

Retail Registration Brochure



NORTHEAST

Showing Others
Healthy Options

October 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

Proudly Produced by



SENPA
NATURAL INDUSTRY
ALLIANCE

THANK YOU TO OUR SPONSORS

SILVER

ENZYMEDICA®

BRONZE



MEAL PROGRAM



PARTY



BAG



MEDIA

WholeFoods
MARKET

tasteforlife®

Vitamin
RETAILER
Retailer

SOHO Northeast Schedule

SATURDAY, OCTOBER 4

Education Program Track Key

7:00am-5:00pm

Registration Open

Garden State Ballroom-Camden



8:00am-10:00am

Meal Sponsor: SENPA

Welcome to SENPA/State of the Industry



SENPA Board of Directors and Executive Director

Garden State Ballroom-Camden

In a time of relentless challenges affecting our business and industry, staying informed is the key to future success for all leaders in the natural products industry. The SENPA Board of Directors invites you to join us to share insights to the new administration and the pathway for the natural products industry.

Sponsored by



10:10am-11:10am

GLP-1: The Truth? The Hype? How to Achieve Blood Sugar Balance & Healthy Weight... Naturally.

+ Dan Chapman

Garden State Ballroom-Camden

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

Sponsored by



11:20am-12:20am

Next Gen Holistic Care: d-Lenolate & P73 for Optimal Wellness

+ Geoff Melcher

Garden State Ballroom-Camden

Unlock the potential of Olive Leaf & Oregano, a cutting-edge supplement designed for maximum power and effectiveness. Combining the proven powers of wild oregano oil and olive leaf extract, to support immunity, reduces inflammation, and promotes cardiovascular health. Join us to explore its clinical applications, backed by science and nature, and learn how this revolutionary product can transform patient outcomes in your practice.

Sponsored by



Schedule Details continued

SATURDAY, OCTOBER 4 continued

Education Program Track Key



12:30pm-2:30pm

Meal Sponsor: Arthur Andrew Medical

Lipagest Simplifies Fat Digestion: Perfect for Keto, High-Fat, and Gallbladder-Free Diets



Dan Curtin

Garden State Ballroom-Camden

Join Arthur Andrew Medical for an educational session on enhancing fat digestion with Lipagest, a high-potency lipase enzyme formulated for optimal lipid metabolism. Learn how poor fat digestion can lead to discomfort, nutrient malabsorption, and digestive distress, especially for those on high-fat diets or without a gallbladder. Discover how Lipagest supports efficient fat breakdown, reduces post-meal bloating, and improves absorption of essential fatty acids and fat-soluble vitamins like vitamin A, D, E, & K. This session will explore the clinical advantages of Lipagest's 20,000 FIP lipase activity and why it's an ideal solution for keto and paleo consumers, digestive health seekers, and anyone struggling with fat digestion. Don't miss this opportunity to deepen your knowledge and boost your sales with this powerful digestive enzyme.

Sponsored by



2:40pm-3:40pm

Sharing Your Commitment to Conscious Wellness:

 **Vital Planet Organic Flora**

Silvia Solaun

Garden State Ballroom-Camden

Join Vital Planet educator Silvia Solaun, MS, as she introduces the latest Vital Planet line of probiotics – Organic Flora Pre + Probiotics. Learn about these incredible four new formulas offering the same great strain diversity and quality you've come to appreciate from Vital Planet. Restoring balance, boosting immunity and supporting whole body wellness. Let your customers feel the difference organic can make.

Sponsored by



3:50pm-4:50pm

Microplastics Impacts on Human Health and Defense Strategies

 **Josh Tully**

Garden State Ballroom-Camden

With the growing awareness of the prevalence of Micro and Nano Plastics (MPs) in our environment and their impacts on human health, there is an exploding demand for mitigation strategies. Recent studies have found microplastics in the brain, liver, kidneys, reproductive organs, arteries and even placenta. This exposure translates to dramatic effects throughout the system that needs a multi prong approach to combat. Advancements in the Longevity space may provide a crucial and aggressive response to the issue.

