



NORTHEAST

Showing Others Healthy Options

October 4-5, 2025

Newark, NJ

DoubleTree by Hilton Newark Airport, Newark, NJ



Exhibitor Kit

SENPA.ORG



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2025 Exhibitor Kit

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Exhibitor Set-Up Times:
Saturday, October 4, 1pm-7pm
Sunday, October 5, 7am-9:30am



5946 Main Street
New Port Richey, FL 34652

727.846.0320
FAX: 800.828.7250

info@SOHOnortheast.net
senpa.org



Show Information

2025 Exhibitor Kit

CONVENTION DATES:

Saturday, October 4 – Sunday, October 5

EXHIBIT DATE:

Sunday, October 5

REGISTRATION:

Open:

Saturday, October 4 7:00am - 5:00pm

Sunday, October 5 7:30am - 2:30pm

EXHIBIT SET-UP:

Saturday, October 4 1:00pm - 7:00pm

Sunday, October 5 7:00am - 9:30am

Entrance before published times has to be pre-arranged with Show Management.

Early-entrance exhibitors not in their booths will be asked to leave.

EXHIBIT HOURS:

Sunday, October 4 10:00am - 4:00pm

EXHIBIT DISMANTLE (TEAR DOWN):

Sunday, October 5 4:00pm - 7:00pm

HOTEL & CONVENTION CENTER:

DoubleTree by Hilton Newark Airport
128 Frontage Road, Newark, New Jersey 07114

NOTE: SOHO Northeast does not use outside booking agencies for hotel reservations.

RESERVATIONS CALL: (973) 690-5500

Booking: **SOHO Northeast or SENPA** for Negotiated Rate

ONLINE: [Available Rooms - DoubleTree by Hilton Hotel Newark Airport](#)

Please call the office with any issues.

TABLETOP SPACE(S) INCLUDE:

6' long x 30" high x 24" wide Draped (Black) Table
Carpeted Ballroom

Two Chairs and one wastebasket

Listing in Show Program

SHIPPING INSTRUCTIONS:

Address/Shipping Labels:

DoubleTree by Hilton Newark Airport

ATTN: Crystal Weller

128 Frontage Rd

Newark, New Jersey 07114

Hold for SOHO Northeast 2025 - Exhibitor Name & Table Number

973-849-3002

INBOUND:

Packages: Please schedule your packages to arrive at the hotel no earlier than 10/1/2025. Each box will incur a handling fee from the hotel.

Pallets: Please contact the hotel in advance of shipping a pallet to arrange for storage and delivery instructions (crystal.weller@hilton.com). The pallet should be scheduled to arrive at the hotel no earlier than 10/1/2025. Pallets will incur a handling fee. The hotel will not be responsible for breaking down pallets. Please store your pallet base at your booth or guest room if you need it to return your items.

OUTBOUND:

Packages: At the conclusion of SOHO Northeast, please pack and seal your shipments and attach your shipping labels to your boxes. Take all packages to be shipped out to the front desk. You must schedule your return shipment and have your shipping labels attached to your boxes.

Pallets: At the conclusion of the expo, please assemble your pallet, shrink wrap and place the shipping label on the pallet. Leave the pallet near your exhibit booth area. Please call and schedule your pickup for Monday (10/6/2025).

*All items not in boxes with outbound shipping labels or in wrapped up pallets with shipping labels will be thrown away at the conclusion of the expo.



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NORTHEAST
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Healthy Options

October 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

Exhibitor Badge Request

Hurry Order Today!

Complimentary badges available if ordered BEFORE 9/26/2025

2 FREE badges per table

BADGE REQUESTS

PRINT NAME as it is to appear on badge

PLEASE PRINT

Company Name (Exhibiting As): _____ Table #: _____

Contact: _____

Address: _____ City: _____ ST: _____ Zip: _____

Phone: (____) _____ E-Mail: _____

IMPORTANT INFORMATION

- Complimentary badges for exhibitors are limited to 2. Maximum 4 badges issued per table.
- A confirmation will be sent to you for your review. Any changes can be submitted at that time.
- Note: ALL Complimentary badges ordered after the pre-registration deadline of 9/26/2025 will be charged a badge fee of \$15.00. Sorry, NO EXCEPTIONS. This applies to all badges allowed. Show sponsors may obtain additional badges if pre-ordered until 9/26/2025. Call Show Office (727-846-0320).
- All Onsite badges are \$15.00.
- We require each person to pickup their own badge - identification will be requested.
- All children must wear a badge. No charge for children under 16 when pre-ordered by deadline.
NOTE: CHILDREN NOT ALLOWED ON THE EXHIBIT FLOOR DURING SETUP OR TEAR DOWN OF TABLES.

