

Retail Registration Brochure



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026

NOURISHING
THE HUMAN
CONNECTION



GAYLORD PALMS®
RESORT & CONVENTION CENTER
Hissimnee, Florida

Proudly Produced by



SENPA
NATURAL INDUSTRY
ALLIANCE

SOHO EXPO SHOW-AT-A-GLANCE!

SOHO EXPO is a Natural Products Industry trade show and convention.
Show closed to the general public. Attendees must register with Show Management.
NOTE: Schedule subject to change - updates available at SOHOexpo.net.

Thursday, September 10, 2026

- 8:00am - 5:00pm **INFRA Workshop at SOHO Expo**
- 9:00am **27th Annual SOHO Golf Tournament – Shotgun Start**
Alan Kristowski Memorial Tournament
Falcon's Fire Golf Club
- 5:00pm - 7:00pm **REGISTRATION – BOTTOM OF ESCALATORS**

Friday, September 11, 2026

- 7:30am - 7:00pm **REGISTRATION – BOTTOM OF ESCALATORS**
- 8:00am - 10:00am **Breakfast & Education Program (Full-Access Badge Required)**
Annual Business Meeting/State of the Industry Discussion
- 10:10am - 10:55am **Education Programs (Full-Access Badge Required)**
- 11:05am - 11:50am **Education Programs (Full-Access Badge Required)**
- 12:00pm - 2:00pm **Lunch & Education Program (Full-Access Badge Required)**
Sponsored by Terry Naturally
- 2:10pm - 2:55pm **Education Programs (Full-Access Badge Required)**
- 3:05pm - 3:50pm **Education Programs (Full-Access Badge Required)**
- 4:00pm - 4:45pm **Education Programs (Full-Access Badge Required)**
- 5:00pm - 7:00pm **Dinner and Education Program (Full-Access Badge Required)**
Sponsored by Barrington Labs

Saturday, September 12, 2026

- 8:00am - 5:00pm **REGISTRATION – BOTTOM OF ESCALATORS**
- 9:00am - 11:00am **Breakfast & Education Program (Full-Access Badge Required)**
Sponsored by SENPA
- 11:00am **Ribbon Cutting Ceremony**
- 11:00am - 5:00pm **EXHIBITS OPEN – EXHIBIT HALLS A, B, C**
- 4:00pm - 4:45pm **Retail Education Program - Exhibit Hall**
- 4:45pm - 5:00pm **Prize Drawings! SOHO Education Stage on the Show Floor**
- 5:30pm - 7:30pm **Dinner and Education Program (Full-Access Badge Required)**
Sponsored by SENPA
- 7:30pm - 10:30pm **President's Party – Open to All Attendees and Guests**

Sunday, September 13, 2026

- 8:00am - 2:00pm **REGISTRATION – BOTTOM OF ESCALATORS**
- 8:30am - 10:30am **Breakfast & Education Program (Full-Access Badge Required)**
Sponsored by Bluebonnet Nutritional Corp.
- 10:30am - 2:30pm **EXHIBITS OPEN – EXHIBIT HALLS A, B, C**
- 1:30pm - 2:15pm **Retail Education Program - Exhibit Hall**
- 2:15pm - 2:30pm **Close of Show – Prize Drawings!**
SOHO Education Stage on the Show Floor

Schedule Details

Information as of June 6, 2026

Pre-Registration Ends August 22, 2026



EXPO

Showing Others
Healthy Options

September 10-13, 2026

Register for
**SHOW &
Host Hotel
TODAY!**

EASY ONLINE REGISTRATION AT
SOHOexpo.net

Education Conference

HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL

Being a retailer is a huge challenge. You don't have to walk this journey alone. We're bringing you the tools you need to help your business survive and thrive in modern retail.

We have education tracks designed to cater to your business needs. Bring your staff and take advantage of all of the education sessions we have to offer.