Sponsored by



Schedule Details continued

SATURDAY, OCTOBER 4 *continued*

5:00pm-7:00pm

Meal Sponsor: Quality of Life

AHCC and the Immune Challenges of the Modern World



Doug Williams

Garden State Ballroom-Camden

Doug will discuss the latest science about how our world has created more immune challenges than we were previously aware of, and how AHCC can help the body deal with those challenges. ions, and smarter, microbiome-focused strategies.

Sponsored by



7:30pm-9:30pm

Cocktail Party/Networking

Upper Terrace

Sponsored by



SUNDAY, OCTOBER 5

7:00am-3:30pm REGISTRATION

Garden State Ballroom-Camden

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

Meal Sponsor: Bluebonnet Nutrition Corp.

Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity



Carl Germano, CNS, CDN

Garden State Ballroom-Camden

Sponsored by



Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity explores the powerful, science-backed connection between the gut microbiome and physical performance—on and off the field. This compelling presentation will examine the emerging research showing how gut health influences everything from energy metabolism and inflammation control to joint health, muscle recovery, and long-term mobility. Attendees will learn how a balanced gut microbiome supports the production of key neurotransmitters, enhances nutrient absorption, and modulates immune responses that are essential for consistent performance and faster recovery. The presentation will also highlight how physical exertion and overtraining can disrupt gut integrity, leading to fatigue, slower healing, and systemic inflammation. Practical insights will be shared on how to strategically use sports supplements—such as BCAAs, pre-workout mixes, creatine, omega-3s, and collagen—in synergy with targeted probiotic supplements to support a healthy gut-brain-muscle axis. Attendees will gain a deeper understanding of the unique role probiotics play in reducing GI distress during training, promoting anti-inflammatory pathways, and improving overall resilience. Whether you're an elite athlete, weekend warrior, or wellness-focused individual, this session, sponsored by Bluebonnet Nutrition, offers a comprehensive, actionable look at how optimizing gut health can enhance movement, accelerate recovery, and support longevity backed by clinical insights, real-world applications, and smarter, microbiome-focused strategies.

9:45am-10:00am President's Message / Ribbon Cutting

Jeff Shackelford, SENPA President

Garden State Ballroom-Camden

10:00am-4:00pm EXHIBITS OPEN
Garden State Ballroom

Retailer Pre-Registration Form



NORTHEAST
Showing Others Healthy Options

OCTOBER 4-5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

Proudly Produced by



RETAIL BUSINESS INFORMATION Proof of business license may be requested.

Store Name: _____

Address: _____

City: _____ ST: _____ Zip: _____

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

*Email: _____

*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow up in a way that saves time, money and paper.

ATTENDEE INFORMATION

After 9/19/2025 add \$10 to every attendee listed below.

Check appropriate box:

☐ Yes, my business is a **SENPA MEMBER - FREE** entrance to all functions. (**FULL-ACCESS**)

☐ I am paying dues with this registration \$149 for SENPA membership. (**FULL-ACCESS**)

☐ Check here to attend **EXHIBITS ONLY** at **NO CHARGE** (Registration must be received by 9/19/2025).

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

	Buyer	Staying @ HILTON	Saturday Breakfast	Saturday Lunch	Saturday Dinner	Sunday Breakfast
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: Duplicate form for additional names. [List and indicate children under 16 on separate form.](#)

PAYMENT METHOD

- ☐ **PAY BY CHECK** - make payable to SENPA Inc.
- ☐ **PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.
(3% service charge added to all credit card payments). **NOTE: Invoice will be sent with payment instructions.** Credit cards are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net
- ☐ **ACH PAYMENT** (contact office for details)

REQUIRED: Authorized Signature: _____

Print Name: _____ Date: _____

TOTAL DUE

Membership dues @ \$149 \$ _____

SENPA Support Club..... \$ _____

Add \$10 X ____ # of attendees registered after 9/19/2025 \$ _____

Grand Total: \$ _____

**Retail
Members get
10 Staff
Badges
Per Store**

NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees

A confirmation will be sent via your preferred method checked above. Please review confirmation upon receipt, badges to be picked up at show.

SPECIAL SERVICES

☐ Check here if an attendee requires special accommodations to fully participate. Attach a written description of their needs and their name.



