

Retail Registration Brochure



HEALTHFEST

Showing Others
Healthy Options

April 11-13, 2025

Hilton DFW Lakes Executive Conference Center
Grapevine, TX

Proudly Produced by



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NATURAL INDUSTRY
ALLIANCE

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SINCE 1984

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MEAL PROGRAM


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Retailer®
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BUSINESS LEADERS ALLIANCE

SOHO Healthfest Schedule

FRIDAY, APRIL 11

Education Program Track Key



9:00am-5:30pm REGISTRATION
Val Verde Foyer



11:30am-2:30pm Education Program with Lunch

Meal Sponsor: EuroPharma

The Gut/Brain Connection: The Link Between Digestion and Brain Function


  **Dr. Gaetano Morello**
Val Verde Room

All health begins in the gut, including brain function and mental health. Join naturopathic doctor Gaetano Morello to learn why addressing digestive function is critical to preventing and treating all types of mood and brain disorders, from depression and anxiety to dementia and autism, and what natural medicines have found effective for these conditions.



2:45pm-3:45pm

Natural Blood Sugar in the Age of Ozempic

 **Dan Chapman**
Val Verde Room


The question remains, "How do I lose weight?" and "How do I make my body conform to how I want it to look?" It is so easy to want a drug to force a result, while ignoring the real impact on health. Dan Chapman shares the truth about pharmaceuticals like Ozempic and the latest research on natural supplements that balance glucose metabolism, curb cravings, and protect against the negative impacts of sugar & stress.

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4:00pm-5:00pm Education Program

Cornbread Hemp: Authenticity & Activism in Cannabis

 **Andrea McGrath**
Val Verde Room


Cornbread Hemp National Educator, Andrea McGrath, will share why Kentucky is the best place in the country to grow cannabis, and how Cornbread is creating positive change with their organic standards, commitment to transparency, and activism for full spectrum hemp regulations at the state and federal levels. Join us at the intersection of Cornbread and Retail, where tradition meets science.™

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5:15pm-6:15pm Education Program

Steer Your Customers to "Natural" OTC Medicines

 **Marjorie Roberts**
Val Verde Room

In the fall of 2023, there was a shortage of laxatives; homeopathy has a remedy for that. In October 2023, it was decided that phenylephrine, used for decades and contained in many drugs as a decongestion, is ineffective in its oral form; homeopathy has a remedy for that. Homeopathy, recognized as a drug in the Food, Drug & Cosmetic Act of 1938, can be a substitute for pharmaceutical drugs – do your customers know?

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6:30pm-8:30pm Education Program

Welcome Dinner Reception Sponsored by SENPA

  SENPA: The State of Industry

Panelists – SENPA's Executive Committee & Emerging Leaders in Natural
Moderator – Debra Short
Windfall Room

The SENPA Executive Committee invites you to attend and participate in the State of the Industry Friday evening at 5:30pm in the Val Verde Room. Topics will include how grassroots efforts will help you voice be heard on state and national issues, a formal introduction to the newest group of Emerging Leaders in Natural and how we can use our best resources to align for a better future in the natural products industry.

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Schedule Details continued

SATURDAY, APRIL 12

7:00am-5:00pm REGISTRATION
Val Verde Foyer

Education Program Track Key



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7:30am-9:30am Education Program with Breakfast

Meal Sponsor: NeoCell and Renew Life

Collagen & Probiotics: The Dynamic Duo to Enhance Your Body's Natural Glow and Digestion

  **Colleen Bingham & Jeanne Rocco**
Val Verde Room



Discover how collagen plays a vital role in enhancing beauty and wellness from the inside out. This presentation will explore the science-backed approach to collagen supplementation, focusing on its bioavailable peptides that support skin elasticity, hydration, and overall vitality. Join us for an informative women's health seminar focused on the powerful benefits of probiotics! Discover how probiotics can balance your gut microbiome, reduce bloating, support a healthy immune system, and maintain a healthy vaginal flora.



9:40am-10:40am Education Program

The Secret to Blowing Out More Birthday Candles

 **Brenda Watson**
Val Verde Room

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Consumers may be well aware of the benefit of Omega-3 oils when it comes to cardiovascular and digestive health. However what they may not know is that raising their Omega-3 levels to a certain, measurable threshold can be related to their longevity. Studies are suggesting having higher Omega-3 levels in the blood can add 4 or more years to the average lifespan. Join Brenda Watson as she unveils the research on adding life to your years and years to your life with the benefit of Vital Planet's new line of concentrated Omega-3 Oils.