Also look for these icons when choosing programs to attend:



THURSDAY, SEPTEMBER 10

27th Annual SOHO Golf Tournament



Alan Kristowski Memorial Tournament
Falcon's Fire Golf Club
Shotgun Start 9:00AM (Warm Up at 7:00AM - 9:00AM)
For Registration Form, see page 14 or online at SOHOexpo.net



3200 Seralago Blvd.
Kissimmee, FL, 34746

8:00am-5:00pm INFRA Workshop at SOHO Expo

Building a Competitive and Mission-Driven Wellness Department

Join INFRA and your retailer peers the day before SOHO Expo for peer sharing, education, and networking opportunities! Discover how you can leverage private label to increase store sales, refine your product mix to drive customer engagement, and strategically plan your buying for the show ahead. Plus, join us for a member mixer for some valuable face time with your INFRA Member peers. We can't wait to see you there!

This gathering is exclusive to INFRA Retailers, and is ideal for buyers, wellness staff, and marketing professionals.

Sponsored by



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

FRIDAY, SEPTEMBER 11

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

8:00am-10:00am Education Program with Breakfast MEAL FUNCTION (full-access reservation required)



State of the Industry & Annual Business Meeting

Sponsored by SENPA

Join the SENPA Board of Directors, industry leaders, retailers, and suppliers for the kick-off of SOHO Expo with an informative breakfast session focused on the current and future state of the natural products industry. This annual gathering will provide valuable insights into emerging trends, market challenges, opportunities for growth, advocacy for our industry, and the evolving landscape impacting health and wellness businesses today. The session will also feature SENPA's Annual Business Meeting, including organizational updates, key initiatives, and recognition of outstanding contributions within the industry through special industry awards presentations. Start your SOHO Expo experience with networking, industry insights, and a celebration of the leaders helping shape the future of natural products.

Sponsored by



Retail Registration Brochure



Speaker biographies available at

www.SOHOexpo.net

SCHEDULE DETAILS CONTINUED

FRIDAY, SEPTEMBER 11

10:10am-10:55am Education Programs

VENDOR



**No More Gimmicks:
What Really Moves the Needle in Women's Health at Any Age?**

Amber Lynn Vitale

How can we expect any one single product to move the needle on women's health when there are so many possible factors causing imbalance? Listen in for a no-nonsense approach to supporting the most critical factors in maintaining health and resilience at any stage of a woman's life. We will first identify the critical points of failure, and then look at how to support optimization, and establish the order of priority.



Presented by



VENDOR



**One Culprit, Many Crimes:
How Histamine Intolerance May Be Affecting Your Customers**

Dr. Tim Prince

Beyond seasonal allergies lies a complex condition: Histamine Intolerance (HIT). This session investigates histamine's diverse roles from neurotransmitter to digestive regulator and reveals how a simple misstep can trigger a "crime spree" of systemic symptoms. We will clarify the vital distinction between true allergies and HIT, empowering you to identify these unique customer needs and offer informed, high-value guidance to those struggling with this often overlooked and growing wellness challenge.



Presented by



11:05am-11:50am Education Programs

VENDOR



GLP-1 Weight Loss-Inevitable Problems, Essential Support

Dan Curtin

As GLP-1 medications become increasingly common, natural health retailers have a unique opportunity to help customers navigate the digestive, nutritional, and metabolic challenges these drugs can create. This session explores practical support strategies that improve customer outcomes while creating new opportunities for education, engagement, and sales.



Presented by



VENDOR



**Farm to Shelf:
Supply Chain Transparency and the Questions Retailers Should Be Asking**

Jme Bonfiglio

In this session, Jme Bonfiglio, founder and CEO of WholeSun Wellness, shares her experience building a vertically integrated natural products company operating across global sourcing, manufacturing, and retail distribution. Drawing from nearly a decade of working directly with farms, ingredient suppliers, and manufacturing partners around the world, Jme will walk retailers through what actually happens behind the scenes in the natural products supply chain—and why understanding it matters more than ever. Using real-world examples from global agricultural partnerships and manufacturing operations, the session will also touch on regenerative farming, low-waste production models, and responsible sourcing practices that are shaping the future of the natural products industry. Most importantly, attendees will leave with practical tools and the right questions to ask brands in order to better evaluate supply chain transparency, ingredient quality, and manufacturing integrity.



