



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

Platinum 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: Vital Planet
(Full-Access Reservation Required)
Hunger Reset
Brenda Watson



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

Platinum 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