10:50am-11:50am Education Program

Key Nutrients to Support Cellular Energy

 **Dr. Vanessa Pavey, ND**
Val Verde Room

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Healthy cells depend on healthy mitochondria, the little power suppliers in our cells that generate cellular energy. Over time, the mitochondria can start to lose function. Researchers have identified several compounds that help the mitochondria run more efficiently and can even help generate new mitochondria. This presentation will review key nutrients and the mechanisms in which they support, protect, and promote the energy needed by the entire body.



12:00pm-2:00pm Education Program with Lunch

Meal Sponsor: Arthur Andrew Medical

Optimizing Women's Hormonal Health with Systemic Enzymes and Natural Botanicals

  **Dan Curtin**
Val Verde Room

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Join Arthur Andrew Medical for an enlightening session on optimizing women's health with innovative enzyme and botanical-based supplements. Learn how to address hormonal balance, menstrual discomfort, and uterine and breast health with powerful botanicals like DIM, Dong Quai, and GLA. Discover how fibrinolytic enzymes complement these botanicals by promoting healthy circulation, managing fibrin levels, and supporting the body's natural inflammatory response. This educational session will provide valuable insights into the science behind these products and their key ingredients, empowering you with natural solutions for women's wellness.



2:15pm-3:15pm Education Program

Private Label Supplements – Make Your Brand, Your BEST Brand!

 **Jamin Busick**
Val Verde Room

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Vitality Works has been manufacturing Private Label and Custom/Contract formulas since 1982. In the first 17 years, the founder, Mitch Coven developed medicinal herbal formulas in clinical practice, treating patients and learning how to make the most efficacious products possible. Demand for the formulas grew, and the private label model for retail health food stores was born! Private label is a brilliant move for your business now, more than ever before. Please join us to learn about the quality backstory which is critical for efficacy and consistency, to ensure your shoppers are getting the absolute best products. You'll also learn about the economic benefits to your business from having a customer base that is loyal to your brand, while protecting you in the long term against online competition.

Schedule Details continued

SATURDAY, APRIL 12 *continued*



3:30pm-4:30pm Education Program

Mushroom Supplement Quality: Research, Testing and Efficacy

 **Richard Cividanes**
Val Verde Room

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[™]
Mushrooms



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

Meal Sponsor: **Enzymedica**

Gut Instincts: Driving Retail Growth with Innovation and Strategy

 **Julia Craven and Ryan Sensenbrenner**
Val Verde Room

In this engaging session, discover how cutting-edge innovation and strategic marketing can transform your retail business. Ryan will explore actionable marketing strategies designed to attract new customers and elevate your brand's visibility. Julia Craven will introduce groundbreaking advancements in gut health and wellness, showcasing opportunities for retailers to leverage emerging trends and deliver solutions that resonate with today's health-conscious consumers. Together, they will equip you with insights to stay ahead in a competitive marketplace while meeting the evolving needs of your customers.

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ENZYMEDICA



SUNDAY, APRIL 13

7:00am-3:30pm REGISTRATION
Val Verde Foyer



7:30am-9:30am Education Program with Breakfast

Meal Sponsor: **Bluebonnet Nutrition Corp.**

Enhancing Digestive Health: The Role of the Microbiome, Brain, & Immune System

 **Carl Germano, CNS, CDN**
Val Verde Room

Digestive health is a cornerstone of overall well-being, yet millions of Americans struggle with digestive issues. In fact, digestive diseases affect 60 to 70 million people in the U.S., leading to significant discomfort and impacting quality of life. This lecture will delve into the essential roles of prebiotics, probiotics, and digestive enzymes. Additionally, nutrients addressing the health of the brain and immune system in promoting healthy digestion and alleviating common digestive problems will be explored. The essential role of all of these nutrients are to beneficially affect the host by stimulating the growth and activity of beneficial bacteria in the gut in order to maintain a balanced gut microbiota, protect against harmful bacteria, and reduce inflammation. For many, digestive enzymes may be necessary to aid in the digestion of carbohydrates, proteins, and fats, and are particularly beneficial for individuals with enzyme deficiencies. Moreover, the brain and immune system are intricately linked to digestive health. The gut-brain axis is a bidirectional communication pathway where the brain can influence gut function and vice versa. Stress and anxiety can exacerbate digestive issues, highlighting the importance of mental health in maintaining digestive wellness. Additionally, a significant portion of the immune system resides in the gut, where it plays a crucial role in defending against pathogens and regulating inflammatory responses. Join us to explore how integrating prebiotics, probiotics, and digestive enzymes into daily routines can support a healthy digestive system, as well as enhance immune function, and contribute to overall mental and physical well-being.