Presented by



Education Program Track Key

Speaker biographies available at

www.SHOexpo.net



Retail Registration Brochure

FRIDAY, SEPTEMBER 11

12:00pm-2:00pm Education Program with Lunch MEAL FUNCTION (full-access reservation required)



Unlocking the Secret to Immune Health: Pleuran from Oyster Mushrooms

Cheryl Myers

With Americans experiencing a billion infections from the common cold every year, there is still an urgent need for safe and effective ways to treat this frustratingly frequent illness. While mushrooms are well known for their immune supporting effects, there is a compound found only in oyster mushrooms that most people have never encountered. Pleuran has been the focus of over 40 published studies in Europe and is now available in the United States for the first time. Join natural health expert Cheryl Myers for a look at the science behind pleuran and how it can protect against not only the common cold, but also a range of respiratory illnesses. Safe and effective for kids, this is a new must-have for every immune-support protocol.



Sponsored by

Terry Naturally.

2:10pm-2:55pm Education Programs

VENDOR



Modern Marketing & AI: How Independent Retailers Drive Traffic and Win at the Shelf

Ryan Sensenbrenner

Independent retailers don't win by doing more, they win by doing the right things better. In this session, Ryan Sensenbrenner explores how modern marketing, and light, practical uses of AI, can support independent retailers in driving incremental traffic and improving in-store conversion. The focus is not on technology for technology's sake, but on how merchandising, education, and simple digital tools work together to influence shopper decisions. Attendees will learn how to stop shoppers at shelf, simplify choice, and turn education into confident purchases. The session also covers ways to attract new customers, increase trip frequency, and grow basket size without relying on constant promotions. This presentation is designed for retailers who want practical strategies, clear execution, and modern tools that strengthen what makes independent retail special.



Presented by

ENZYMEDICA.

VENDOR



Skin Science Meets Store Strategy, The Untapped Goldmine

Brenda Swartz

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)



Presented by

Body Dynamics
THE SCIENCE OF SKINCARE

3:05pm-3:50pm Education Programs

VENDOR



French Aromatherapy

Liza Docken

As that natural products industry continues to advance in sophistication and certification, it's a wonderful time to really understand what French Aromatherapy can offer! From rigorous, responsible plant selection and specialized distillation practices, to constituent testing and safe, effective applications - this style of Aromatherapy can offer your wellness department a new level of essential oils, hydrosols, virgin plant oils, and so much more! Join us for insight into French Aromatherapy.



Presented by

PRANARŌM
THE SCIENCE OF ESSENTIAL OILS

VENDOR



Remembering Rhythms

Andrea McGrath

Wellness is remembering rhythms. It's remembering our connection to nature, how we depend upon her, and she on us. It is a flowing state of balance, bliss, and resilience. Tap into the rhythms of nature, of your life, of your body, and listen to the lessons held there. Know that stress and dis-ease will come at you in many forms- physical, emotional, environmental- and know that you can adapt and continue- that is wellness, and it looks different for everyone. Join Andrea, Director of Education & Natural for Cornbread, as we discuss botanicals and practices for wellness in today's world.



Presented by

CORNBREAD
THE SCIENCE OF BOTANICALS

SCHEDULE DETAILS CONTINUED

FRIDAY, SEPTEMBER 11

4:00pm-4:45pm Education Programs

VENDOR



Before the Shot: Natural Alternatives to GLP-1s for Menopausal Women
Stacey Littlefield

Master Herbalist Stacey Littlefield shares the latest research about GLP-1 medications as she navigates how to help women in their menopausal years balance hormones, metabolism and blood sugar. Stacey will get to the root-cause issues that will off real change for your customers- helping them to feel balanced, energized and in control of their health journey. Come with your questions for a vibrant Q&A session at the end of the seminar.