ADDITIONAL BADGE FEES

Additional Badges Ordered: _____ x \$10.00 = \$ _____

PAYMENT METHOD

- ☐ Pay by Check # _____ (make payable to SENPA, Inc.)
NOTE: Company checks not accepted after September 15, 2025, must be paid by cashier's check or money order.
- ☐ Pay by Credit Card. American Express, MasterCard and VISA 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: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Exhibitor Set-Up: Sat., October 4th 1:00pm-7:00pm & Sun., October 5th 7:00am-9:30am

Visit SOHOnortheast.net for more information



2025

Tradeshow/Production Shipping/Receiving Guidelines & Charges

All materials/packages shipped to DoubleTree by Hilton Newark Airport should be addressed as follows:

DoubleTree by Hilton Newark Airport
ATTN: Crystal Weller
128 Frontage Rd
Newark, New Jersey 07114
973-849-3002

Hold for (On-Site Guest Name)
(Organization/Company Name)
Table Number
SOHO Northeast 2025
October 4-5, 2025

INBOUND:

Packages: Please schedule your packages to arrive at the hotel no earlier than 10/1/2025. Each box will incur a handling fee from the hotel.

Pallets: Please contact the hotel in advance of shipping a pallet to arrange for storage and delivery instructions (crystal.weller@hilton.com). The pallet should be scheduled to arrive at the hotel no earlier than 10/1/2025. Pallets will incur a handling fee. The hotel will not be responsible for breaking down pallets. Please store your pallet base at your booth or guest room if you need it to return your items.

OUTBOUND:

Packages: At the conclusion of SOHO Northeast, please pack and seal your shipments and attach your shipping labels to your boxes. Take all packages to be shipped out to the front desk. You must schedule your return shipment and have your shipping labels attached to your boxes.

Pallets: At the conclusion of the expo, please assemble your pallet, shrink wrap and place the shipping label on the pallet. Leave the pallet near your exhibit booth area. Please call and schedule your pickup for Monday (10/6/2025).

*All items not in boxes with outbound shipping labels or in wrapped up pallets with shipping labels will be thrown away at the conclusion of the expo.

ELECTRICITY:

If you are in need of electricity for your table, please email stacey@sohoexpo.net with your company name, table number and specific needs.

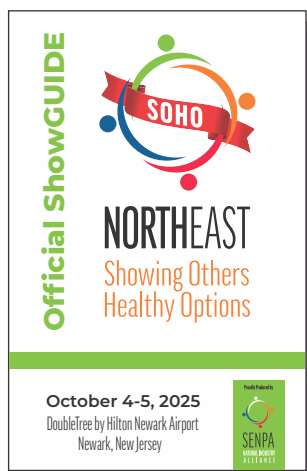


NORTHEAST

Showing Others
Healthy Options

October 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey



Official Northeast ShowGUIDE

Reach retailers at the show

The official **ShowGUIDE** is a year-long resource

TARGET MARKET ADVERTISING - perfect vehicle for branding and building product awareness

BROKERS - offers listings of companies they represent (as of date noted in program)

FIRST TIME EXHIBITORS - retailers use the guide looking for new items and promotions

CALENDAR OF EVENTS - reminds retailers about upcoming shows & education

SPONSOR RECOGNITION - encourages retailers to thank sponsors with their support

Ads are available and placed on a first come basis so hurry **PLACE YOUR AD TODAY!**

COVER PAGES

Outside Back - 5"w x 8"h full-color - \$400

Inside Front - 5"w x 8"h full-color - \$375

Inside Back - 5"w x 8"h full-color - \$350

INSIDE PAGES

Full Page 5"w x 8"h full-color - \$300

Half Page 5"w x 3.875"h full-color - \$200

AD/GRAPHIC QUESTIONS?

Contact us for support:

CALL (727) 846-0320

EMAIL info@SOHOnortheast.net

See more advertising online at:

SOHOnortheast.net

> Exhibitor Resources

> Marketing & Sponsorships

AD SPECS:

- ShowGUIDE is staple-bound, 5-1/2" wide x 8-1/2" high, full color (4-color process CMYK) cover. Printed on coated paper.
- Full color ads: colors must be CMYK, no spot (Pantone) colors.
- KEEP ALL TEXT INSIDE 5" x 8" LIVE AREA.

REQUIRED: Provide an EPS or PDF. All photos at least 300 dpi.

Before making PDF convert all fonts to outlines/curves.

Advertising/Marketing amount indicated above. Cancellation must be made in writing before September 15, 2025 to receive refund less a non-refundable \$25.00 fee.

Reservation and Artwork Deadline
Friday, September 5, 2025

EMAIL your company logo
in an jpg, png, pdf or an eps format
with text converted to curves to:
info@SOHOnortheast.net

ShowGUIDE Ad Reservation Form

Company Name: _____ Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ Email: _____

PAYMENT METHOD

- ☐ Pay by Check # _____ (make payable to SENPA, Inc.)
NOTE: Company checks not accepted after Sept. 15, 2025, must be paid by cashier's check or money order.
- ☐ Pay by Credit Card. American Express, MasterCard and VISA 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)

SHOWGUIDE AD RESERVATION

Please reserve the
following program ad:

- ☐ Inside Front Cover
☐ Inside Back Cover
☐ Outside Back Cover
☐ Inside Full Page
☐ Inside Half Page

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Visit **SOHOnortheast.net** for more sponsorship opportunities



New Products Display

Retailers love new items

Go ahead...show off!

