



# NORTHEAST

Showing Others Healthy Options

August 9-10, 2027

Richmond, VA



Hilton Richmond Hotel & Spa / Short Pump, Richmond VA

## Exhibitor Prospectus

SENPA.ORG

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SENPA is a non-profit organization with a core focus on strengthening the success of independent natural retailers and aligned manufacturers, while nourishing their human connection with consumers. We are a leading voice, supporter and advocate for the natural-products industry, rooted in the experience of enhanced health and the power of personal relationships.



5946 Main Street  
New Port Richey, FL 34652

**727.846.0320**

FAX: 800.828.7250

info@SOHOnortheast.net  
senpa.org

# What We Do

- Support the production, marketing and consumption of nutritional foods, supplements and related specialty products
- Encourage adherence to product and label integrity, as well as the development of adequate standards to ensure the highest quality of products
- Produce SOHO events to educate industry professionals
- Provide education to members and event attendees
- Push for nutritional research and disseminate findings
- Advocate for laws and regulations consistent with our goals
- Protect the industry from laws, regulations and other actions adverse to its best interests
- Serve as a unified voice for businesses that align with our mission to nourish human connection



## Mission Statement

Our mission is to nourish the human connection as the heart of a changing natural products industry – advocating for, strengthening and uniting the independent natural retailer and manufacturers with their current and future customers, building trust and aligning these retailers as the destination of choice for an enhanced buying experience and natural health education.

## Vision Statement

SENPA's vision is to nourish the human connection as the heart of the natural products industry through advocacy and education so independent retailers, leading manufacturers and consumers can thrive, in an ever-changing environment, rooted together in our experience of enhanced health and the power of personal relationships.



# Why Exhibit?



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## Retailer Access/Influence

- A wide range of retail outlets attend, from small independent stores to larger independent chain stores.
- Catered to the independent retailers in the NE region of the US, this is an excellent chance to build relationships with retailers that may not be able to attend the larger shows.
- Retailers come from across the US.
- Attendance estimated at 50 stores and 100 attendees.
- Retailers buy at SOHO Northeast - Over 90% of retail attendees are buyers.
- Connect with retailers that have significant purchasing power within their stores.

## Excellent ROI

- A complete show supporting lines shipped direct and through distributors.
- SOHO Events are THE natural products trade shows and are not open to the public.
- SOHO Northeast is the most cost effective way to grow or launch your line in the Northeast region.

## Educate

- Speaking opportunities available for exhibitors including product education/training, business education and panel discussions.

## Network

- Expand your network and nurture existing relationships.
- Join in State of the Industry meetings/discussions.
- Interact with attendees and peers at networking events.



## Who Should Exhibit?

Supplements

Pet Supplies

Industry Consultants

Natural Foods

Home/Lifestyle Supplies

Distributors

Health & Beauty

Industry Publication

Brokers

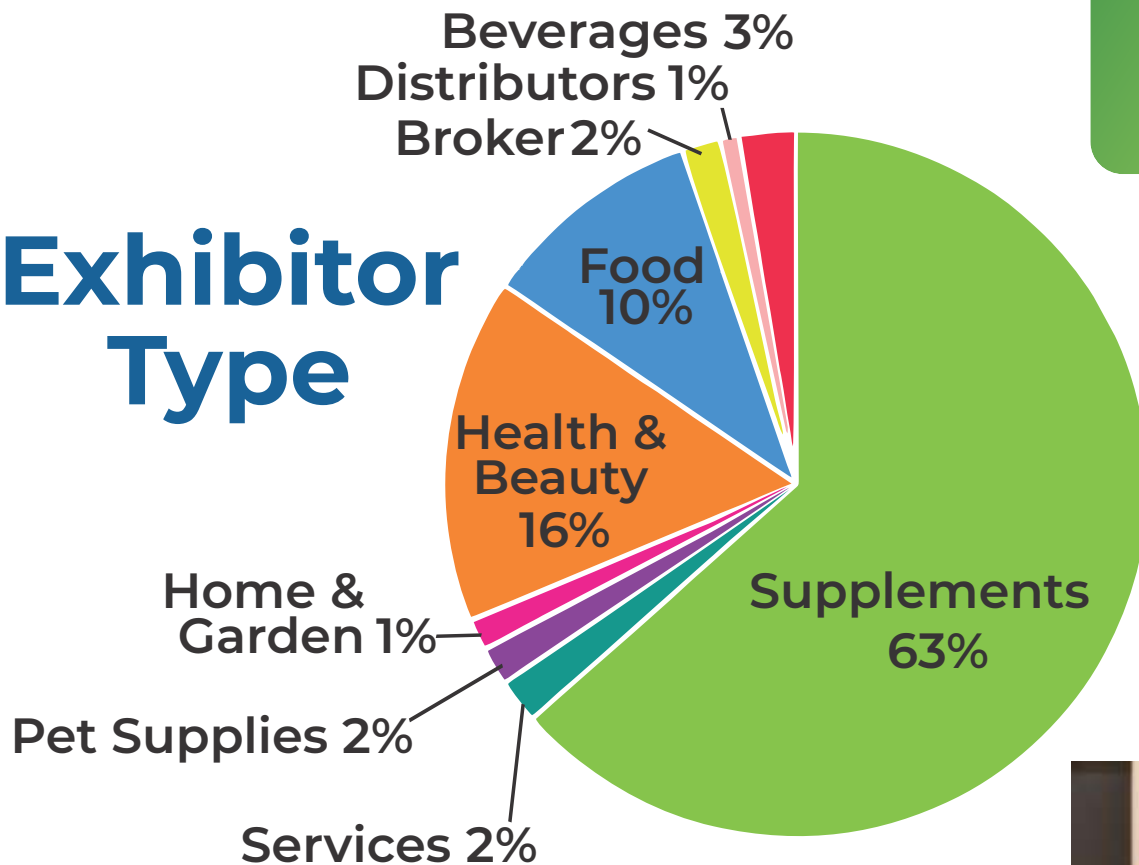
# SOHO Northeast Exhibit Hall Demographics