VENDOR



Magnesium Master Class - Be the Expert
David Logan

Take a deep dive into one of the fastest growing categories in our industry...Magnesium. Learn all about this critical nutrient, understand the different forms, see what to look for when choosing a product, and discover why NaturesPlus KalmAssure is the "go-to" magnesium line. Join us and become the magnesium expert so you can confidently guide customers to the product that works best for them and keeps them coming back to your store.



Presented by



Sponsored by

NaturesPlus

5:00pm-7:00pm Education Program with Dinner MEAL FUNCTION (full-access reservation required)



Cortisol, Stress Resilience & Whole-Body Wellness: The Science Behind ThymoQuin®
Michael Murray, N.D.

Cortisol plays a central role in stress physiology, influencing metabolic balance, immune function, sleep quality, cognitive performance, and long-term health outcomes. This session will explore how modern stress patterns disrupt hormonal resilience and why supporting a healthy cortisol response is critical for whole-body wellness. The presentation will also highlight ThymoQuin®, a clinically studied black seed oil extract standardized for thymoquinone, and its role in helping maintain balanced cortisol levels and support stress resilience. Attendees will learn how targeted standardization and clinical research differentiate ThymoQuin® from conventional black seed oils, along with emerging opportunities for stress-support innovation across dietary supplements, functional foods, and ready-to-drink beverages. Application concepts spanning capsules, powders, stick packs, and RTM formats will also be discussed.



Sponsored by



SATURDAY, SEPTEMBER 6

8:00am-5:00pm REGISTRATION BOTTOM OF STAIRS

9:00am-11:00am Education Program with Breakfast MEAL FUNCTION (full-access reservation required)



TBD
SENPA BOARD OF DIRECTORS



Sponsored by



11:00am Ribbon Cutting Ceremony

11:00am-5:00pm EXHIBITS OPEN

Education Program Track Key



Speaker biographies available at

www.SOHOexpo.net



Retail Registration Brochure

SATURDAY, SEPTEMBER 6

4:00pm-4:45pm Education Program

VENDOR



Breaking the Cycle of Inflammation with Bio Active Silver & Copper Hydrosols

Robert Scott Bell, D.A., Hom.

Robert Scott Bell will focus on the bio active state of silver and copper and how it facilitates optimal structure and function when normal immune responses are challenged.

4:45pm-5:00pm Prize Drawings Win Big!

5:30pm-7:30pm Education Program with Dinner MEAL FUNCTION (full-access reservation required)



TBD

SENP Board of Directors

7:30pm-10:30pm - President's Party

Open to all SOHO Retailers, Exhibitors & Their Guests Invited



Presented by



Sponsored by



Sponsored by



SUNDAY, SEPTEMBER 7

8:00am-2:00pm REGISTRATION BOTTOM OF STAIRS

8:30am-10:30am Education Program with Breakfast MEAL FUNCTION (full-access reservation required)



Nourishing Mood and Mind: The Science Behind Nutritional Support for Brain Health

Carl Germano

Mood and cognitive health challenges are escalating worldwide, touching children, adults, and older populations alike and making brain and emotional wellness one of the most dynamic, in-demand categories in nutrition today. Rising rates of depression, anxiety, and cognitive decline underscore an urgent and pervasive public health burden, but they also highlight a powerful opportunity for proactive, lifestyle-based strategies. This presentation will explore how foundational diet plus evidence-informed supplementation – leveraging Bluebonnet's science-based portfolio featuring saffron, Stress Support, L-theanine, fish oils, B-complex, ashwagandha, and more—can help modulate stress pathways, support neurotransmitter balance, enhance resilience and focus, and promote healthy cognition across the lifespan, from peak performance years through healthy aging.



Sponsored by



10:30am-2:30pm EXHIBITS OPEN

1:30pm-2:15pm Education Program

VENDOR



Preserving the Aging Brain

Jim Daily

In this engaging and informative session, Dr. Frank Silva, a trusted naturopathic doctor, will share expert insights into the growing demand for magnesium, Vitamin D3, and Vitamin K2 supplements in today's wellness market. Retailers, health store owners, and supplement professionals will learn how these essential nutrients are driving consumer interest and how to leverage this knowledge to better serve your customers. Key Topics Include: Magnesium's Vital Role, Vitamin D3 Demand, Vitamin K2 Synergy, Retail Strategies for Success



Presented by



2:15pm-2:30pm CLOSE OF SHOW

Prize Drawings! Win Big! (cash and merchandise)



Speaker biographies available at
www.SOHOexpo.net

RETAILER PRE-Registration Form

NOTE: See submission options - bottom right of this form.



