SOHO Healthfest Exhibitor Kit

HEALTHFEST

Showing Others Healthy Options

May 29-31, 2020

Omni Mandalay at Las Colinas
Dallas, TX

Tabletop Exhibition:
May 31, 2020

Proudly Produced By

SENPA
NATURAL INDUSTRY ALLIANCE

HEALTHFEST
Showing Others Healthy Options

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2020 Exhibitor Kit

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HEALTHFEST
Showing Others Healthy Options

Show Information
2020 Exhibitor Kit

CONVENTION DATES:
Friday, May 29 – Sunday, May 31

EXHIBIT DATE:
Sunday, May 31

REGISTRATION:
Open:

Friday, May 29	7:30am - 7:00pm
Saturday, May 30	7:00am - 5:00pm
Sunday, May 31	7:30am - 2:30pm

EXHIBIT SET-UP:

Saturday, May 30	1:00pm - 7:00pm
Sunday, May 31	7:00am - 9:30am

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:
Sunday, May 31 10:00am - 4:00pm

EXHIBIT DISMANTLE (TEAR DOWN):
Sunday, May 31 4:00pm - 7:00pm

HOTEL & CONVENTION CENTER:
Omni Mandalay at Las Colinas
221 East Las Colinas Blvd., Dallas, TX 75039

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

RESERVATIONS CALL: (972) 556-0800
Booking: **SOHO Healthfest or SENPA** for Negotiated Rate

ONLINE: www.SOHOhealthfest.net > Exhibitor Info.
Please call the office with any issues.

TABLETOP SPACE(S) INCLUDE:
6' long x 30" high x 24" wide Draped (White) Table
Carpeted Ballroom
Two Chairs and one wastebasket
Listing in Show Program

SHIPPING INSTRUCTIONS:
Address/Shipping Labels:
Omni Mandalay at Las Colinas
221 E. Las Colinas Blvd.
Irving, TX 75039
Hold for SOHO Healthfest 2020 - Exhibitor Name & Table Number
(972) 556-0800

INBOUND:

Packages: Please schedule your packages to arrive at the hotel no earlier than 5/25/2020. Each box will incur a $5.00 handling fee from the hotel.

Pallets: Please contact the hotel in advance of shipping a pallet to arrange for storage and delivery instructions (shawn.kellar@omnihotels.com). The pallet should be scheduled to arrive at the hotel no earlier than 5/29/2020. Pallets will incur a $75.00 handling fee. The hotel will not be responsible for breaking down pallets. Please store your pallet base at your booth or guest room if you need it to return your items.

OUTBOUND:

Packages: At the conclusion of SOHO Healthfest, please assemble your boxes that need to be shipped out. Place the taped up boxed on top of your table with shipping labels. If you are shipping FedEx Ground or UPS, you will need to call in for a pickup. Please schedule this for Monday (6/1/2020).

Pallets: At the conclusion of the expo, please assemble your pallet, shrink wrap and place the shipping label on the pallet. Leave the pallet near your exhibit booth area. Please call and schedule your pickup for Monday (6/1/2020).
*All items not in boxes with outbound shipping labels or in wrapped up pallets with shipping labels will be thrown away at the conclusion of the expo.

Exhibitor Badge Request

Hurry Order Today!

Complimentary badges available if ordered BEFORE 5/15/2020

HEALTHFEST
Showing Others Healthy Options

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 5/15/2020 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 5/15/2020. 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

☐ Check #_____ (made payable to SENPA, Inc.)
NOTE: Company checks not accepted after April 24, 2020, must be paid by cashier's check or money order.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.
NOTE: Invoice will be sent with payment instructions.