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Healthy Options

October 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

The SOHO Northeast NEW PRODUCTS DISPLAY

Products will be placed on tables allowing for retailers to stroll through the area. 12" x 30" space with signage. No height restrictions.

- It is your responsibility to get your product to us.
- No limit to number of spaces that can be purchased.
- Product must have been introduced within the last 12 months.

DELIVER PRODUCTS to registration desk during show set-up, 10/4/2025.

LOGO: Email your company logo in jpg, png, pdf or an eps file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name.

ONLY EMPTY containers accepted. Management not responsible for stolen merchandise.

SPACE RESERVATION

Please reserve _____ inside space(s) at \$30 each.

Hurry! Spaces are limited.

Space(s) purchased onsite are \$40 each.

Cancellation must be made in writing before September 15, 2025 to receive refund less a non-refundable \$25.00 fee.

Added Exposure



Reservation and Artwork Deadline
Friday, September 5, 2025

EMAIL your company logo
in a jpg, png, pdf or an eps format
with text converted to curves to:
info@SOHOnortheast.net



Company Name: _____ Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ E-Mail: _____

PAYMENT METHOD

☐ Pay by Check # _____ (make payable to SENPA, Inc.)
NOTE: Company checks not accepted after September 15, 2025, must be paid by cashier's check or money order.

☐ Pay by Credit Card. American Express, MasterCard and VISA 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: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

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New Port Richey, FL 34652

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October 4 & 5, 2025 | Newark, New Jersey | senpa.org



NORTHEAST
Showing Others
Healthy Options

October 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

**Reservation and Artwork Deadline
Friday, September 5, 2025**

EMAIL your company logo
in an jpg, png, pdf or an eps format
with text converted to curves to:
info@SOHOnortheast.net

SPACE RESERVATION

Please reserve my spot at \$50.00

Hurry! Bags will fill up!

Cancellation must be made in writing before September 15, 2025
to receive refund less a non-refundable \$25.00 fee.

Retailer Sample Bag Program

Retailers LOVE Product Samples!

The SOHO Northeast Retailer Sample Bags

Samples will be placed in a tote bag and given to all registered retail attendees.

- It is your responsibility to get samples to us.
- Up to 3 sample items per sponsorship.
- Participant to supply 150 quantity per item for bags.

LOGO: Email your company logo in jpg, png, pdf or an eps file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name. SOHO Northeast will market your participation in the program.

SHIPPING: Ship samples to arrive on Thurs., October 2, 2025 or Fri., October 3, 2025. Packages that arrive prior to Thurs., October 2, 2025 will incur storage fees by Exhibitor.

SHIP TO: SOHO Northeast Retailer Bag Program
c/o Stacey Lett, Hotel Guest
DoubleTree by Hilton Newark Airport
128 Frontage Road
Newark, NJ 07114

Sampling is a sales tool



Company Name: _____ Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ E-Mail: _____

☐ Pay by Check # _____ (make payable to SENPA, Inc.)

NOTE: Company checks not accepted after September 15, 2025, must be paid by cashier's check or money order.

☐ Pay by Credit Card. American Express, MasterCard and VISA 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: _____ Date: ____/____/____

Print Name: _____ Title: _____

Visit **SOHOnortheast.net** for more sponsorship opportunities



October 4-5, 2025
DoubleTree by Hilton Newark Airport
Newark, New Jersey

Company Name: _____

Contact (PLEASE PRINT): _____

Phone (_____) _____ Fax: (_____) _____ E-MAIL: _____

Maximum of 3 lines per company listing - PLEASE PRINT - Show Management not responsible for illegible forms.

[illegible]

Line 1 - Exhibiting As: (Maximum 32 Spaces)

[illegible]

Line 2 - Event Description (Maximum 32 Spaces)

[illegible]

Line 3 - Event Time (Maximum 22 Spaces)

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Table Number



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250

info@SOHOnortheast.net
senpa.org



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October 4-5, 2025
DoubleTree by Hilton Newark Airport
Newark, New Jersey

Show Prizes for Retailers

Captive Audience: You have their attention!

SENPA is known to give great prizes and we encourage exhibitors to donate prizes. Prizes increase the excitement and encourage retailers to stay throughout exhibit hours. Only official SOHO Northeast drawings will be announced.

RETAILERS MUST BE PRESENT TO WIN—KEEPING THEM ON THE SHOW FLOOR!

Great Opportunity!

