



NORTHEAST

Showing Others Healthy Options

October 7, 2026

Newark, NJ



Newark Liberty International Airport Marriott, Newark, NJ

Exhibitor Kit

SENPA.ORG

Table of Contents

2026 Exhibitor Kit

CONTENTS	PAGE
Table of Contents.....	2
Show Information.....	3
Exhibitor Badge Order Form.....	4
Newark Liberty International Airport Marriott Shipping Instructions....	5-7
Official Northeast ShowGUIDE.....	8
New Products Display Form.....	9
Retailer Sample Bag Form.....	10
Table Event Announcement Form.....	11
Newark Liberty International Airport Marriott Information.....	12
Newark Liberty International Airport Marriott Shuttle Information.....	13
Newark Liberty International Airport Marriott Driving Instructions.....	14
Show Guidelines.....	15-16
Rules and Regulations.....	17-19
Rule Enforcement Notice and Deadlines.....	20

Exhibitor Set-Up Times:
Tuesday, October 6, 12pm-7pm
Wednesday, October 7, 8am-10am



Show Information

2026 Exhibitor Kit

CONVENTION DATE:

Wednesday, October 7

EXHIBIT DATE:

Wednesday, October 7

REGISTRATION:

Open:

Tuesday, October 6 12:00pm - 7:00pm

Wednesday, October 7 8:00am - 5:00pm

EXHIBIT SET-UP:

Tuesday, October 6 12:00pm - 7:00pm

Wednesday, October 7 8:00am - 10:00am

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:

Wednesday, October 7 10:00am - 5:00pm

EXHIBIT DISMANTLE (TEAR DOWN):

Wednesday, October 7 5:00pm - 7:00pm

HOTEL & CONVENTION CENTER:

Newark Liberty International Airport Marriott
1 Hotel Road, Newark, NJ 07114

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

RESERVATIONS CALL: (973) 623-0006

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

ONLINE: Available Rooms - Newark Liberty International Airport Marriott

Please call the office with any issues.

TABLETOP SPACE(S) INCLUDE:

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

Two Chairs

Listing in Show Program

SHIPPING INSTRUCTIONS:**Address/Shipping Labels:**

Newark Liberty International Airport Marriott
1 Hotel Road, Newark, NJ 07114

Hold for SOHO Northeast 2026 - Exhibitor
Name & Table Number

973-623-0006

INBOUND SHIPPING:

Please ensure packages do not arrive more than 3 days prior to your event. If packages arrive prior to this we can safely store them for a daily storage fee.

EXHIBITOR RETURN SHIPPING GUIDELINES:

1. Once the event is over, please schedule a pick up time with the carrier of your choice to ensure your packages are shipped out in a timely manner. The hotel will not be responsible for the pick-up of your packages after the event.
2. All boxes must be sealed and labeled with paid postage.
3. All pick ups must be scheduled with the carrier to ensure they are picked up.
4. Please leave packages at your booth and the hotel team will transport them to the shipping area.

SEE PAGES 5-7 FOR SHIPPING INFORMATION
AND SHIPPING LABELS



NORTHEAST
Showing Others
Healthy Options

October 7, 2026

Newark Liberty International Airport Marriott
Newark, New Jersey

Exhibitor Badge Request

Hurry Order Today!

Complimentary badges available if ordered BY 9/25/2026

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 9/25/2026 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 9/25/2026. 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, 2026, 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: Tues., October 6th, 12:00pm–7:00pm & Wed., October 7th, 8:00am–10:00am

Visit SOHOnortheast.net for more information



Exhibitor Shipping Guidelines:

1. Complete the form to the right
2. Cut along the dotted line
3. Affix completed form to the front of your shipment with clear tape
4. Share tracking numbers with your Event Manager
5. Once the event is over, please schedule a pick up time with the carrier of your choice to ensure your packages are shipped out in a timely manner. The hotel will not be responsible for the pick-up of your packages after the event.

Please ensure packages do not arrive more than 3 days prior to your event.

If packages arrive prior to this they will not be accepted from the carrier.

Thank You!