REQUIRED: Authorized Signature: _____ Date: _____ / _____ / _____

Print Name: _____ Title: _____

Exhibitor Set-Up: Sat., May 30th 1:00pm–7:00pm & Sun., May 31st 7:00am–9:30am

Visit **SOHOhealthfest.net** for more information

SENPA
NATURAL INDUSTRY ALLIANCE

5946 Main Street
New Port Richey, FL 34652

t 727.846.0320
f 800.545.1374

FAX completed form to 800.545.1374 OR EMAIL completed form to info@SOHOhealthfest.net

OMNI HOTELS & RESORTS
mandalay | dallas

Exhibitor Price Guide

Client/Exhibitor Information

Event Name: _____ Event Location: _____

Exhibitor: _____ Booth#: _____

Contact Name: _____ Email Address: _____

Address: _____ Phone #: _____

Fax #: _____ City: _____

State: _____ Zip: _____ Delivery Date: _____ Pick up Date: _____

Audio/ Video Equipment

ITEM	DAILY RATE	QUANTITY	DAYS	TOTAL
22" LCD Monitor	$150.00			
32" LCD Monitor	$250.00			
40" LCD Monitor	$300.00			
60" LCD Monitor	$600.00			
Computer Speaker	$40.00			
Laptop Computer	$215.00			

Networking

ITEM	DAILY RATE	QUANTITY	DAYS	TOTAL
Wireless Internet per device	$25.00			
Wired Internet per device	$75.00			

Electrical

ITEM	DAILY RATE	QUANTITY	DAYS	TOTAL
Extension Cord with Power Strip	$25.00			
20 AMP Dedicated Single Circuit	$65.00			
60 AMP Three Phase	$440.00			
100 AMP Three Phase	$635.00			
60 AMP Three Phase	$955.00			
Power Strip A la Carte	$15.00			
Extension Cord A la Carte	$15.00			

Total: _____

24% Service Charge: _____

8.25% Tax: _____

GRAND TOTAL: _____

Please contact Encore Event Technologies for delivery. Exhibitor must be present to sign for order at time of delivery. You must notify our representative that you are at your booth and have electrical power in place. Exhibitor is responsible for equipment until it is picked up by an Encore representative. Pick up will be at close of show unless otherwise specified. No removal of equipment will take place during show hours.

Authorized Signature: _____ (Required) **Date:** _____

Please return form to roy.rucker@encore-us.com or fax to (972) 869-9050.

ENCORE EVENT TECHNOLOGIES

UNIQUE. CREATIVE. INNOVATIVE. www.encore-us.com 972-869-5538

ENCORE

EVENT TECHNOLOGIES

A Freeman Company

Omni Mandalay Hotel at Las Colinas
221 East Las Colinas Boulevard
Irving, TX 75039

Credit Card Authorization Form

Cardholder's Name _____

Card Number _____

3-Digit-Sec # _____ (On back of card)

Expiration Date _____

Company Card or Personal? _____

Billing Address _____

Telephone Number of Cardholder _____

Order Number _____

I, _____, hereby authorize Audiovisual Techniques to charges listed above to my credit card.

Email receipt to: _____

_____

Authorized Signature **Date**

A readable copy of credit card front and back must accompany this form/

New Products Display

Retailers love new items

Go ahead...show off!

HEALTHFEST
Showing Others Healthy Options

The SOHO Healthfest NEW PRODUCTS DISPLAY

Products will be placed on tables (not glass cases) 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 area during show set-up, 5/30/2020.

LOGO: Email your company logo in 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 April 24, 2020 to receive refund less a non-refundable $25.00 fee.

Added Exposure

Company Name: _____ Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ E-Mail: _____

PAYMENT METHOD

☐ Check #_____ (made payable to SENPA, Inc.)
NOTE: Company checks not accepted after April 24, 2020, must be paid by cashier's check or money order.

☐ Pay by credit card. American Express, MasterCard and VISA Accepted.
NOTE: Invoice will be sent with payment instructions.

Reservation and Artwork Deadline
Friday, April 24, 2020
EMAIL your company logo in an EPS format with text converted to curves to: info@SOHOhealthfest.net

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Visit **SOHOhealthfest.net** for more sponsorship opportunities

SENPA
NATURAL INDUSTRY ALLIANCE

5946 Main Street
New Port Richey, FL 34652

t 727.846.0320
f 800.545.1374

FAX completed form to 800.545.1374 OR EMAIL completed form to info@SOHOhealthfest.net

Retailer Sample Bag Program

Retailers LOVE Product Samples!

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The SOHO Healthfest 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 an EPS file format with text converted to curves. Name your logo with your corporate name and your exhibiting as name. SOHO Healthfest will market your particpation in the program.