Everyone is required to wear a SOHO Healthfest badge at ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a reservation for that event. Cancellations and requests for refunds must be received in writing by 9/19/25. NO REFUNDS will be made after 9/19/25 or for no-shows.



**Return by
9/19/2025**

FAX:

completed form to
800-828-7250

MAIL:

**SENPA
5946 Main Street
New Port Richey, FL 34652**

EMAIL:

info@SOHOnortheast.net

Visit our website at
SOHOnortheast.net
for more information.
And stay updated at



SOHO NORTHEAST 2025 EXHIBIT

as of 8-21-25

1 Life Science

Adventure CPG

Aloha

Alpinola

Apricot Power

Arthur Andrew Medical

Biena

Bio Nutrition

Bluebonnet Nutrition Corp.

Crave Better Foods

East Park Naturals

Enzymedica

Health Garden

Iyasa Holistics LLC

Late July

LifeSeasons

Living Intentions

Liviva

Longevity by Nature

Mavuno Harvest

Maximum Living

Maximum Living

MediNatura

Mushroom Wisdom, Inc.

Nature's Way

NaturesPlus

Oh Snap!

Organic Fiji

Palko Services

Quality of Life

Redd Remedies

Simply Tera's

Terry Naturally

The Food Movement Company

Vando Naturals

Vital Planet

VRM Media

WholeFoods Magazine

World Centric

HOTEL SHUTTLE

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 Airport - [Newark Airport Airtrain - EWR - Newark Liberty International Airport](#)

Become a SENPA® Member

You are our BUSINESS!



Building Profitable Partnerships One Member at a time

SENPA keeps you informed on special legislative updates by monitoring state and local issues relating to your business needs.

SENPA works with you in your State Capitol to educate lawmakers about our industry and building better relationships.

SENPA keeps you updated with business tips, timely and relevant newsletters, offers credit card processing and so much more in the Members Only section at our www.SENPA.org website.

SENPA produces the popular SOHO EXPO, held in Orlando, Florida, SOHO Healthfest, Table Top Show in Dallas, TX, and SOHO Northeast in Newark NJ, for you and your staff.

SENPA is your Resource Center. Here when you need us for over 60 years. Get to know our knowledgeable and friendly staff, with years of experience in the natural products industry, we're always ready serve you.

Support your Industry, be informed, network with your peers and

Be a Partner with **SENPA** today!



NOURISHING
THE HUMAN
CONNECTION

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

SAVE THE DATE



HEALTHFEST

Showing Others Healthy Options

APRIL 17 - 19, 2026

Hilton Dallas Lakefront Resort
Rockwall, TX

CONTACT US:

727-846-0320

info@SOHOhealthfest.net

SOHOhealthfest.net

- Your SENPA® Membership includes up to 10 free staff full-access badges, meals, and education for you and your staff!
- Free admission to exhibits
- Pre-Qualified Exhibitors
- \$20 Hotel Rebate per night stay at the Hilton DFW Lakes Hotel
- Prize drawings to include free hotel nights, door prizes, and cash!



SAVE THE DATE



EXPO

Showing Others
Healthy Options

SEPTEMBER 10-13, 2026



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Hissimmee, Florida

CONTACT US:

727-846-0320

info@SOHOexpo.net

SOHOexpo.net



INSIDE!

Retail Registration Brochure October 4-5, 2025



Education & Events October 4-5, 2025

Tabletop Exhibits October 5, 2025

DoubleTree by Hilton Newark Airport
Newark, New Jersey

- ▶ Your SENPA membership receives up to 10 free education, meals and badges for your staff
- ▶ Free Admission to Exhibits
- ▶ Pre-Qualified Exhibitors
- ▶ Free Parking at the DoubleTree.

Join SENPA® for only \$149!

**For more information contact us at*
info@SOHOnortheast.net
www.SOHOnortheast.net



Proudly Produced by



5946 Main Street
New Port Richey, FL 34652
727-846-0320
info@SOHOnortheast.net
facebook.com/SOHOnortheast
twitter.com @SOHOnortheast



First Class Mail
Presorted
US POSTAGE PAID
TAMPA, FL
PERMIT NO. 6600