAKEFRONT

2055 SUMMER LEE DR  
ROCKWALL, TX 75032



Deadline for  
room reservations  
March 17th

## RESERVE YOUR ROOM!

[senpa.org/soho-events/soho-healthfest](https://senpa.org/soho-events/soho-healthfest)

## \$20 Hotel Rebate

for qualified retailers\*\* attending SOHO Healthfest!

- 1. STAY** at the Hilton Dallas/Rockwall Lakefront during SOHO Healthfest 2026 – rate \$164 (room rates or availability not guaranteed after 3/17/2026)
- 2. Submit REBATE** form along with hotel receipt\*\* stating the rooms and dates occupied and paid for to SOHO Healthfest via email, mail or fax
- 3. RECEIVE** \$20 rebate per room/per night (April 17-19, 2026) used by your qualified retail business attendee at SOHO Healthfest!



**HOTEL  
REBATE\***

SOHO

HEALTHFEST  
Showing Others  
Healthy Options

**\$20 CASH BACK**  
per room/per night for qualified retailers\*

**\*\*Submit form by May 27, 2026.** Once rebate form and proper documentation have been received and validated, checks will be made out to business, unless otherwise noted below, and mailed within 4-6 weeks.

REBATES made possible  
for qualified retailers by



**SENPA**  
NATURAL INDUSTRY ALLIANCE

# Become a SENPA® Member

## You are our BUSINESS!



## Building Profitable Partnerships One Member at a time

**SENPA** keeps you informed on special legislative updates by monitoring state and local issues relating to your business needs.

**SENPA** works with you in your State Capitol to educate lawmakers about our industry and building better relationships.

**SENPA** keeps you updated with business tips, timely and relevant newsletters, offers credit card processing and so much more in the Members Only section at our [www.SENPA.org](http://www.SENPA.org) website.

**SENPA** produces the popular SOHO Expo, held in the fall in Orlando, Florida, SOHO Healthfest, held in the spring in Dallas, Texas and SOHO Northeast, held in the fall in Newark, New Jersey, for you and your staff.

**SENPA** is your Resource Center. Here when you need us for over 60 years. Get to know our knowledgeable and friendly staff, with years of experience in the natural products industry, we're always ready serve you.

Support your Industry, be informed, network with your peers and

Be a Partner with **SENPA** today!



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For more information on becoming a SENPA member,  
contact us at: 727-846-0320 | [info@SENPA.org](mailto:info@SENPA.org)

SOHO HEALTHFEST RETAIL REGISTRATION BROCHURE

# SAVE THE DATE

SEPTEMBER 10-13, 2026

Orlando, FL



## EXPO

Showing Others  
Healthy Options

Visit us online  
to register  
for Education,  
Meals and Exhibits



 **GAYLORD PALMS®**  
RESORT & CONVENTION CENTER  
*Missimcee, Florida*



# SAVE THE DATE



## NORTHEAST

Showing Others Healthy Options

October 7, 2026

Newark, NJ



Visit us online  
to register  
for Education,  
Meals and Exhibits



Newark Liberty International  
Airport Marriott,  
Newark, NJ

# INSIDE!

## Retail Registration Brochure

### April 17-19, 2026



### Education & Events

#### April 17-19, 2026

### Tabletop Exhibits

#### April 18, 2026

Hilton Dallas/Rockwall Lakefront  
Rockwall, TX

- ▶ Your SENPA membership receives free, unlimited education, meals and badges for your staff
- ▶ Free Admission to Exhibits
- ▶ Pre-Qualified Exhibitors
- ▶ \$20 Hotel Rebate per night stay at Hilton Dallas/Rockwall Lakefront\*

**Join SENPA® for only \$149!**

\*For more information contact us at  
[info@SOHOhealthfest.net](mailto:info@SOHOhealthfest.net)

[www.SOHOhealthfest.net](http://www.SOHOhealthfest.net)



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