SHIPPING: Ship samples to arrive on Wed., May 27, 2020 or Thurs., May 28, 2020. Packages that arrive prior to Wed., May 27, 2020 will incur storage fees by Exhibitor.

SHIP TO: **SOHO Healthfest Retailer Bag Program**
c/o Stacey Lett, Hotel Guest
Omni Mandalay Hotel - Las Colinas
221 East Las Colinas Boulevard
Irving, TX 75039
(972) 556-0800

Sampling is a sales tool

SPACE RESERVATION

Please reserve my spot at $50.00

Hurry! Bags will fill up!

Cancellation must be made in writing before April 24, 2020 to receive refund less a non-refundable $25.00 fee.

Company Name: _____ Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

Phone: (____) _____ E-Mail: _____

Reservation and Artwork Deadline
Friday, April 24, 2020
EMAIL your company logo in an EPS format with text converted to curves to: info@SOHOhealthfest.net

PAYMENT METHOD

☐ Check # _____ (made payable to SENPA, Inc.)
NOTE: Company checks not accepted after April 24, 2020, must be paid by cashier's check or money order.

☐ Pay by credit card. AmEx, MasterCard and VISA Accepted.
NOTE: Invoice will be sent with payment instructions.

REQUIRED: Authorized Signature: _____ Date: ____ / ____ / ____

Print Name: _____ Title: _____

Visit **SOHOhealthfest.net** for more sponsorship opportunities

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Table Event Announcement

Event At Your Table?

Promote it!

HEALTHFEST
Showing Others Healthy Options

Yes, include our special event in the FREE Listing on the Events and Table Activities page of the ShowGuide

Company Name: _____

Contact (PLEASE PRINT): _____

Phone (____) _____ Fax: (____) _____ E-MAIL: _____

DEADLINE: 4/24/2020
for your announcement to be listed in the ShowGUIDE

Maximum of 3 lines per company listing - PLEASE PRINT - Show Management not responsible for illegible forms.

Line 1 - Exhibiting As: (Maximum 32 Spaces)

Line 2 - Event Description (Maximum 32 Spaces)

Line 3 - Event Time (Maximum 22 Spaces)

Table Number

SENPA
NATURAL INDUSTRY ALLIANCE

5946 Main Street
New Port Richey, FL 34652

t 727.846.0320
f 800.545.1374

FAX completed form to 800.545.1374 OR EMAIL completed form to info@SOHOhealthfest.net

Show Prizes for Retailers

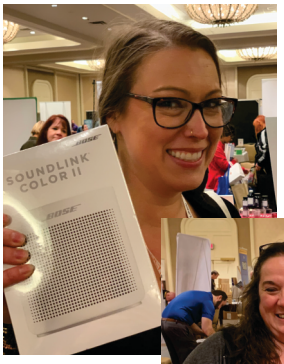
Captive Audience: You have their attention!

HEALTHFEST
Showing Others Healthy Options

SENPA is known to give great prizes we encourage exhibitors to add prizes. Prizes increase the excitement and encourage retailers to stay throughout exhibit hours. Only official SOHO HEALTHFEST drawings will be announced.

RETAILERS MUST BE PRESENT TO WIN—KEEPING THEM ON THE SHOW FLOOR!

RETAILERS ARE ENCOURAGED TO PLACE ORDERS—WHILE AT THE SHOW
The more orders placed during the show by retailers, the MORE CHANCES THEY HAVE TO WIN PRIZES!!



HOW DO WE DO THAT? Every time the retailer places an order with YOU, the exhibitor, they can bring proof of that order (you must provide) to the REGISTRATION DESK and redeem for an entry ticket.

THE MORE RETAILERS ORDER FROM YOU... THE MORE CHANCES THEY HAVE TO WIN.

Great Opportunity!

DONATION NOTES:
- Prize Donation Form must be completed and accompany each donation.
- Prize donations must have a minimum value of $50 each or they will be bundled with other donations.
- Prizes are awarded to retail stores, not individuals.
- EXHIBITORS ARE REQUESTED TO PROVIDE RETAILERS COPIES OF ORDERS PLACED.
- REPLY DEADLINE: 4/24/2020 for your prize to be listed in the ShowGUIDE

Company Name: /Exhibiting As: _____ Table #: _____

Contact (PLEASE PRINT): _____

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

Company will donate the following prize: _____

_____

_____ Retail Prize Value: $ _____

INSTRUCTIONS:

☐ Ship directly to SOHO Healthfest (Shipment needs to arrive May 27-30, 2020)
SOHO Healthfest–c/o Stacey Lett, Hotel Guest, Omni Mandalay Hotel–Las Colinas,
221 East Las Colinas Boulevard, Irving, TX 75039

☐ Deliver prize to ONSITE Show office on Saturday, 5/30/2020 to Show Office.