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“ I Love the variety of the exhibitors and the chance to see new products!”

## Exhibitor Type



“ My primary reason for attending small regional trade shows is to connect directly with owners and buyers at independent stores. This interaction provides our brand with a deeper understanding of the stores' and their customers' needs.”



# Who Attends SOHO Northeast & Why

## 95% of SOHO Northeast Attendees are Buyers

- SOHO Northeast attendees are Independent Natural Products Retailers from the Northeast region of the US and beyond.
- While the majority of attendees are from the NE region, we will have retailers from across the US.
- These retailers are owners, managers and staff of independently owned single-location, multiple-location, and small to medium chains stores; and 95% of them are buyers.
- Retail attendees come yearly to SOHO Northeast seeking networking opportunities, business and vendor/product education, and face-to-face interaction with their current and new suppliers.
- SOHO Northeast attendees are on the exhibit floor to source new products and place orders!



“The first time we were at SOHO, we felt like we were truly in a room full of our peers. Even though it is not our geographical region, we felt like we had found “our people.” SOHO has been invaluable in terms of the connections it provides, and fosters a feeling of community in the industry that we appreciate so much!”



# SOHO Northeast Past Exhibitors



+PlusCBD

1 Life Science

Adventure CPG

Aloha

Alpinola

Appalachian Botanical Co.

Apricot Power

Arthur Andrew Medical

Biena

Bio Nutrition

Black Lotus Shilajit

Bluebonnet Nutrition Corp.

Buried Treasure

Crave Better Foods

Earth Fed Muscle

East Park Naturals

Emerald Labs

Enzymedica

Health Garden

Herbalist & Alchemist

Iyasa Holistics LLC

Late July

Living Intentions

Liviva

LifeSeasons

Longevity by Nature

Mavuno Harvest

Maximum Living

MediNatura

Michael's Health

Mushroom Wisdom, Inc.

NaturesPlus

Nature's Answer

Nature's Way

Newton Homeopathics

North American Herb &

Spice

Oakhurst Co.

Oh Snap!

Organic Fiji

Original Sprout

Palko Services

Quality of Life

Redd Remedies

RidgeCrest Herbals

Simply Tera's

Super Natural Distributors

Taste For Life

Terry Naturally

The Food Movement

Company

Vando Naturals

Vital Planet

VRM Media

WholeFoods Magazine

World Centric

XosialX



# Exhibit Hall Schedule



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## Installation

Monday, August 9, 12pm-7pm

## Exhibit Hall Hours

Tuesday, August 10, 10am-4pm

## Dismantle

Tuesday, August 10, 4pm-7pm

“Regional shows are where retailers and brands can truly connect, encouraging more meaningful partnerships and making them easily 10x more impactful.”

\*This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.



# Exhibit Pricing and Benefits

Pricing - \$1200 per table

Shared table fee - \$50 (limit 2 companies per table)

## Exhibitor Benefits

6' Draped Table

2 Chairs

Carpet

Exhibitor ID Sign

Personalized Marketing Flyer

## Payment Schedule

50% of table fees due with exhibitor application

100% of table fees due by 4/1/27

## Cancellation

Exhibit space cancellation from contract submission through 4/1/27 will receive a 50% refund minus a \$200 administration fee.