DONATION NOTES:

- Prize Donation Form must be completed and accompany each donation.
- Prize donations must have a minimum value of \$50 each or they will be bundled with other donations.
- Prizes are awarded to retail stores, not individuals.
- EXHIBITORS ARE REQUESTED TO PROVIDE RETAILERS COPIES OF ORDERS PLACED.
- REPLY DEADLINE: 9/5/2025 for your prize to be listed in the ShowGUIDE



Company Name: /Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Company will donate the following prize: _____

_____ Retail Prize Value: \$ _____

INSTRUCTIONS:

- ☐ Ship directly to SOHO Northeast (Shipment needs to arrive October 2-3, 2025)
SOHO Northeast—c/o Stacey Lett, Hotel Guest, DoubleTree by Hilton Newark
Airport, 128 Frontage Road, Newark, NJ, 07114
- ☐ Deliver prize to ONSITE Show office on Friday, 10/4/2025 to Show Office.

☐ Will ship prize directly to retailer after the show.

☐ Other: _____

You will be notified what retailer won your prize.

Visit **SOHOnortheast.net** for more sponsorship opportunities



NORTHEAST
Showing Others Healthy Options

Host Hotel Information

Everything Under One Roof!



HOST HOTEL & SOHO NORTHEAST:
DoubleTree by Hilton Newark Airport
128 Frontage Road
Newark, NJ, 07114

Reservations: (973) 690-5500 Mention: SOHO Northeast
Online: Click to hotel information & reservations directly from SOHOnortheast.net>Attendee Info

SHOW ROOM RATE:

*\$149.00 per night plus taxes.
Rate good through Friday, September 12, 2025

TO RECEIVE THE SHOW RATE:

Be sure to mention SOHO Northeast or SENPA

CHECK IN / CHECK OUT:

Check in time: 3:00pm
Check out time: 12:00pm

*YOUR RESERVATION INCLUDES:

- Complimentary local and 1-800 telephone calls
- Complimentary WiFi/High speed internet access
- Complimentary Airport shuttle to/from DoubleTree - and much more!

CANCELLATION POLICY:

Deposit will be refunded if notice is received at least two (2) working days prior to arrival and a cancellation number is obtained.

Available Rooms - DoubleTree by Hilton Hotel Newark Airport

SHIPPING INSTRUCTIONS:

All shipments for SOHO Northeast will be received at the DoubleTree by Hilton Newark Airport. Please address those parcels as follows:

DoubleTree by Hilton Newark Airport

128 Frontage Road

Newark, NJ, 07114

Hold for SOHO Northeast 2025 - Exhibitor Name & Table Number
(973) 690-5500

INBOUND:

Packages: Please schedule your packages to arrive at the hotel no earlier than 10/1/2025. Each box will incur a handling fee from the hotel.

Pallets: Please contact the hotel in advance of shipping a pallet to arrange for storage and delivery instructions (crystal.weller@hilton.com). The pallet should be scheduled to arrive at the hotel no earlier than 10/1/2025. Pallets will incur a handling fee. The hotel will not be responsible for breaking down pallets. Please store your pallet base at your booth or guest room if you need it to return your items.

OUTBOUND:

Packages: At the conclusion of SOHO Northeast, please pack and seal your shipments and attach your shipping labels to your boxes. Take all packages to be shipped out to the front desk. You must schedule your return shipment and have your shipping labels attached to your boxes.

Pallets: At the conclusion of the expo, please assemble your pallet, shrink wrap and place the shipping label on the pallet. Leave the pallet near your exhibit booth area. Please call and schedule your pickup for Monday (10/6/2025). *All items not in boxes with outbound shipping labels or in wrapped up pallets with shipping labels will be thrown away at the conclusion of the expo.



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DoubleTree by Hilton Newark Airport
Newark, New Jersey

Shuttle Information



Complimentary DoubleTree by Hilton Newark Airport Shuttle Transportation

- Doubletree Newark Airport shuttles operate exclusively to and from Newark Airport, departing from the hotel every 30 minutes on the hour and half hour.
- All airport shuttles pick up and drop off at Station P4.
- Travelers can use the AirTrain, which connects all terminals including Station P4.
- Please see link for more information on Newark Aiport - [Newark Airport Airtrain - EWR - Newark Liberty International Airport](#)



NORTHEAST
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Show Guidelines (Page 1 of 2)

2025 Exhibitor Kit

CHILDREN:

- › Children will be required to wear name badges.
- › Children under 16 will be issued badges free when pre-ordered.
- › All children under 12 must be supervised by an adult at all times.
- › Strollers must be occupied by a child.

ANIMALS:

Animals are not permitted at the DoubleTree by Hilton Newark Airport premises except as service animals for the physically challenged or as arranged with the hotel. Animals that are approved to be on the DoubleTree by Hilton Newark Airport premises must be on a leash and under control. The owner or handler will be fully responsible for his/her animal.

ANNOUNCEMENTS:

Show Management reserves the right to make public address announcements in the exhibit hall for conference sessions, meetings and other official SENPA events, or in the event of an emergency. Unauthorized announcements or advertisements are not allowed.