☐ Will ship prize directly to retailer after the show.

☐ Other: _____

_____

You will be notified what retailer won your prize.

Visit **SOHOhealthfest.net** for more sponsorship opportunities

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HEALTHFEST
Showing Others Healthy Options

Host Hotel Information

Everything Under One Roof!

Omni Hotels & Resorts
mandalay | dallas

HOST HOTEL & SOHO HEALTHFEST:
Omni Mandalay at Las Colinas
221 E. Las Colinas Blvd E.
Irving, TX 75039
https://www.omnihotels.com/hotels/dallas-mandalay
Reservations: (972) 556-0800 Mention: SOHO Healthfest
Online: Click to hotel information & reservations directly from SOHOhealthfest.net>Attendee Info

SHOW ROOM RATE:
*$139.00 per night plus taxes.
Rate good through Thursday, May 7, 2020

TO RECEIVE THE SHOW RATE:
Be sure to mention SOHO Healthfest or SENPA

CHECK IN / CHECK OUT:
Check in time: 3:00pm
Check out time: 12:00pm

***YOUR RESERVATION INCLUDES:**
— Complimentary local and 1-800 telephone calls
— High-speed internet access
— Free self-parking (as availability permits)
— 24 hour access to fitness center
— and much more!

CANCELLATION POLICY:
Deposit will be refunded if notice is received at least three (3) working days prior to arrival and a cancellation number is obtained.

SHIPPING INSTRUCTIONS:
All shipments for SOHO Healthfest will be received at the Omni Mandalay. Please address those parcels as follows:

Omni Mandalay at Las Colinas
221 E. Las Colinas Blvd.
Irving, TX 75039
Hold for SOHO Healthfest 2020 - Exhibitor Name & Table Number
(972) 556-0800