Exhibit space cancellation after 4/1/27 will receive no refund.

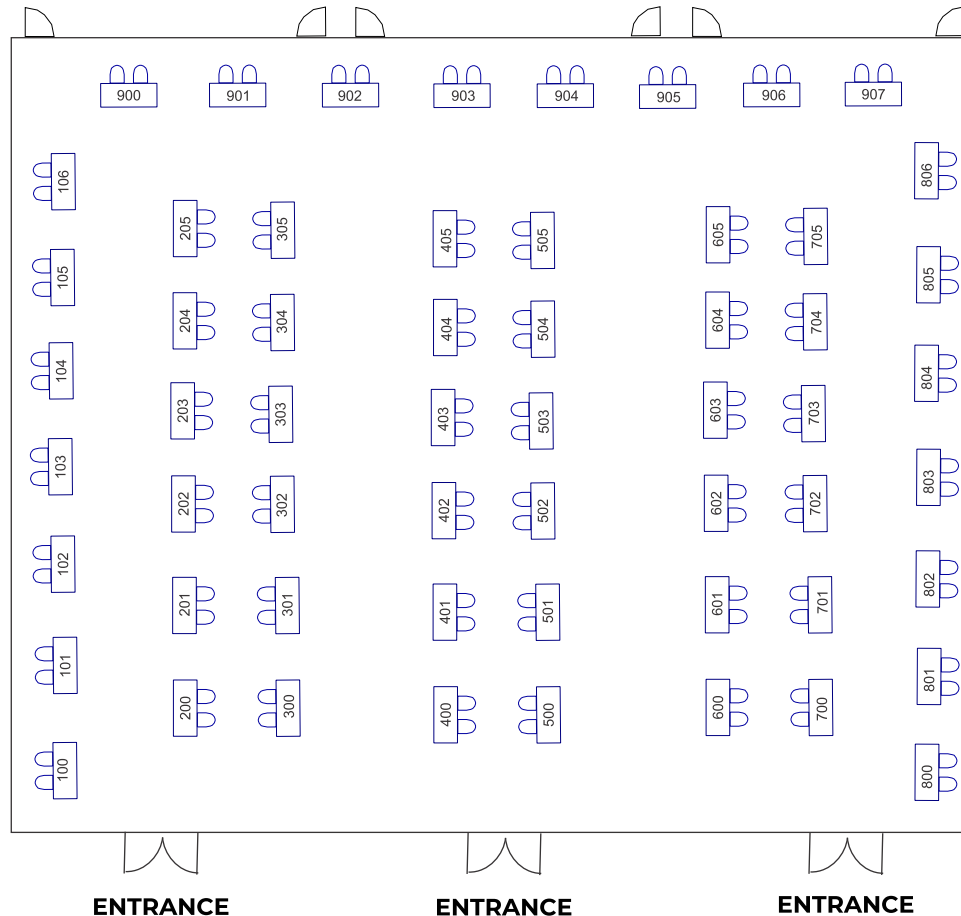
Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management.



# Floorplan



## Hilton Richmond Hotel & Spa-Short Pump Capital Ballroom



### Reservation Procedure Steps

Floor plan subject to change in order to enhance the show.

**STEP 1:** View current Exhibit Space availability here:

**FLOOR PLAN**

**STEP 2:** Go to [www.SOHONortheast.net](http://www.SOHONortheast.net)

**STEP 3:** Fill out the application online and submit, or download the pdf application and email back to the office at [info@SOHONortheast.net](mailto:info@SOHONortheast.net)

**SOHO NORTHEAST  
APPLICATION**

**STEP 4:** You will receive an email confirmation and payment link after the application is processed. *\*If you have not received this after a week, please call our office at 727-846-0320.*

# Education/Speaking Opportunities

Education and inform the retail attendees on industry trends, product training, business, Q&A, and what your company is currently working on during these 1 hour vendor education sessions. This is the perfect forum to highlight product and industry information and provide training on your products to the retailers.

## Vendor Education - \$1000

Included in Program

- Screen
- Projectors
- Wireless Microphone (lavalier)
- Classroom style seating
- Table for Handouts
- Laptop upon request



## Application Procedure Steps

**STEP 1:** Download the call for speakers application:

**CALL FOR SPEAKERS  
APPLICATION**

**STEP 2:** Fill out the application and submit to the office at [info@sohonortheast.net](mailto:info@sohonortheast.net)

**STEP 3:** The Board of Directors will select the speakers and you will be notified of the outcome.

**STEP 4:** Contact the office with any questions.

# Sponsorship Opportunities

Boost Your Brand Recognition  
and be recognized for supporting  
our nonprofit association, SENPA®

All proceeds from the show go back  
into the industry.



