



# EXPO *Showing Others Healthy Options*

# SHOW-AT-A-GLANCE

Thursday–Sunday, September 10-13, 2026

Education & Events:  
Thurs-Sun, Sept. 10-13, 2026

Tradeshow Exhibits:  
Sat & Sun, Sept. 12-13, 2026

## THURSDAY, SEPTEMBER 10

### 8:00am-5:00pm INFRA Workshop

Building a Competitive and Mission-Driven Wellness Department

### 9:00am 27th Annual SOHO Golf Tournament

Alan Kristowski Memorial  
Falcon's Fire Golf Club

### 5:00pm-7:00pm REGISTRATION

BOTTOM OF ESCALATORS

### Education Program Track Key



## FRIDAY, SEPTEMBER 11

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

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

Meal Sponsor: SENPA, Inc.  
(Full-Access Reservation Required)  
**State of the Industry & Annual Business Meeting**  
SENPA Board of Directors & Emerging Leaders



### 10:10am-10:55am

VENDOR +

### No More Gimmicks: What really moves the needle in Women's Health at any age?

Amber Vitale  
Sabinsa

### 10:10am-10:55am

VENDOR +

### One Culprit, Many Crimes: How Histamine Intolerance May Be Affecting Your Customers

Tim Prince  
Omne Diem

### 11:05am-11:50am

VENDOR +

### GLP-1 Weight Loss-Inevitable Problems, Essential Support

Dan Curtin  
Arthur Andrew Medical

### 11:05am-11:50am

VENDOR +

### Farm to Shelf: Supply Chain Transparency and the Questions Retailers Should Be Asking

Jme Bonfiglio  
Wholesun Wellness

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

Meal Sponsor: Terry Naturally  
(Full-Access Reservation Required)  
**Unlocking the Secret to Immune Health: Pleuran from Oyster Mushrooms**  
Cheryl Myers



### 2:10pm-2:55pm

VENDOR \$

### Modern Marketing & AI: How Independent Retailers Drive Traffic and Win at the Shelf

Ryan Sensenbrenner  
Enzymedica

### 2:10pm-2:55pm

VENDOR +

### Skin Science Meets Store Strategy, the Untapped Goldmine

Brenda Swartz  
Body Dynamics

### 3:05pm-3:50pm

VENDOR +

### French Aromatherapy

Liza Docken  
Pranarom

### 3:05pm-3:50pm

VENDOR +

### Remembering Rhythms

Andrea McGrath  
Cornbread Hemp

### 4:00pm-4:45pm

VENDOR +

### Before the Shot: Natural Alternatives to GLP-1s for Menopausal Women

Stacey Littlefield  
Redd Remedies

### 4:00pm-4:45pm

VENDOR +

### Breaking the Cycle of Inflammation with Bio Active Silver & Copper Hydrosols

Robert Scott Bell, D.A., Hom.  
Natural Immunogenics

### 5:00pm-7:00pm Education Program with Dinner

Meal Sponsor: Barrington Labs  
(Full-Access Reservation Required)  
**Cortisol, Stress Resilience & Whole-Body Wellness: The Science Behind ThymoQuin®**  
Dr. Michael Murray



## EXPO

*Showing Others Healthy Options*

NOURISHING THE HUMAN CONNECTION

## SATURDAY, SEPTEMBER 12

### 11:00AM-5:00PM EXHIBITS OPEN

### 8:00am-5:00pm REGISTRATION - BOTTOM OF ESCALATORS

### 9:00am-11:00am Education Program with Breakfast

Meal Sponsor: SENPA  
(Full-Access Reservation Required)  
TBD  
TBD



### 11:00am - Ribbon Cutting Ceremony

### 4:00pm-4:45pm

VENDOR +

### More Than Menopause: A Science-Led Approach to Menopause, Heart Health, and Midlife Vitality

Cathy Eason  
Berkeley Life

### 4:45pm-5:00pm

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

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

Meal Sponsor: SENPA  
(Full-Access Reservation Required)  
TBD  
TBD



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

OPEN TO ALL ATTENDEES & GUESTS

## SUNDAY, SEPTEMBER 13

### 10:30AM-2:30PM EXHIBITS OPEN

### 8:00am-2:00pm REGISTRATION - BOTTOM OF ESCALATORS

### 8:30am-10:30am Education Program with Breakfast

Meal Sponsor: Bluebonnet Nutritional Corp.  
(Full-Access Reservation Required)  
**Nourishing Mood and Mind: The Science Behind Nutritional Support for Brain Health**  
Carl Germano



### 1:30pm-2:15pm

VENDOR +

### Preserving the Aging Brain

Jim Daily  
Daily Manufacturing

### 2:15pm-2:30pm CLOSE OF SHOW

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

**SHOW OFFICE CLOSED TUES SEPT 8th & WED SEPT 9th/REOPENS ONSITE THURS SEPT 10th**

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