Individual exhibitor prizes to be awarded will be announced during exhibits Sunday.

BADGE REQUESTS:

Exhibitor Badges will be issued to Exhibitors within limits specified. Badge requests will be at SOHOnortheast.net, Exhibitor Info Page. There is a limit of two (2) free badges allowed per table, and they must be ordered before 9/26/2025. Extra badges are limited to two (2), totaling four (4) badges per table. These badges are \$10 if ordered by 9/26/2025, and \$15 after cut-off date and on-site.

Additional badges are provided at no charge to SOHO Northeast sponsors. Contact office for details.

TABLE LOCATION:

Every effort has been made to place your company in the location you requested. We apologize in advance if you are not completely satisfied as we cannot change table locations during the show.

BREAKING DOWN EARLY:

Exhibits may not be removed from the exhibition hall from the time of the opening of the show until closing time except on written permit from Show Management and the permit will designate the hours at which that removal is to take place. Penalty for tear down of booth before official closing (per program) on Sunday, 10/5/2025, will mean loss of priority in space selections for the 2026 show.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES:

Registration and attendance at or participation in SOHO Northeast 2025 meetings and other activities constitutes an agreement by the registrant to SENPA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, or audio tapes of such events and activities.

CARPETING:

The exhibit hall is carpeted.

COOKING AND FOOD SAMPLING:

Sampling is allowed.

DECORATIONS:

Signs, banners or posters cannot be taped, nailed, stapled or affixed in any way to the walls in the exhibit hall. Helium balloons may be used in static displays only; they may *not* be given out to show attendees. Helium tanks must be removed daily. If balloons escape, there is a recovery charge.

DEMONSTRATIONS:

Demonstrations must be located so that crowds will be comfortably contained within the exhibitor's space, and not blocking the aisle. Sound levels, glaring or flashing lights, or other distracting exhibitor activities are subject to adjacent exhibitor and management approval. No helium balloons or adhesive-backed stickers, decals, signs, etc. are permitted to be given out on the premises.

ELECTRICAL, INTERNET, FOOD & BEVERAGE, AUDIO/VISUAL:

If you are in need of electricity for your table, please email stacey@sohoexpo.net with your company name, table number and specific needs.

EXHIBIT CONSTRUCTION:

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. No part of the booth, signs, or props may exceed 8 feet in height at any location. If you have any questions about your display, contact Show Management immediately.

FIRE AND SAFETY REGULATIONS:

Fire regulations are strictly enforced. Violations may result in table closure without refund.

LITERATURE:

Show Management will be previewing the exhibits on Sunday morning and throughout the show. We will remove any literature that does not follow the current laws.

MUSIC LICENSES:

Please let SOHO Management know if you plan to have music in your booth. Email info@SOHOnortheast.net

continued on page 14



NORTHEAST
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Show Guidelines (Page 2 of 2)

2025 Exhibitor Kit

SMOKING POLICY:

DoubleTree by Hilton Newark Airport is a smoke-free environment. Smoking is permitted in designated areas only.

MEETINGS, EVENTS AND SEMINARS:

All meetings, events and seminars must be registered with Show Management. Meetings, events and seminars not designated or organized as a part of the show, are not permitted during show floor hours or SOHO Northeast hosted events. Exhibitors wishing to organize an event must do so through Show Management.

PHOTOGRAPHY/VIDEOGRAPHY:

Exhibitors are permitted to photograph and/or videotape their own booth. Working members of the press are required to check in with SOHO Northeast Show Management to receive an official SOHO Northeast Press Badge and be escorted by the show staff in order to photograph and/or videotape at the show. No other photography or videography is permitted. Exhibitors who do not want the press to photograph or videotape their booth should inform the SOHO Northeast Show Management-onsite.

PRESS & PUBLIC RELATIONS:

All Press will be validated before being issued a badge. Please remember we will have Press attending the show. We advise you to have a spokesperson appointed. Every effort will be made to properly identify and escort the Press. Please be responsible with the remarks and the literature you disseminate.

STROLLERS:

Strollers must be occupied by a child at all times.

SALES:

SOHO Northeast 2025 is a trade show. Due to Sales Tax laws, over-the-counter retail sales are not permitted during the show. Orders must be taken for future delivery only.

SECURITY:

The exhibit floor will be locked at all points of entry after move-in hours. However, even though SENPA provides this service, it is not liable for any loss of material by an exhibitor. We ask your cooperation in the wearing of badges at all times. If deliveries or pick-ups of any kind are to be made prior to, during, or after the show, you must obtain the necessary paperwork/credentials for these people to gain access to the hall.

SHARING BOOTHS:

The only companies allowed to have personnel or sales literature in a booth are those officially registered with Show Management. Subleasing or sharing of space with another business or company is not permitted unless approved by Show Management. Contact SENPA for information and forms regarding booth sharing.

STORAGE OF REFRIGERATION AND FREEZER ITEMS:

It is the responsibility of exhibitor to make arrangements for storage of refrigerated or frozen items. Contact the SOHO Northeast Office for assistance.