# Sponsorship Levels

Sponsoring SOHO Northeast offers comprehensive benefits, including the first right of refusal for next year's sponsorship and advertising opportunities. Get the first pick of the options that put you in front of the independent retailers and show them that you support their business.

## Investment Level - \$15,000



**(3-year commitment – \$5,000 each year)**

Our Investment Sponsorship package has been created to offer sponsor(s) a long-term, value-added program that has the broadest reach to retailers. The program offers a year-long package that includes another of our industry's best shows: SOHO Northeast!

## Gold Show - \$3,000



### Benefits Include:

- Logo featured on Social Media as a Sponsorship Group + Unique Mentions
- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Northeast
- Complimentary Retailer Sample Bag Sponsorship (\$50.00 Value)
- Complimentary Hallway Banner (\$50.00 Value)
- Complimentary Exhibitor Listing Logo (\$50.00 Value)
- Complimentary New Product Display (\$50.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



# Sponsorship Levels cont.

## Silver Show - \$1,500



### Benefits Include:

- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Northeast
- Complimentary Retailer Sample Bag Sponsorship (\$50.00 Value)
- Complimentary Exhibitor Listing Logo (\$50.00 Value)
- Complimentary New Product Display (\$50.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor

## Bronze Show - \$500



### Benefits Include:

- Logo featured in Mailings - postcards, flyers, printed and digital (Over 10,000 Exposures)
- Logo featured in Registration brochures Over 200 Exposures + Website Views
- Logo featured in Show Guide
- Logo featured on Onsite banners
- Logo featured on show Web Site
- Special Show Sponsor Identifying Ribbon for each member of your team
- Customized digital Flyer advertising sponsorship participation in SOHO Northeast
- Complimentary Exhibitor Listing Logo (\$50.00 Value)
- Logo and sponsorship acknowledgement on marketing materials at the show
- Recognized as a Show Sponsor at your table on the show floor



# Meal Sponsorships

Maximize your education program by sponsoring a meal education event. Capture the retail audience in this 2-hour program with the buffet style meal served for first 30 minutes and your speaker presentation running approximately 90 minutes.

## Benefits Include:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official SOHONortheast.net website
- Logo and sponsorship acknowledgement on marketing materials (website, ShowGUIDE, signage, and social media)
- Your Logo recognition in official SOHO Northeast ShowGUIDE
- Your Logo on registration forms (online and printed where possible)
- Complimentary location on New Product Display (\$50 value)
- Complimentary Hallway Banner – (\$50 value)
- Recognized as a Meal Sponsor at your table on show floor
- Special "sponsor" ribbons for staff to wear during SOHO Northeast
- Customized speaker flyer to help in your promotion to retailers

**Contact Office for detailed information and availability.**



# Advertising & Brand Promotion

## Lanyard Sponsor \$300

Lanyards provide highly visible recognition throughout SOHO Northeast. Place your company logo prominently on the lanyard and around the neck of all retail attendees and they will have your company with them for the duration of the event. Sponsor provides the lanyards.

## Bag Sponsor \$300

Each retail attendee receives a show bag which will be branded by you! Design your bag and it will be on the arms of all retail attendees, and they will have your company with them for the duration of the event and after. Sponsor provides the bags.

## Official ShowGUIDE

Advertise in the one publication that every attendee receives! The official SOHO Northeast Show Guide is a year-long “hold-on-to” resource guide for retailers containing contact listings for all exhibitors and sponsors - be recognized all year long. Full Color printing lets your brand shine.

Outside Back Cover - \$400

Inside Front Cover - \$375

Inside Back Cover - \$375

Inside Full Page - \$300

Inside Half Page - \$200

Exhibitor Listing Logo Placement - \$50

## New Product Display \$50

Showcase your products inside the exhibit hall. Your products are placed on display tables allowing retailers to see your displays, read labels, and be directed to your exhibit table.

## Sample Bags Insert \$50

Provide your sample products or promotional materials directly to each retail attendee with this prime placement in the attendee welcome bags! Include your samples, promotional materials or product information in each bag and direct attendees to your table. 3 samples per insert opportunity allowed.

*\*Show management must approval all inserts.*

## Hallway Banner \$50

Be impossible to miss and bring your custom branding to the show. Showcase your banner right where the action is coming and going to and from the education venue and the exhibit floor and have your message viewed in the main hallways throughout the show.





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## See you soon!

[SENPA.ORG](http://SENPA.ORG)