Return Address:

TO: Newark Liberty Marriott
Airport Hotel
1 Hotel Road
Newark, NJ 07114

Event Manager: _____

Onsite Contact Name: _____

Meeting Name: _____

Meeting Date: _____

Booth # & Name: _____

Time packages should be in room: _____

Number of boxes: _____

Senders name and phone number: _____



Shipping Guidelines:

1. Complete the form to the right
2. Cut along the dotted line
3. Affix completed form to the front of your package with clear tape
4. Share tracking numbers with your Event Manager

Please ensure packages do not arrive more than 3 days prior to your event.

If packages arrive prior to this we can safely store them for a *daily storage fee*.

Thank You!

Return Address:

TO: Newark Liberty Marriott
Airport Hotel
1 Hotel Road
Newark, NJ 07114

Event Manager: _____

Group's Onsite Contact Name: _____

Meeting Name: _____

Meeting Date: _____

Meeting Room: _____

Time packages should be in room: _____

Number of boxes: _____

Senders name and phone number: _____



Outgoing Shipments Following Event

Exhibitor Return Shipping Guidelines:

1. Once the event is over, please schedule a pick up time with the carrier of your choice to ensure your packages are shipped out in a timely manner. The hotel will not be responsible for the pick-up of your packages after the event.
2. All boxes must be sealed and labeled with paid postage.
3. All pick ups must be scheduled with the carrier to ensure they are picked up.
4. Please leave packages at your booth and the hotel team will transport them to the shipping area.

Thank You!



New Products Display

Retailers love new items

Go ahead...show off!

NORTHEAST

Showing Others
Healthy Options

October 7, 2026

Newark Liberty International Airport Marriott
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, 10/6/2026.

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, 2026 to receive refund less a non-refundable \$25.00 fee.

Added Exposure



Reservation and Artwork Deadline
Friday, September 4, 2026

EMAIL your company logo
in an 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, 2026, 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



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250

info@SOHOnortheast.net
senpa.org



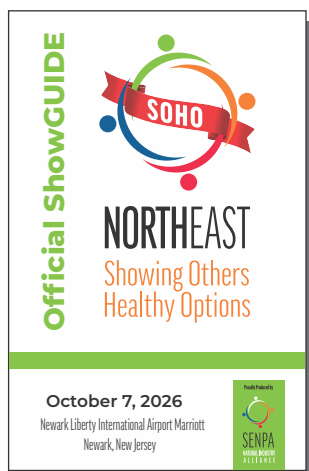


NORTHEAST

Showing Others
Healthy Options

October 7, 2026

Newark Liberty International Airport Marriott
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, 2026 to receive refund less a non-refundable \$25.00 fee.

Reservation and Artwork Deadline
Friday, September 4, 2026

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, 2026, 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



NORTHEAST
Showing Others
Healthy Options

October 7, 2026

Newark Liberty International Airport Marriott
Newark, New Jersey

**Reservation and Artwork Deadline
Friday, September 4, 2026**

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, 2026
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 Tues., October 6, 2026. Packages that arrive prior to Tues., October 6, 2026 will incur storage fees by Exhibitor.

SHIP TO: SOHO Northeast Retailer Bag Program
c/o Stacey Lett, Hotel Guest
Newark Liberty International Airport Marriott
1 Hotel 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, 2026, 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 7, 2026 | Newark, New Jersey | senpa.org



NORTHEAST
Showing Others Healthy Options

Host Hotel Information

**Everything Under
One Roof!**



MARRIOTT
NEWARK AIRPORT

HOST HOTEL & SOHO NORTHEAST:

Newark Liberty International Airport Marriott
1 Hotel Road
Newark, NJ 07114

Reservations: (973) 623-0006 Mention: SOHO Northeast
Online: Click to hotel information & reservations
directly from SOHOnortheast.net>Attendee Info

SHOW ROOM RATE:

*\$190.00 per night plus taxes.
Rate good through Tuesday, September 8, 2026

TO RECEIVE THE SHOW RATE:

Be sure to mention SOHO Northeast or SENPA

CHECK IN / CHECK OUT:

Check in time: 4:00pm
Check out time: 11:00pm

CANCELLATION POLICY:

Cancellation must be received at least three (3) days prior to arrival otherwise one night's stay will be charged.