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Bluebonnet
THE POWER INSIDE

9:45am-10:00am President's Message / Ribbon Cutting
Jeff Shackelford, SENPA President
Texas Grand Foyer

10:00am-4:00pm EXHIBITS OPEN
Las Colinas Ballroom

Retailer Pre-Registration Form

APRIL 11-13, 2025

Hilton DFW Lakes Executive Conference Center
Grapevine, TX

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HEALTHFEST
Showing Others Healthy Options

▶ 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 3/25/2025 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 3/25/2025).

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

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

TOTAL DUE

Membership dues @ \$149 \$ _____

SENPA Support Club..... \$ _____

Add \$10 X ___ # of attendees registered after 3/25/2025 \$ _____

Grand Total: \$ _____

Retail Members get
10 Staff Badges
Per Store

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 3/25/25. **NO REFUNDS** will be made after 3/25/25 or for no-shows.



Return by 3/25/2025

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** for more information. And stay updated at



SOHO HEALTHFEST 2025 EXHIBITORS

as of 2-6-25

1 Life Science	Mala Girl	Renew Life
Arthur Andrew Medical	Maximum Living	Skin Drink & Maxzorb
AST Enzymes Dynamic	Michael's Health	Ceuticals
Enzymes	Mushroom Wisdom, Inc.	Stevita Naturals
Bluebonnet Nutrition	Natural Vitality	Taste For Life
Cornbread Hemp	NeoCell	Terry Naturally
East Park Naturals	New You Miracle Band	The Elderberry Co.
Eden Foods	Nordic Naturals	The Food Movement Co.
Enzymedica	North American Herb & Spice	Trace Minerals
Essential Formulas	Omne Diem	Utzy Naturals
Global Healing	Palko Services	Vando Naturals
Great Naturally	Phylloma Organic Hair Line	Vital Planet
Host Defense Mushrooms	Pranarom	Vitality Works, Inc.
Life Extension	Rainbow Life	Vitamin Retailer Magazine
LifeSeasons	Redd Remedies	Xlear/Spry
Lily of the Desert	Relax Saunas	

HOTEL SHUTTLE



Complimentary DFW International Airport Shuttle Transportation

- After claiming your luggage, please contact Hilton DFW Lakes Transportation dispatcher at (817) 410-6778.
- When speaking with the Hilton DFW Lakes dispatcher, you will need to give your terminal and gate number.
- Once you have informed the dispatcher of your location, you will be instructed where to board the Hilton DFW Lakes shuttle.
- The Hilton DFW Lakes shuttles are white with a blue cityscape on the sides.
- Transportation schedule 7 days a week, 5am-11pm. (Outside of hours listed, you will need to use UBER, LYFT or Cab service).

Hilton DFW Lakes Executive Conference Center also provides complimentary DFW International Airport shuttle transportation for your departure. The shuttles depart from the hotel lobby every hour on the hour from 5am – 11pm. (Outside of these hours, you will need to use UBER, LYFT or Cab service).

Please be aware that the Hilton DFW Lakes **does not** provide complimentary shuttle service to or from Love Field in Dallas. Guests arriving and departing via Love Field are responsible for their own arrangements and costs.

HOTEL INFORMATION

Host Hotel



Deadline for
room reservations
March 18th

RESERVE YOUR ROOM!

senpa.org/soho-events/soho-healthfest



\$20 Hotel Rebate

for qualified retailers** attending SOHO Healthfest!

- 1. STAY** at the Hilton DFW Lakes Executive Conference Center, during SOHO Healthfest 2025 – rate \$149 (room rates or availability not guaranteed after 3/18/2025)
- 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 11-13, 2025) 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, 2025. 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 website.

SENPA produces the popular SOHO EXPO, held in Orlando, Florida, annually in December and SOHO Healthfest, Table Top Show in Dallas, TX, as well as annual Education programs, 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!



NOURISHING
THE HUMAN
CONNECTION

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

SOHO HEALTHFEST RETAIL REGISTRATION BROCHURE

SAVE THE DATE



EXPO Showing Others Healthy Options

SEPTEMBER 4-7, 2025

Visit us online to register
for Education, Meals and Exhibits



ONLINE Registration NOW OPEN



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

INSIDE!

Retail Registration Brochure

April 11-13, 2025



Education & Events

April 11-13, 2025

Tabletop Exhibits

April 13, 2025

Hilton DFW Lakes Executive Conference Center
Grapevine, 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 DFW Lakes Exec. Conference Center*

Join SENPA® for only \$149!

*For more information contact us at
info@SOHOhealthfest.net

www.SOHOhealthfest.net



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