

Retail Registration Brochure



EXPO

Showing Others
Healthy Options

December 2-5, 2021

NOURISHING
THE HUMAN
CONNECTION



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Missimnee, Florida

Proudly Produced by



SENPA

NATURAL INDUSTRY
ALLIANCE

SOHO EXPO SHOW-AT-A-GLANCE!

SOHO EXPO is a Natural Products Industry trade show and convention.
Show closed to the general public. Attendees must register with Show Management.
NOTE: Schedule subject to change - updates available at SOHOexpo.net.

Thursday, December 2, 2021

12:00pm 22nd Annual SOHO Golf Tournament – Shotgun Start
Alan Kristowski Memorial Tournament
Hawk's Landing Golf Club

5:00pm - 7:00pm REGISTRATION – BOTTOM OF ESCALATORS

Friday, December 3, 2021

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



8:00am - 10:00am SENPA SUMMIT Breakfast & Education Program
(Full-Access Reservation Required)
Keynote Speaker Harold Lloyd

10:15am - 11:30am SENPA SUMMIT Education Programs
(Full-Access Badge Required)

12:00pm - 2:00pm SENPA SUMMIT Lunch & Education Program
(Full-Access Reservation Required)
Keynote Speaker Harold Lloyd

2:15pm - 3:30pm SENPA SUMMIT Education Programs
(Full-Access Badge Required)

4:00pm - 4:45pm Annual Business Meeting and Industry Awards
Retailers and Exhibitors Welcome

5:00pm - 7:00pm Dinner and Education Program
(Full-Access Reservation Required)
Sponsored by Enzymedica

7:30pm - 8:30pm Retail Education Programs
(Full-Access Badge Required)

Saturday, December 4, 2021

7:00am - 5:00pm REGISTRATION – BOTTOM OF ESCALATORS

8:15am - 10:15am Breakfast & Education Program
(Full-Access Reservation Required)
Sponsored by Europharma

10:20am - 10:30am Ribbon Cutting Ceremony

10:30am - 5:00pm EXHIBITS OPEN – EXHIBIT HALLS A, B, C, D

4:45pm - 5:00pm Prize Drawings! In SENPA/SOHO World on
Show Floor

7:00pm - 10:00pm President's Party –
OPEN TO RETAILERS, EXHIBITORS & GUESTS

Sunday, December 5, 2021

7:30am - 2:30pm REGISTRATION – BOTTOM OF ESCALATORS

8:00am - 10:00am Breakfast & Education Program
(Full-Access Reservation Required)
Sponsored by Bluebonnet Nutrition Corp.

9:30am - 3:00pm EXHIBITS OPEN – EXHIBIT HALLS A, B, C, D

2:45pm - 3:00pm Close of Show – Prize Drawings!
In SENPA/SOHO World on Show Floor

Schedule Details

Pre-Registration Ends November 19, 2021



EXPO Showing Others Healthy Options

December 2-5, 2021

Education Conference

SOHO EXPO has Education Program Tracks!

Register for SHOW & Host Hotel TODAY!
SOHOexpo.net

Look for these icons when choosing programs to attend:



THURSDAY, DECEMBER 2

22nd Annual SOHO Golf Tournament



Alan Kristowski Memorial Tournament
Hawk's Landing Golf Course
Shotgun Start 12:00PM (Clinic and Warm Up at 11:00AM)
For Registration Form, see page 14 or online at SOHOexpo.net



HAWK'S LANDING GOLF CLUB

2021 SOHO Expo Golf Tournament Sponsor



bionox®

MOTIVATING WELLNESS™

5:00pm-7:00pm REGISTRATION - BOTTOM OF ESCALATORS

FRIDAY, DECEMBER 3

HELPING YOUR BUSINESS SURVIVE AND THRIVE IN MODERN RETAIL

Being a retailer is a huge challenge. You don't have to walk this journey alone. We're bringing you the tools you need to help your business survive and thrive in modern retail.

We have education tracks designed to cater to your business needs. Bring your staff and take advantage of all of the education sessions we have to offer.

OWNERS

MANAGEMENT

MARKETING

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

8:00am-10:00am SUMMIT BREAKFAST



MEAL FUNCTION (full-access reservation required)

Here Comes the Future! Are You Prepared for an Apocalypse or Renaissance?