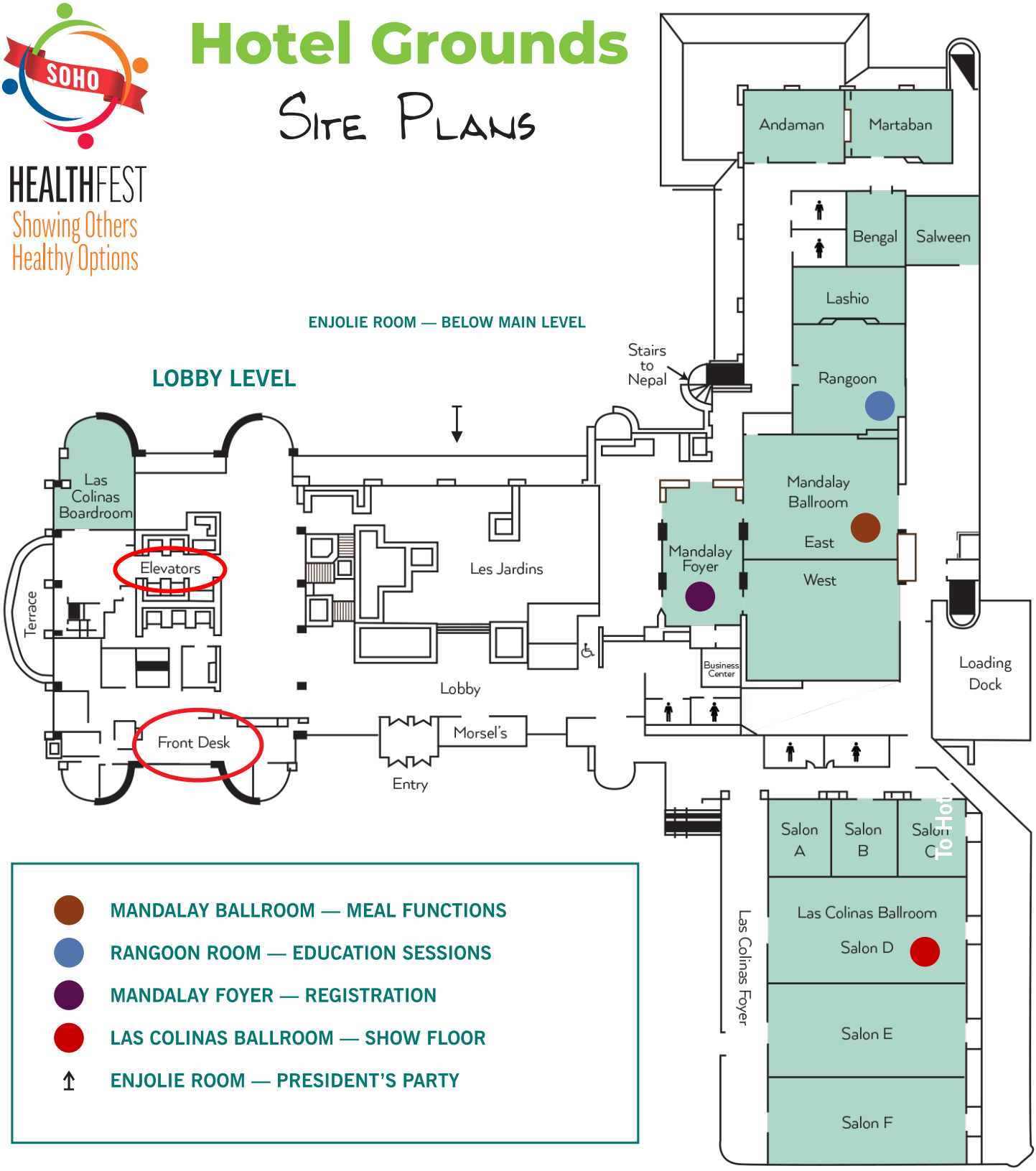
INBOUND:
Packages: Please schedule your packages to arrive at the hotel no earlier than 5/25/2020. Each box will incur a $5.00 handling fee from the hotel.
Pallets: Please contact the hotel in advance of shipping a pallet to arrange for storage and delivery instructions (shawn.kellar@omnihotels.com). The pallet should be scheduled to arrive at the hotel no earlier than 5/29/2020. Pallets will incur a $75.00 handling fee. The hotel will not be responsible for breaking down pallets. Please store your pallet base at your booth or guest room if you need it to return your items.

OUTBOUND:
Packages: At the conclusion of SOHO Healthfest, please assemble your boxes that need to be shipped out. Place the taped up boxed on top of your table with shipping labels. If you are shipping FedEx Ground or UPS, you will need to call in for a pickup. Please schedule this for Monday (6/1/2020).
Pallets: At the conclusion of the expo, please assemble your pallet, shrink wrap and place the shipping label on the pallet. Leave the pallet near your exhibit booth area. Please call and schedule your pickup for Monday (6/1/2020).
*All items not in boxes with outbound shipping labels or in wrapped up pallets with shipping labels will be thrown away at the conclusion of the expo.

Hotel Grounds

Site Plans

HEALTHFEST
Showing Others
Healthy Options



HEALTHFEST
Showing Others Healthy Options

Friday - Sunday, May 29-31, 2020
Education & Events May 29-31, 2020
Tabletop Exhibits May 31, 2020

SHOW-AT-A-GLANCE

FRIDAY, May 29

8:00am-5:00pm
Registration Open
Mandalay Foyer

11:00am-3:00pm

Meal Sponsor: Europharma
The Top 10 Natural Medicines I Will Never Go Without
Terry Lemerond
Mandalay Ballroom
Sponsored by Terry Naturally EuroPharma

3:15pm-4:45pm

Retail Roundtable/Open Forum
Moderator: Renee Southard
Mandalay Ballroom
Sponsored by SENPA Natural Industry Alliance

5:00pm-7:00pm

Meal Sponsor: Michael's Naturopathic Programs
True Naturopathy: Supporting the Body's Ability to Heal Itself
Jerilyn Bristow and Michael Schwartz
Mandalay Ballroom
Sponsored by MNP Healthcare Solutions Since 1984 Michael's Naturopathic Programs