[Available Rooms - Newark Liberty International Airport Marriott](#)

SHIPPING INSTRUCTIONS:

All shipments for SOHO Northeast will be received at the Newark Liberty International Airport Marriott.
Please address those parcels as follows:

Newark Liberty International Airport Marriott

1 Hotel Road

Newark, NJ, 07114

Hold for SOHO Northeast 2026 - Exhibitor Name & Table Number

(973) 623-0006

INBOUND SHIPPING:

Please ensure packages do not arrive more than 3 days prior to your event. If packages arrive prior to this we can safely store them for a daily storage fee.

EXHIBITOR RETURN SHIPPING GUIDELINES:

1. Once the event is over, please schedule a pick up time with the carrier of your choice to ensure your packages are shipped out in a timely manner. The hotel will not be responsible for the pick-up of your packages after the event.
2. All boxes must be sealed and labeled with paid postage.
3. All pick ups must be scheduled with the carrier to ensure they are picked up.
4. Please leave packages at your booth and the hotel team will transport them to the shipping area.

SEE PAGES 5 & 6 FOR SHIPPING LABELS



HOTEL SHUTTLE PICK-UPS FROM ALL TERMINALS

COURTESY PHONE AT AIRPORT AVAILABLE OR CALL 973.623.0006

*PLEASE DO NOT WALK FROM THE TERMINALS TO THE HOTEL.
THERE IS NOT A SAFE OR CLEAR PEDESTRIAN PATH.*

TERMINAL C

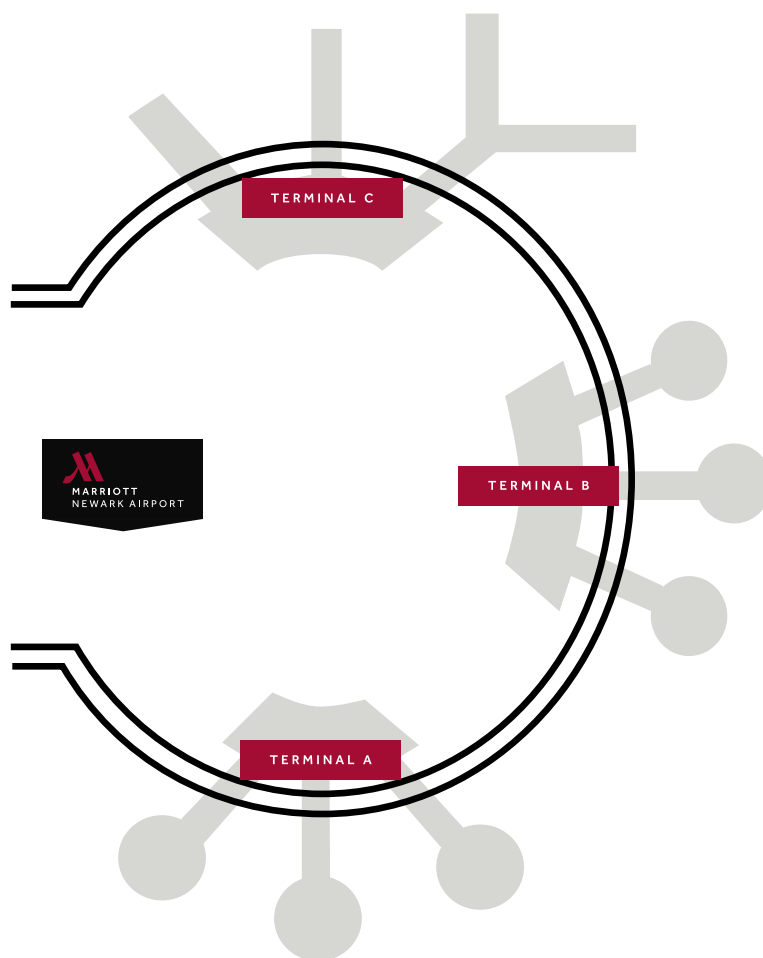
From Baggage claim, walk toward the exit sign and go outside. Cross the street to the first island and walk to your right past the taxi stand. Stand under sign #7 .

TERMINAL B

From Baggage claim follow the exit sign. Cross the street and look for the sign that says #5 Newark Airport Marriott Hotel.

TERMINAL A

From Baggage claim, walk toward the exit and go outside. Cross the street to the center island. Look for the sign #16 that reads Marriott Hotel Shared Ride Services.



