



EXPO Showing Others
Healthy Options

SHOW-AT-A-GLANCE

Thursday-Sunday, September 4-7, 2025

Education & Events:
Thurs-Sun, Sept. 4-7, 2025

Tradeshow Exhibits:
Sat & Sun, Sept. 6-7, 2025

THURSDAY, SEPTEMBER 4

9:00am 26th Annual SOHO Golf Tournament

Alan Kristowski Memorial
Falcon's Fire Golf Club

1:00pm-5:00pm

ECRS Insights & Workshops at SOHO Expo
A Day in the Life: Tracing an Inventory Item Through the
CATAPULT Retail System * (separate registration required)

5:00pm-7:00pm REGISTRATION

BOTTOM OF ESCALATORS

Education Program Track Key



FRIDAY, SEPTEMBER 5

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

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

Meal Sponsor: True Grace
(Full-Access Reservation Required)
Getting Back to the Roots of Our Industry
Brian Hall



10:10am-10:55am

BUSINESS



Actionable Marketing for Independent Retailers
Ryan Sensenbrenner
Enzymedica

10:10am-10:55am

VENDOR



Hot Take on Perimenopause & Menopause
Dr. Crystal Gossard
Life Extension

11:05am-11:50am

BUSINESS



All of Us Are Smarter Than Any of Us: How Community-Fueled Ideas
Drive Retail Growth
Amanda Ballard and Tina Maddock
Natural Products Marketer

11:05am-11:50am

VENDOR



Uric Acid Uncovered: Your Pathway to Better Health
Dan Chapman
Redd Remedies

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

Meal Sponsor: Better Being
(Full-Access Reservation Required)
Better Being Co. Lunch & Learn
Nikita Austen



2:10pm-2:40pm

VENDOR



GLP-1 - Use of Novel Probiotics and Botanicals
to Support Weight Management
Josh Tully
1 Life Science

2:10pm-2:40pm

RAW MATERIALS



Procurement as the First Line of Defence
Against Food Fraud
Deleo de Leonardis
Purity-1Q, Inc.

2:50pm-3:20pm

VENDOR



The New Wave of Digestive Distress: GLP-1 Side effects
and How You Can Help
Brenda Watson
Vital Planet

2:50pm-3:20pm

BUSINESS



Marketing Compliance & Best Practices For Natural
Product Marketers: An Exploration into Enforcement
Trends and Technology Solutions
Asa Waldstein
Apex Compliance

3:30pm-4:00pm

VENDOR



Efficacy & Safety: Internal Use of Essential Oils
Liza Docken
Pranarom

3:30pm-4:00pm

RAW MATERIALS



Unlocking the Power of Live Akkermansia:
The NuGensia™ Difference
Subhendu Nayak
Vidya

4:10pm-4:40pm

VENDOR



Rest, Relax and Recharge - Herbal Supplements for Whole
Body Relief
Jamin Busick
Vitality Works

4:10pm-4:40pm

RAW MATERIALS



AHCC: The science of immune support in a complicated world
Doug Williams
Quality of Life Labs

4:45pm-5:30pm Networking Event

Annual Business Meeting/Industry Awards
SENPA's Board of Directors

5:30pm-7:30pm Education Program with Dinner

Meal Sponsor: Enzymedica
(Full-Access Reservation Required)
Feel the Digestive Difference!
Julia Craven & Ryan Sensenbrenner



8:00pm-10:00pm Networking Event

OPEN TO ALL ATTENDEES & GUESTS
Hosted by Emerging Leaders

SATURDAY, SEPTEMBER 6

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

8:15am-10:15am Education Program with Breakfast

Platinum Meal Sponsor: Terry Naturally
(Full-Access Reservation Required)
Solving the Human Energy Crisis: Handling the Stress and Speed of
Modern Life
Dr. Jacob Teitelbaum



10:20am-10:30am Ribbon Cutting Ceremony

10:30AM-5:00PM EXHIBITS OPEN

11:00am-11:45am

VENDOR



Maximizing the Benefits of Dietary Protein
with a Aminolase TPA
Dan Curtin
Arthur Andrew Medical

1:00pm-1:45pm

VENDOR



Unlocking the Power of Magnesium, Vitamin D3, and K2
for Retail Health Success
Dr. Jonothan Mainland, ND
CanPrev

3:00pm-3:45pm

VENDOR



Cornbread Hemp: How to Sleep Better &
Stress Less with a Nourished ECS
Jim Higdon
Cornbread Hemp

4:45pm-5:00pm

Win Big! Prize Drawings (cash and merchandise)
Exhibit Hall Stage on the Show Floor

5:30pm-7:30pm Education Program with Dinner

Meal Sponsor: Essential Formulas Inc.
(Full-Access Reservation Required)
The Microbiome Theory of Aging
Dr. Ross Pelton, RPh, Ph.D., CCN



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

OPEN TO ALL ATTENDEES & GUESTS
Sponsored by
ECRS

SUNDAY, SEPTEMBER 7

7:30am-2:30pm REGISTRATION - BOTTOM OF ESCALATORS

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

Platinum Meal Sponsor: Bluebonnet Nutritional Corp.
(Full-Access Reservation Required)
Beyond the Gym: How Gut Health Fuels Movement, Recovery and Longevity
Carl Germano



1:00pm-1:45pm

VENDOR



Next Gen Holistic Care: d-Lenolate & P73 for Optimal Wellness
Geoff Melcher
East Park Research

2:45pm-3:00pm CLOSE OF SHOW

Win Big! Prize Drawings (cash and merchandise)
Exhibit Hall Stage on the Show Floor

SHOW OFFICE CLOSED TUES SEPT 2nd & WED SEPT 3rd /REOPENS ONSITE THURS SEPT 4th

MUST be registered and have a show badge to attend programs & events. Programs are subject to change. For more info visit SOHOexpo.net