Harold Lloyd

This session is a quantitative, self-assessment designed to forecast the future viability of any business. Our research and consultative experience have identified 10 key qualifiers which must be carefully managed by every business to insure its survival especially in times like these.

So, before it's too late, learn where your retail organization should invest its time, talent, money, and energy in an effort to solidify your future.

NOURISHING THE HUMAN CONNECTION



Keynote Speaker
Harold Lloyd

Retail Registration Brochure



Speaker biographies available at
www.SOHOexpo.net

FRIDAY, DECEMBER 3

10:15am-11:15am SENPA SUMMIT

OWNERS



Succession Planning - How to Retire Healthy

Gary Pittsford, Director of Evaluations, Castle Valuation
 Catherine Hoffman, Private Wealth Manager, Creative Planning
 Renee Southard, Owner, Organic Marketplace

Many of our seasoned retailers are nearing retirement age and many of them are asking how to retire, what are the steps for succession planning, and what is the value of their company. Gary Pittsford and Catherine Hoffman are succession planning experts and will talk about all of these ideas and more during this presentation. Moderated by Renee Southard, who personally has implemented much of what Gary and Catherine will discuss, this will be a very informative session for those ready to start thinking about retiring healthy.

MANAGEMENT



How to Increase Sales Without Saying a Word

Chase Ballard, Director of Wellness, Detwiler's Farm Market
 Mari Geier, Owner, Nuts N' Berries
 Scott Cloud, Owner, Scott Cloud & Associates

Have you ever thought about the fact that you can influence every purchase your customers make? In the subliminal messages we send to our customers, we can increase sales without saying a word. All you have to do is understand and implement some fairly easy steps. In this session, Chase Ballard (Detwiler's Farm Market) and Mari Geier (Nuts N' Berries) will share their best practices for increasing your sales. From merchandising, to pricing, to training your staff, this panel has an abundance of practical knowledge to share with you to help drive the success of your store. Moderated by Scott Cloud (Scott Cloud & Associates), this panel is surely one that you won't want to miss.

MARKETING



5 Mistakes Retailers Make on Their Websites and How to Fix Them

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

In this session, Tina will show you how to spot the 5 biggest mistakes most retailers make on their websites. She'll walk you through why these mistakes cost your business and how you can fix them. She'll end the session with live website reviews from willing participants in the audience.

Every attendee will walk away with

- ✓ a website performance checklist you understand,
- ✓ low-cost and no-cost tools everyone can use, and
- ✓ the know-how to make small changes to boost your business online.



SENP SUMMIT EXCLUSIVE SPONSORS



At Time of Print

Education Program Track Key



Speaker biographies available at
www.SOHExpo.net



Retail Registration Brochure

12:00pm-2:00pm SUMMIT LUNCH



MEAL FUNCTION (full-access reservation required)

Lowest Prices? Easiest to Shop? Most Experiential? Pick One and Own It!

Harold Lloyd

In this session we will address our only option, (of the Big 3), we have to succeed... "How to become more experiential," especially within our four walls.

The 3-Second Rule, the A.I.D.A. Principle, and the Concept of 'Flow and Focus,' when mastered, will elevate your store closer to the level of "Experiential." Learn these and other key concepts to better prepare your store's experiential impact.

This session is designed for owners, general managers and anyone passionate about growing their business.



2:15pm-3:30pm SENPA SUMMIT

OWNERS



Building a Team to Carry on Your Legacy

Lindy Bannister, CEO, Food Matters Market

Laura DeWitt, Co-Owner, Get Healthy Vitamins & Natural Foods

Jeff Shackelford, VP Of Purchasing, The Healthy Edge Group

Tom Sokoloff, President, IP-6 International



Building a team is a challenge, but putting in the work to find the right leaders, get your staff engaged in your business, and delegate tasks will allow you to journey into the next season with confidence. As many owners prepare to retire or take a step back from their stores, it is vital to get a strong leadership team in place before you leave. Join Laura DeWitt (Get Healthy Brooksville), Tom Sokoloff (IP-6 International), Lindy Banister (Food Matters Market), and our moderator Jeff Shackelford (Health Edge Group) for this powerful session that will surely set your store and your team up for success.

MANAGEMENT



Creating Profitable and Impactful Supplier Partnerships

Lee Coe, President, Health Navigation, Inc.