EXPO Showing Others
Healthy Options

September 10-13, 2026



Please Print in **BLACK** ink:

RETAIL BUSINESS INFORMATION

Proof of business license may be requested.

Store Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

*Email: _____

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

Mail Email

ATTENDEE INFORMATION

You Must be a SENPA Member to Attend

After 8/22/2026 add \$15 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 for SENPA membership. (FULL-ACCESS)
- Check here if this is your first time attending SOHO EXPO.



Fill in name and email address of each staff member and check each function attending for Full-Access Badges. **Each attendee must have an individual email address to register.**

1. Name: _____

Buyer	Staying @ Gaylord	Friday Breakfast	Friday Lunch	Friday Dinner	Saturday Breakfast	Saturday Dinner	Sunday Breakfast
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Email: _____

2. Name: _____

Buyer	Staying @ Gaylord	Friday Breakfast	Friday Lunch	Friday Dinner	Saturday Breakfast	Saturday Dinner	Sunday Breakfast
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Email: _____

3. Name: _____

Buyer	Staying @ Gaylord	Friday Breakfast	Friday Lunch	Friday Dinner	Saturday Breakfast	Saturday Dinner	Sunday Breakfast
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Email: _____

4. Name: _____

Buyer	Staying @ Gaylord	Friday Breakfast	Friday Lunch	Friday Dinner	Saturday Breakfast	Saturday Dinner	Sunday Breakfast
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Email: _____

For additional names, copy the form.

THANK YOU MEAL SPONSORS!



 **Return by 8/22/2026 to AVOID additional fees of \$15 each**

Use Our Convenient ONLINE Registration: www.SOHOexpo.net

TOTAL DUE

Membership Dues Payment Options \$ _____

- \$149**
Yearly Dues
1-2 Locations
- \$229**
Yearly Dues
3-7 Locations
- \$379**
Yearly Dues
8-11 Locations
- \$449**
Yearly Dues
12+ Locations

Check the box above to indicate how many stores you represent
*Please provide names and addresses for all additional stores on a separate sheet.

Add \$15 X ____ # of attendees registered after 8/22/26 \$ _____

Grand Total: \$ _____

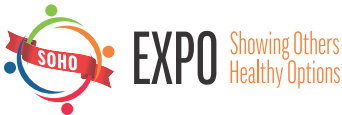
PAYMENT METHOD

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

REQUIRED: Authorize Signature: _____

PRINT Name: _____ **DATE:** _____

ACH Payment (contact office for details)



THANK YOU SPONSORS!

PLATINUM



SILVER



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

FREE

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

SPECIAL SERVICES:

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



Everyone is required to wear a SOHO EXPO badge to 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 seat for that event. Cancellations and requests for refunds must be received in writing by 8/22/2026. NO REFUNDS will be made after 8/22/2026 or for no-shows.

RETURN COMPLETED FORM TO ONE OF THE FOLLOWING:

ONLINE: www.SOHOexpo.net

FAX: (800) 828-7250

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

EMAIL: info@SENPA.org

Thank You SPONSORS OF SOHO EXPO 2026!