7:15pm-8:15pm

Diversity: The Next Evolution in Probiotics
Brenda Watson
Rangoon Room
Sponsored by Brenda Watson Vital Planet Natural Pet Care Experts

8:30pm-9:30pm

Understanding Progesterone & Other Bio-Identical Hormones - How they affect your Health and Wellbeing
Rudy Dragone
Rangoon Room
Sponsored by Sigform Science & Health

SATURDAY, May 30

7:00am-5:00pm
Registration Open
Mandalay Foyer

7:30am-9:30am

Meal Sponsor: Straight Hemp
Beyond CBD – Hemp's Secret Sauce
Devin Alvarez
Mandalay Ballroom
Sponsored by Straight Hemp

9:40am-10:40am

Circadian Rhythms: Secrets of Your Body Clock Revealed
Michael Smith
Rangoon Room
Sponsored by Life Extension The Science of a Healthier Life

10:50am-11:50am

Seasonal Allergies – It's more than just Histamine!
Jason DuBois
Rangoon Room
Sponsored by Hybrid Remedies

12:00pm-2:00pm

Meal Sponsor: Natural Immunogenics
Immune System Reset and Gut Recovery with Bio-Active Silver Hydrosol
Robert Scott Bell, D.A. Hom.
Mandalay Ballroom
Sponsored by Sovereign Silver

1:00pm-7:00pm
Exhibitor Setup
Las Colinas Ballroom

2:15pm-3:15pm

Breaking the Cycle of Stress, Anxiety & Depression
Dan Chapman
Rangoon Room
Sponsored by REDD Remedies

3:30pm-4:30pm

The Dynamic Duo of IP6 & Inositol
Tom Sokoloff
Rangoon Room
Sponsored by IP-6 International

5:30pm-7:30pm

Meal Sponsor: Enzymedica
Marketing Toolkit for Independent Retailers
Ryan Sensenbrenner
Mandalay Ballroom
Sponsored by Enzymedica The Enzyme Experts

Healthfest Party LUAU
8:00pm-11:00pm
Enjolie Room
Sponsored by KeHE CADIA

SUNDAY, May 31

7:00am-3:30pm
Registration Open
Mandalay Foyer & Las Colinas Foyer

7:30am-9:30am

Meal Sponsor: Bluebonnet
Getting Intimate with Supplements – How Nutrition Is Redefining Sexual Health & Fertility
Carl Germano
Mandalay Ballroom
Sponsored by Bluebonnet The Power Inside

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

10:00am-4:00pm
Exhibits Open

Education Program Track Key
BUSINESS $ WELLNESS +

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

Produced by
SENPA
Natural Industry Alliance
5946 Main Street
New Port Richey, FL 34652
727.846.0320
info@SOHOhealthfest.net
SOHOHealthfest.net

HEALTHFEST
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Show Guidelines (Page 1 of 2)
2020 Exhibitor Kit

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 Omni Mandalay Hotel premises except as service animals for the physically challenged or as arranged with the hotel. Animals that are approved to be on the Omni Mandalay Hotel 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 Sunday.

BADGE REQUESTS:
Exhibitor Badges will be issued to Exhibitors within limits specified. Badge requests will be at SOHOhealthfest.net, Exhibitor Info Page. There is a limit of two (2) free badges allowed per table, and they must be ordered before 5/15/2020. Extra badges are limited to two (2), totaling four (4) badges per table. These badges are $10 if ordered by 5/15/2020, and $15 after cut-off date and on-site.

Additional badges are provided at no charge to SOHO Healthfest 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 Sunday, 5/31/2020, will mean loss of priority in space selections for the 2021 show.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES:
Registration and attendance at or participation in SOHO Healthfest 2020 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:
Order electrical, internet, telephones, and/or rental products through the Omni Mandalay.

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.

MATERIAL HANDLING:
Material handling (drayage) is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your material to and from the event. Omni Mandalay is the sole provider of material handling/drayage services.