SHIPPING:

All shipments for SOHO Northeast will be received at DoubleTree by Hilton Newark Airport. Please address those parcels as follows:

DoubleTree by Hilton Newark Airport
ATTN: Crystal Weller
128 Frontage Rd
Newark, New Jersey 07114
Hold for SOHO Northeast 2025 - Exhibitor Name & Table #
(973) 849-3002

SUITCASING/WORKING THE AISLES:

Only contracted exhibitors are permitted to promote their products, services or company at SOHO Northeast 2025. Unless a marketing opportunity (i.e., Sponsorship, New Products Display, Exhibitor-sponsored seminar or event) has been contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to, "roaming" characters, handing out flyers, approaching exhibitor booths to sell products, leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be sent back to their booth space and materials left will be recycled.

Attendees will be asked to leave the show and forfeit their badge. Any "suitcasers" should be reported to Show Management.

Show Management reserves the right to escort anyone not abiding by the rules off the show floor.

SHOW DISCOUNTS:

Show discounts for ATTENDING RETAILERS ONLY are encouraged. They definitely increase attendance by adding retailers' incentives. We respectfully request and even urge you to not offer show discounts before or after the show. Please insist the retailer has to place the order at the show to receive the offered discounts. You spend considerable money and time to attend these conventions and offering show discounts to non-attending retailers is counterproductive.

Hints for a Successful Show

Show-Only discounts work.

This is a PROVEN method of increasing attendance: promote "show-only" discounts or offerings for attendees in advance!

History shows retailers that attend the show are generally more successful.

By attending the show, they can meet with you and your representatives and see your entire line "up close and personal." The networking opportunity provided by attending trade shows is a win-win for all participants!

Please help us to help you have a successful show. Encourage retailers to come to the SOHO Northeast. Join us in promoting the show.

Retailers enter the show for free.

Please do not offer badges to retailers with your company's name on them. That is very counterproductive. Pre-registered non-member retailers are allowed entrance to the exhibits only at no charge.



NORTHEAST
Showing Others Healthy Options

Rules & Regulations (Page 1 of 3)

2025 Exhibitor Kit

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful SOHO Northeast in an effort to provide the greatest good to the greatest numbers. Convention Management reserves the right in all emergencies to make such ruling as may appear to the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings. Your company and all its representatives agree to abide by all the conditions, rules and regulations listed in this contract as well as all other related materials published concerning the show.

1. WHO SHOULD EXHIBIT:

The Natural Products and Food Industry... Manufacturers, Wholesalers and Suppliers of natural foods and health related products, publications and appliances. Exhibitors will be marketing to retail outlets of the Natural Products Industry.

2. ELIGIBILITY:

All products to be exhibited at the SOHO Northeast must be available through a retail store; if a product can be picked up by an independent dealer and sold from a home, it does not qualify for exhibiting at the SOHO Northeast. Management reserves the right to request a copy of business license, insurance and references.

3. CONTRACT FOR SPACE:

Shall be on space contract provided. Applicants are requested to indicate their preference for spaces, starting them in the order of choice. Any amount of exhibit space may be ordered by one company. Applicants who will represent other companies in exhibit space may include a maximum of two (2) companies per each table. Multi-table applications will be considered with a single company's products when management considers priority for specific booth spaces. When two (2) companies share an exhibit space each must have its own Exhibit Application Contact. A table share fee is required.

4. TABLE ALLOCATIONS:

Tables will be allocated by a point system using the reservation date, quantity and types of tables purchased, sponsorships and previous participation in SOHO Northeast.

5. TABLE PRICE INCLUDES:

A 6 foot draped table (6' X 30")
Two chairs
One waste basket
Hall is carpeted
Badges per Table (2)

6. PAYMENT OF SPACE RENTAL/CANCELLATION:

Once this contract is signed and exhibit space is allocated, you are contracted to exhibit space. An exhibitor, who cancels, downsizes or moves its table space reservation must pay a \$200 administration fee. Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management. See #11 on page 2 of application for details. Any and all spaces not claimed and occupied before 9 a.m. of opening day may be sold or reassigned without refund.

7. REGISTRATION:

All attendees and participants must wear an official SOHO Northeast identification badge at all times at all functions. Exhibitor Badges will be issued to Exhibitors - within the limits specified. Such badges are authorized for company personnel only and family members. Transfer of badge or inclusion of unauthorized persons is prohibited. All other attendees are to register directly with SOHO Northeast Office fees may apply.

8. BOOTH REQUIREMENTS:

EXHIBITOR CAN DISTRIBUTE MATERIALS ONLY FROM THE TABLE.

9. EXHIBITS:

The Management reserves the right to prohibit the installation or removal from the exhibition any exhibit or part of an exhibit, any exhibitor or employee, which, or who, in the opinion of the Management is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, and include violation of the Rules and Regulations set forth on this application, misrepresentations in applying for table space and any other action which, in the sole judgment of the management is objectionable or contrary to the best interests of the Association. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against the Management on account of such action.

