



HEALTHFEST

Showing Others Healthy Options

Friday–Sunday, April 17-19, 2026

Education & Events
April 17-19, 2026

Tabletop Exhibits
April 18, 2026

SHOW-AT-A-GLANCE

FRIDAY, April 17

8:30am-5:30pm
Registration Open
Pre-Function West

9:00am-10:00am

 **Meal Sponsor: SENPA**
Welcome Breakfast
SENPA Board of Directors
Compass Rose



10:10am-11:10am

 **Uric Acid Uncovered: Your Pathway to Better Health**
Dan Chapman
Bella Harbor Ballroom



11:20am-12:20pm

 **Skin Science Meets Store Strategy, The Untapped Goldmine**
Brenda Swartz
Bella Harbor Ballroom



12:30pm-2:30pm

 **Meal Sponsor: Terry Naturally**
Immune Support from Andrographis to Zinc
Dr. Lexi Loch
Bella Harbor Ballroom



2:40pm-3:40pm

 **The Foundations of Wellness: Helping Customers, Growing Sales**
David Logan
Bella Harbor Ballroom



3:50pm-4:50pm

 **Mushroom Supplement Quality: Research, Testing and Efficacy**
Gina Rivers
Bella Harbor Ballroom



5:00pm-7:00pm

 **Meal Sponsor: Enzymedica**
Cut Integrity Essentials
Julia Craven
Bella Harbor Ballroom



SATURDAY, April 18

7:30am-5:00pm
Registration Open
Pre-Function West

8:00am-10:00am

 **Meal Sponsor: Bluebonnet Nutrition**
Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity
Carl Germano
Bella Harbor Ballroom



9:45am-10:00am

President's Message/Ribbon Cutting
Bella Harbor Ballroom

10:00am-1:00pm
Exhibits Open
Bella Harbor Ballroom

1:00pm-2:00pm

 **Meal Sponsor: SENPA**
State of the Industry: State by State Where We Are Now
Retailer & Supplier Networking Lunch
Travis McCormick & Alan Lewis
Compass Rose

2:00pm-5:00pm
Exhibits Open
Bella Harbor Ballroom

7:00pm-10:00pm
SOHO Healthfest Party
The Pergola



HILTON DALLAS/ROCKWALL LAKEFRONT
ROCKWALL, TX

NOURISHING
THE HUMAN
CONNECTION

SUNDAY, April 19

9:00am-12:00pm
Registration Open
Pre-Function West

10:00am-12:00pm

 **Keynote Meal Sponsor: Essential Formulas**
Yesterday, Today, and Tomorrow - How Nutrition Has Evolved
Doug Kaufmann
Bella Harbor Ballroom



Produced by



5946 Main Street
New Port Richey, FL 34652
727.846.0320

info@SOHOhealthfest.net
SOHOHealthfest.net

Education Program Track Key



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