MUSIC LICENSES:
Please let SOHO Management know if you plan to have music in your booth. Email info@SOHOhealthfest.net

continued on page 15

Show Guidelines (Page 2 of 2)
2020 Exhibitor Kit

SMOKING POLICY:
The Omni Mandalay 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 Healthfest 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 Healthfest Show Management to receive an official SOHO Healthfest 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 Healthfest 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 Healthfest 2020 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 BOOTHS:
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 Healthfest Office for assistance.

SHIPPING:
All shipments for SOHO Healthfest will be received at the Omni Mandalay. Please address those parcels as follows:
SOHO Healthfest
[Vendor Company Name/Contact Name/Table Number]
Omni Mandalay Las Colinas
221 East Las Colinas Blvd
Irving, TX 75039

SUITCASING/WORKING THE AISLES:
Only contracted exhibitors are permitted to promote their products, services or company at SOHO Healthfest 2020. 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 the SOHO Healthfest. 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. Retailers are allowed into exhibits FREE! Pre-registered non-member retailers are allowed entrance to the exhibits only at no charge.

HEALTHFEST
Showing Others Healthy Options

Rules & Regulations (Page 1 of 3)
2020 Exhibitor Kit

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful SOHO Healthfest 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 Healthfest 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 Healthfest. 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 by a point system using the reservation date, quantity and types of booths purchased, sponsorships and previous participation in SOHO Healthfest.

5. TABLE PRICE INCLUDES:
A 6 foot draped table (6' X 30")
Two chairs and one wastebasket
Hall is carpeted
Free list of 2020 SOHO Healthfest ATTENDEES (after show)

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 Healthfest 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 Healthfest 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.

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.

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Rules & Regulations (Page 2 of 3)
2020 Exhibitor Kit

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 Omni Hotel. No open flame devices allowed. See Omni Mandalay Hotel at Las Colinas Service Kit for form.

14. ADDITIONAL SERVICES IN BOOTH:
See exhibitor kit for details. NOTE: These items are billed separately by Omni Mandalay Hotel at Las Colinas.

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"). 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) on Sunday, May 31, 2020, will mean loss of priority in space selections for the 2021 show.

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 the Omni Mandalay Hotel at Las Colinas. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

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Rules & Regulations (Page 3 of 3)
2020 Exhibitor Kit

20. HOLD HARMLESS:
It is understood that SENPA or the Omni Mandalay Hotel at Las Colinas 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 Omni Mandalay Hotel at Las Colinas 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 Omni Mandalay Hotel at Las Colinas 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 Omni Mandalay Hotel at Las Colinas used by the exhibitor or brought upon the Omni Mandalay Hotel at Las Colinas premises in his behalf, except for the gross negligence or willful misconduct of the Omni Mandalay Hotel at Las Colinas 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 Omni Mandalay Hotel at Las Colinas and legal entities which own, lease, and/or operate the Omni Mandalay Hotel at Las Colinas 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 Omni Mandalay Hotel at Las Colinas 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 Healthfest 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 Omni Mandalay Hotel at Las Colinas and during SENPA sponsored programs at SOHO Healthfest.

26. EXHIBIT LOGISTICS:
An Exhibitor Service Kit containing detailed information will be available online at www.SOHOhealthfest.net in ample time for advance planning. You will be provided an access code. 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 Healthfest 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.

HEALTHFEST
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.

SENPA will be vigorously enforcing the exhibitor contract provision against objectionable exhibits at SOHO Healthfest. 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.

SENPA is excited about SOHO Healthfest 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

April 24, 2020 (Friday)

– ShowGUIDE Advertising Reservation with payment
– ShowGUIDE Program Ads - must be "camera ready"
– ShowGUIDE Prize Donation Listing
– ShowGUIDE Booth Event Announcement
– Exhibitor Listings

May 7, 2020 (Thursday)

– Cut-off date for Omni special room rate.
Register at SOHOhealthfest.net > Host Hotel Information

May 15, 2020 (Friday)

– Exhibitor badges — add $5/badge starting 5/16/2020
– Retailer pre-registration - add $10/badge starting 5/16/2020
– New Product Display
– Sample Bag Participation

May 27, 2020 (Wednesday)

– Sample Bag Materials to Omni.

May 30, 2020 (Saturday)

– Show Prizes to Registration Desk.

SOHO Healthfest is presented & produced by:

SENPA
NATURAL INDUSTRY ALLIANCE