All display materials must fit behind your tables(s). If you have any questions about your display, contact Convention Management immediately.

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10. EXHIBITOR SOCIAL FUNCTIONS:

Exhibitors are prohibited from holding any function simultaneously with any scheduled SENPA convention event. Exhibitors must get approval, in advance, from the Convention Director for such activities. Penalties for such violations will include removal of the company's exhibit, without refund, and exclusion from the next SENPA convention.

11. GOODS TO BE EXHIBITED:

No exhibitor shall promote or exhibit or permit to be exhibited in the space allotted to him/her any goods other than those specified in the Exhibitor Contract for Trade Show Space when signed by management, nor shall he/she exhibit or permit to be exhibited thereon displays or advertising other than his/her own or as specified in the Exhibit Contract for Trade Show Space. No exhibits/displays/signs/personnel will be permitted in the convention center common areas or hotels in any place other than the regular assigned exhibit.

12. EXHIBITOR CREDIT:

The exhibitor will furnish to Management, upon request, credit information and credit reference.

13. COOKING FOODS:

Foods cooked at exhibitor's booth for sale on show floor is prohibited. Exhibitor must abide by rules of the DoubleTree by Hilton Newark Airport. No open flame devices allowed. See DoubleTree by Hilton Newark Airport Service Kit for form.

14. ADDITIONAL SERVICES IN BOOTH:

See exhibitor kit for details. NOTE: These items are billed separately by DoubleTree by Hilton Newark Airport.

15. SUB-LEASING:

Exhibitors may not sub-let their space, nor any part thereof.

16. FORCE MAJEURE:

SENPA shall not be liable for delay or failure of performance with respect to this subscription caused by an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the SENPA ("Force Majeure Events") which, in SENPA's reasonable judgment, would make it commercially impracticable for either party or its members to perform their obligations. In such event, SENPA shall be entitled to retain such portion of the Contract Price as required to compensate SENPA for expenses incurred up to the time of the Force Majeure Event.

17. MUSIC, PHOTOGRAPHS, PUBLIC ADDRESS SYSTEMS, AND ANY COPYRIGHTED MATERIAL:

Loud speakers, public address systems or other audio visual aids, which may be distracting or disruptive, are prohibited. Final decision as to the level of distraction remains with show management. Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the Exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works without first presenting to Management proof satisfactory that the Exhibitor has, or does not need, a license to such music or copyrighted material. Management reserves the right to remove from the exhibit all or any part of any table or display which incorporates music, photographs or other copyrighted material for which the Exhibitor fails to produce proof that the Exhibitor holds all required licenses. The Exhibitor shall remain liable for and shall indemnify and hold Management, their agents and employees, harmless from all loss, costs, claims, cause for actions, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) of any patent, copyright or trade secret rights or privileges by Exhibitor, Exhibitor's agents or employees.

18. TEAR-DOWN OF EXHIBITS:

Retailers cannot buy product if you are closing down. No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except on written permit from the Management and the permit will designate the hours at which that removal is to take place. Penalty for tear down of table before official closing (per program) will mean loss of priority in space selections for future SOHO Northeast events.

19. INSURANCE OF EXHIBIT:

The Management may provide guards and will use every possible effort to safeguard exhibitor's property. SENPA cannot be held responsible for products in exhibits. If insurance is desired, it must be purchased by the exhibitor at his own expense, no exhibitor may allow any article that will void or raise the premium of the insurance held by SENPA or DoubleTree by Hilton Newark Airport. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

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20. HOLD HARMLESS:

It is understood that SENPA or DoubleTree by Hilton Newark Airport or legal entities which own, lease, and/or operate these entities nor their members, officers, directors, or employees shall be held responsible or liable for injury to any person or persons or for loss or damage to any property belonging to the exhibitor or any person or persons while in the DoubleTree by Hilton Newark Airport or his goods while in transit to or from the building or while in the building for any cause whatsoever or otherwise, except for the gross negligence or willful misconduct of the DoubleTree by Hilton Newark Airport and their employees. The exhibitor assumes full responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, his guests and all property of the DoubleTree by Hilton Newark Airport used by the exhibitor or brought upon the DoubleTree by Hilton Newark Airport premises in his behalf, except for the gross negligence or willful misconduct of the DoubleTree by Hilton Newark Airport and their employees. The exhibitor assumes full responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor display caused by the exhibitor's employees. The exhibitor indemnifies and agrees to hold harmless SENPA, Inc. or the DoubleTree by Hilton Newark Airport and legal entities which own, lease, and/or operate the DoubleTree by Hilton Newark Airport and SENPA, their members, officers, directors, and employees against any and all damage to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other person.

21. LIABILITY:

Exhibitor agrees that if SENPA should incur liability for any act whatsoever, as determined by an appropriate court of law or any other binding, decision-making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by exhibitor.