PLATINUM



SILVER



PATRON



MEAL PROGRAM



PARTY



MEDIA



SOHO EXPO EXHIBITORS LIST

Acosta	Highland Laboratories	Regalabs, Inc.
Agua Rabelo	Himalaya Wellness	Reliance Private Label
Ancient Nutrition	INFRA	Supplements
Arthur Andrew Medical	IP-6 International, Inc.	Rootology
AST Enzymes	Irwin Naturals	Sabinsa Wellness
Barrington Nutritionals	Jarrow Formulas and Natrol	Scent Fill
Berkeley Life	Just Thrive	Source Naturals/Planetary
Bio Nutrition, Inc.	KeHE Distributors	Herbals
BIONOX	Life Extension	Sovereign Silver & Sovereign
Black Lotus Shilajit	LifeSeasons	Copper
Bluebonnet Nutrition Corp.	Living Alchemy	Sudz Cauldron
Body Dynamics, Inc.	Magiktea	Taste For Life
Boiron	Maximum Living	Terry Naturally
Buried Treasure	MediNatura	The Elderberry Co
CanPrev Natural Health	MegaFood	The Wellness Company
Cogent Solutions Group LLC	Michael's Health	TruSpan
Cornbread Hemp	Mill Creek Botanicals	UNFI United Natural Foods Inc.
Daily Manufacturing, Inc.	Motherlove Herbal Company	Utzy Naturals
Daybreak Natural Sales	Natural Factors	Vando Naturals
Dr. Mercola	Natural Path Silver Wings	Vital Planet
Dragon Herbs	Nature's Way	VRM Media
East Park Naturals	NaturesPlus	Whistling Duck Sales
ECRS	NOW Foods	WholeFoods Magazine
Eden Foods	Ohana Organics	WholeSun Wellness
Elevate Organic	Omne Diem	WishGarden Herbs
Emerald Labs	Oregon's Wild Harvest	Wyndmere Naturals
Enzymedica	Palko Services	XLEAR, Inc.
Essential Formulas	PlantFusion	
Garden of Life & Solgar	Pranarom	
Great Naturally	Provida Health	
Herbalist & Alchemist	Redd Remedies	

Listing as of 6-6-2026. Visit www.sohoexpo.net for an updated exhibitor listing. List is updated weekly.

BECOME A SENPA® MEMBER

You are invited!



Join the Industry's Largest
Independent Trade Association



Protect YOUR Rights

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

You Are Our Business!

Benefits for YOU

- Your BEST source for education
- Leadership Opportunities
- Free Admission to SOHO Expo for up to 10 of your staff
- Free Admission to SOHO Healthfest
- Free Admission to SOHO NorthEast
- Includes Sponsored Meals at All Events
- Member's Only CIRCLE Network Platform
 - Business Tools
 - Audio Recordings from Each Event
 - Member Benefits
 - And More!

*To attend SOHO Education Events, you must be a member of SENPA.



**Full time friendly & experienced staff with
a total of 60+ years to serve YOU!**

Keeping YOU Informed

Circle ● Emails ● Facebook ● Instagram ● X ● LinkedIn ● Website

727-846-0320



JOIN TODAY!

REGISTRATION Information

HELPFUL INFO!



EXPO

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Healthy Options

SEPTEMBER 10-13, 2026



BADGES

Everyone is required to wear a SOHO EXPO BADGE to ALL functions.

A confirmation will be sent via your preferred method checked on registration form. Please review confirmation upon receipt and bring with you.

Badges to be PRINTED AND PICKED UP AT SHOW.

BADGE PICK-UP at Registration Desk
(Convention Center - Bottom of Escalators)

THURSDAY 5:00pm - 7:00pm

FRIDAY 7:30am - 7:00pm

SATURDAY 8:00am - 5:00pm

SUNDAY 8:00am - 2:00pm

MEAL FUNCTIONS

ALL MEAL FUNCTIONS REQUIRE PRE-REGISTRATION and are **FREE for FULL-ACCESS** retail attendees. (Pre-Register **NOW** - see page 8 of this brochure for details and deadlines.)

Advance meal reservations required due to the number of sponsored meal sessions. Meals available on first-come basis. Once the event is "sold out," we will be unable to confirm a seat for the event.

If you do not receive a confirmation within 7 days of registering, please contact the office to confirm receipt of registration at (727) 846-0320 or info@SENPA.org.