NEWARK LIBERTY INTERNATIONAL AIRPORT MARRIOTT
1 HOTEL ROAD, NEWARK, NJ 07114
973.623.0006 NEWARKAIRPORTMARRIOTT.COM



Host Hotel Driving Directions

Newark Liberty International Airport Marriott

1 Hotel Road

Newark, NJ 07114

Phone: 973-623-0006

Newark International Airport Newark Airport Marriott Hotel, the only on-premise airport hotel at Newark International Airport, located on the oval site directly in front of Terminal B.

New Jersey Turnpike:

- **(Northbound/Southbound)** Exit 13A or 14 "Newark International Airport"
- Coming into the Airport follow signs for Marriott Hotel.

Garden State Parkway:

- **(Northbound)** Exit 140 to US 22 East
- Travel 4 miles to Southbound US 1&9 to Airport Entrance (bear left)
- Coming into airport follow signs for Marriott Hotel.
- **(Southbound)** Exit 142 to NJ 24 East/I-78 to Southbound US 1&9 to Airport Entrance (bear right)
- Coming into airport follow signs for Marriott Hotel.

From George Washington Bridge:

- Take New Jersey Turnpike South to Exit 14 or 13A
- Follow signs for "Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

From NYC/Holland Tunnel:

- Take I-78/New Jersey Turnpike Extension to Turnpike south to Exit 14 or 13A
- Follow signs for "Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

From Interstate 80 East:

- Take I-80 East to New Jersey Turnpike South to Exit 14 or 13A
- Follow signs for Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

ONCE YOU ARRIVE INTO THE NEWARK AIRPORT, PLEASE FOLLOW THE BLUE/WHITE MARRIOTT SIGNS TO DIRECT YOU TO THE HOTEL



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 Wednesday.

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 9/25/2026. Extra badges are limited to two (2), totaling four (4) badges per table. These badges are \$10 if ordered by 9/25/2026, 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 Wednesday, 10/7/2026, will mean loss of priority in space selections for the 2027 show.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES:

Registration and attendance at or participation in SOHO Northeast 2026 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 16



NORTHEAST
Showing Others Healthy Options

Show Guidelines (Page 2 of 2)

2026 Exhibitor Kit

SMOKING POLICY:

Newark Liberty International Airport Marriott 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 2026 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 TABLES:

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 Newark Liberty International Airport Marriott. Please address those parcels as follows:

Newark Liberty International Airport Marriott
1 Hotel Rd
Newark, New Jersey 07114
Hold for SOHO Northeast 2026 - Exhibitor Name & Table #
(973) 623-0006

SUITCASING/WORKING THE AISLES:

Only contracted exhibitors are permitted to promote their products, services or company at SOHO Northeast 2026. 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 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)

2026 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 on a first come first serve basis.

5. TABLE PRICE INCLUDES:

A 6 foot draped table (6' X 30")
Two chairs
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.

continued on page 18



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 Newark Liberty International Airport Marriott. No open flame devices allowed. See Newark Liberty International Airport Marriott Service Kit for form.

14. ADDITIONAL SERVICES IN BOOTH:

See exhibitor kit for details. NOTE: These items are billed separately by Newark Liberty International Airport Marriott.

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 Newark Liberty International Airport Marriott. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

continued on page 19



20. HOLD HARMLESS:

It is understood that SENPA or Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott used by the exhibitor or brought upon the Newark Liberty International Airport Marriott premises in his behalf, except for the gross negligence or willful misconduct of the Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott and legal entities which own, lease, and/or operate the Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott 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 Newark Liberty International Airport Marriott 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 4, 2026 (Friday)

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

September 8, 2026 (Tuesday)

- Cut-off date for Marriott special room rate

September 25, 2026 (Friday)

- Exhibitor badges — add \$5/badge starting 9/26/2026
- Retailer pre-registration - add \$10/badge starting 9/26/2026

October 6, 2026 (Tuesday)

- Sample Bag Materials to Marriott

SOHO Northeast is presented & produced by:



5946 Main Street
New Port Richey, FL 34652

727.846.0320

FAX: 800.828.7250

info@SOHOnortheast.net

senpa.org