22. EXHIBITOR SAMPLES:

Exhibitors may only distribute product samples, literature, or other material from their booth site and nowhere else in the DoubleTree by Hilton Newark Airport during the convention. Violations may result in closure of the exhibitor's booth without refund. Samples should be provided at no cost. SELLING OF SAMPLES OR PRODUCTS IS NOT ALLOWED.

23. HEALTH DEPARTMENT REQUIREMENTS:

Management requires that exhibitors who are handling food samples be aware of and follow any applicable State Health Department requirements which may apply to food handling. Management will not assume responsibility for monitoring these requirements.

24. PRE-SHOW DISCOUNTS:

Management respectfully requests that exhibitors at the SOHO Northeast refrain from offering pre-show discounts to retailers. This practice is harmful to the show and discourages show attendance.

25. SMOKING:

Smoking is prohibited at all times in the DoubleTree by Hilton Newark Airport and during SENPA sponsored programs at SOHO Northeast.

26. EXHIBIT LOGISTICS:

An Exhibitor Service Kit containing detailed information will be available online at www.SOHONortheast.net in ample time for advance planning. The Kit will contain information regarding shipment, labor, electrical service, rental items, exhibit hours, etc. Service order forms for all available services will be included and should be returned promptly. Exhibitors must abide by the rules outlined in the Exhibitor Service Kit.

27. COMPLAINT PROCEDURE:

The Management agrees every exhibitor has the right to exhibit without harassment from another SOHO Northeast attendee. If you find a product or literature you consider questionable, please notify show management. A special committee will be available for the show management to notify in order to address the issue. All other issues should also be reported directly to the show management as soon as possible during the convention.

28. FALSE, MISLEADING OR DISPARAGING LITERATURE AND/OR PRODUCTS:

Show Management reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth set-up. SENPA is committed to producing a trade show that represents all segments of the health food/natural products industry. Any company making claims about products or dispensing literature that can't be substantiated with significant scientific data at their table may be subject to removal from the trade show floor without refund. SENPA does not permit the display of products labeled, marketed or promoted as "legal highs", or "street-drug knock-offs" or products intended to mask substance abuse or interfere with substance abuse tests. If you find a product or literature you consider questionable, see rule 27, Complaint Procedure.



NORTHEAST
Showing Others Healthy Options

Rule Enforcement Notice & Important Deadlines

RULE ENFORCEMENT NOTICE

It is a safe bet that you are not interested in having your company highlighted in an unflattering manner on TV news or in a major magazine. Our industry has experienced many negative reports by the media. Although in such cases the strong negative bias of the interviewer shows through, the sad fact is that what they portray is not always 100% fantasy. Unfortunately, a few in our industry provide just enough examples to lend false credibility to critical stories. SENPA assumes that your company wants to be part of the solution, not part of the problem.

There is no way we can guarantee to screen out journalists with a bad attitude, or even FDA and State agents for that matter. Nor can we reasonably be expected to guarantee that every exhibit is problem-free. But you can guarantee that your booth is such a good example of what the industry proudly represents that you will take all the fun out of witch hunting.

Avoid drug-like benefit claims for supplements.

SENP will be vigorously enforcing the exhibitor contract provision against objectionable exhibits at SOHO Northeast. Products, literature and even whole exhibits that are objectionable by being an embarrassment to our industry will be removed. The following guidelines are examples of minimum actions required.

Resist the temptation to represent, even with pictures, benefits that are exaggerated or unsubstantiated.

Considered the most egregious and newsworthy are claims for cure or treatment of serious diseases. Example problem – “product X treats AIDS or cancer.”

Do not present a product that is marketed for something other than true health enhancing properties.

Example problem – a massive body builder who apparently got big in his sleep because of a magic pill of some kind.
Example problem – a product that would mask drug urine tests.

Review carefully for professionalism the dress of attendants and activities planned for the booth.

SENP is excited about SOHO Northeast and certainly wants your company to have a very successful experience financially, but we encourage you to carefully consider the long-range effects and potentially disastrous immediate public relations consequences of stretching the limits in planning your exhibit.

SAVE MONEY – WATCH DEADLINES

September 5, 2025 (Friday)

- Exhibitor Listings
- New Product Display
- Sample Bag Participation
- ShowGUIDE Advertising Reservation with payment
- ShowGUIDE Program Ads - must be “camera ready”
- ShowGUIDE Prize Donation Listing
- ShowGUIDE Booth Event Announcement

September 12, 2025 (Friday)

- Cut-off date for DoubleTree special room rate

September 26, 2025 (Friday)

- Exhibitor badges — add \$5/badge starting 9/26/2025
- Retailer pre-registration - add \$10/badge starting 9/26/2025

October 2, 2025 (Thursday)

- Sample Bag Materials to DoubleTree

October 4, 2025 (Saturday)

- Show Prizes to Registration Desk

SOHO Northeast is presented & produced by:



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