**ONLINE
REGISTRATION**
www.SOHOexpo.net
**EASY TO
USE!**

REGISTER TODAY at www.SOHOexpo.net

Exhibits are FREE to pre-registered
natural products retailers

Register by 8/22/2026 to AVOID additional fees



27th Annual
SOHO EXPO GOLF TOURNAMENT

Alan Kristowski
Memorial Tournament
Falcon's Fire Golf Club



GPS ADDRESS: 3200 Seralago Blvd, Kissimmee, FL 34746

\$125 per person PRE-REGISTRATION PRICE

DEADLINE: 8/22/2026 (after 8/22/2026 \$140 per person)

SHOT GUN START: 9:00AM (Warm Up 7:00AM-9:00AM)

Limited Tee Times - SIGN UP EARLY

PRIZES for 1st, 2nd & 3rd Places - Gross vs. Net

**STEP #1 — REGISTRATION
INDIVIDUAL OR MULTIPLE PLAYERS**



INDIVIDUAL REGISTRATION

- I am registering individually **(before 8/22/2026)** \$125.00*
- I am registering individually **(after 8/22/2026)** \$140.00*
 - Place me with a team
 - I am playing with the following people
- please make sure we are on the same team:

TOTAL DUE: \$ _____

PROCEED TO STEP #2

MULTIPLE PLAYERS REGISTRATION

- I am registering and paying for _____ players @ \$125.00*
(before 8/22/2026) \$ _____
- I am registering and paying for _____ players @ \$140.00*
(after 8/22/2026) \$ _____

Enter individual names in Step 2

TOTAL DUE: \$ _____

PROCEED TO STEP #2

STEP #3 — PAYMENT INFORMATION

- 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

REQUIRED: Authorized Signature: _____

Print Name: _____ Date: _____

- ACH Payment** (contact office for details)

**FAX completed form to 800-828-7250
or MAIL to: SENPA, 5946 Main Street
New Port Richey, FL 34652**

**STEP #2 — ENTER EACH
GOLFER'S INFORMATION**

Golfer #1

Name

Company

Address

City, State, Zip

Email

Phone

Handicap

Golfer #2

Name

Company

Address

City, State, Zip

Email

Phone

Handicap

Golfer #3

Name

Company

Address

City, State, Zip

Email

Phone

Handicap

Golfer #4

Name

Company

Address

City, State, Zip

Email

Phone

Handicap

FORMAT: Shotgun Start, 4-man Scramble (Captains Choice)
REWARDS: Awards, Prizes, Goodie Bag, Trophy
FEE: \$125* early registration (*includes box lunch)
 \$140* late registration (*includes box lunch)
LIBATION: Includes one post-round drink and mingling
DRESS CODE: Shirt with collar, No Blue Jeans, Metal Spikes are prohibited



EXPO
Showing Others
Healthy Options

RETAILERS ONLY Host HOTEL Savings Details



**SAVE \$65 per room, per night*
for retailers only**

\$65 Hotel Rebate

for qualified retailers** attending SOHO EXPO!



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Hissimmee, Florida

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- Free daily newspaper available in hotel lobby
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1. **STAY** at the Gaylord Palms, a Marriott Property, during SOHO EXPO 2026 – rate \$226 (room rates or availability not guaranteed after 8/24/2026)
2. Submit **REBATE** form along with hotel receipt* stating the rooms and dates occupied and paid for to SOHO EXPO via email, mail or fax
3. **RECEIVE** \$65 rebate per room/per night (Sept. 10-13, 2026) used by your qualified retail business attendee at SOHO EXPO 2026!

**Submit form by October 30, 2026. Once rebate form and proper documentation have been received and validated. SENPA staff will contact your business.

REGISTER & RESERVE ONLINE **SOHOexpo.net**

When booking your room by phone be sure to mention SOHO Expo to save!

***BOOK TODAY BEFORE ROOMS SELL OUT!**

Savings ends August 24, 2026, if rooms are still available.

Savings made possible for qualified retailers by our Sponsors listed below.



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Retail Registration Brochure



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SEPTEMBER 10-13, 2026

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Sept. 10-13, 2026 (Thurs - Sun)

Tradeshow Exhibits
Sept. 12-13, 2026 (Sat & Sun)

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