Andrew Fleming, VP of Natural Sales, Impact Group

Karen Greenway, Co-Owner, Get Healthy Vitamins & Natural Foods

Ryan Kruse, VP of Sales, Garden of Life



Without the support of your suppliers, it's likely that their products aren't going to sell very well. So how do you work closely in partnership with your suppliers and brokers to develop a relationship that is a win-win? In this session, Ryan Kruse (Garden of Life), Lee Coe (Health Navigation), Andrew Fleming (Impact Group) and Karen Greenway (Hoppy & Company) will be sharing their decades of expertise to help you learn what you need to do to develop your supplier relationships in the most effective way so that you can move more product, impact more lives, and make more money. Renee Southard, our SENPA President and owner of Organic Marketplace, will be moderating this session representing you as a retailer and getting answers to the questions you want to know.

MARKETING



Supercharge Your Sales with Online Content in just 30 Minutes a Day

Tina Smith, Mis-Chief Executive Officer, Creative, LLC

Content marketing can feel like a full-time job. Figuring out what to put online, when, and on what channel can leave any retailer feeling overwhelmed. But what if there was a way to boost your sales, producing online content, in just 30 minutes a day, with work you've already done? In this session, Tina will show you how you already have the content you need. You'll walk away with a 90-day content calendar that makes sense and no-cost tools you can use to implement in your stores right away, in just 30 minutes a day.





EXPO
Showing Others
Healthy Options

4:00am-4:45pm OPEN TO ALL

Annual Business Meeting and Industry Awards

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

Platinum Meal Sponsor: Enzymedica
(Full-Access Reservation Required)



Sponsored by
ENZYMEDICA
The Enzyme Experts

To Be Announced

7:30pm-8:30pm Education Programs

Vendor Education

CBD. Why you should be selling Irwin Naturals.

Jeffrey Burke



It's easy, we use only Full Spectrum Hemp, offer numerous delivery systems including tinctures, liquid soft gels, topicals and blended condition specific formulas. We add Bioperine to every CBD combination formula, and include QR codes on every product. We follow rigorous testing, adhering to the highest quality standards, while offering our CBD products at some of the most compelling values in price per milligram of CBD on the marketplace!



Presented by
irwin naturals

Vendor Education

Choosing Essential Oils: Understanding Label Claims, Grades & Purity Standards

Neil Edward Levin, CCN, DANLA & Tina Tews



Essential Oils are an important part of our business.

What determines their quality and safe, appropriate uses?

- What universal quality standards apply?
- Are there authoritative quality grades?
- What are the regulations for labeling?
- What are the requirements for 'food grade' claims?
- What about child, pet, and pregnancy safety?
- Do organic oils differ from conventional ones; are pesticides a big concern?

Learn how Essential Oil quality is determined and navigate competing claims at this uniquely detailed presentation, ending with a little DIY bonus!



Presented by
nw
The Happy Life Healthy Life NOW

Vendor Education

Using Enzymes to Increase Your Sales

Dan Curtin



We'll be discussing how different types of enzymes are the ultimate up-sell for all dietary supplements. Food, vitamins, minerals, or hormones are of little benefit without enzymes. With enzymes, we can improve the efficacy of all supplements, the health of your customers, and the total revenue of your business.



Presented by
ARTHUR + ANDREW MEDICAL

Vendor Education

Nitric Oxide: Your Body's Best Medicine

Jay Wilkins



Nitric Oxide (NO) is the most studied molecule in history. Its research won the Nobel Prize in Medicine. NO has been dubbed "the miracle molecule" due to its ubiquitous and far reaching effects. It is even being called the "Cardiovascular Cure". Unfortunately, as we age, our nitric oxide levels tend to wane. As our NO wanes we see an increase in many health conditions; most notably high blood pressure and various forms of heart disease including heart attacks. Come listen as Jay Wilkins, ND, of Bionox discusses what nitric oxide is, why it is so important, and how we can harness this medicine within.



Presented by
bionox



SATURDAY, DECEMBER 4

7:00am-5:00pm REGISTRATION BOTTOM OF STAIRS

8:15am-10:15am Keynote Speaker with Breakfast



Platinum Meal Sponsor: Europharma
(Full-Access Reservation Required)

Dietary Strategies and Clinically Proven Natural Medicines to Prevent and Reverse All Diseases

Terry Lemerond

Terry Lemerond has dedicated his life to inspiring others on their journey to health and wellness. A role model for the power of a natural, health lifestyle, he brings his message of the importance of proven dietary interventions and botanical medicine to listeners world-wide through his weekly radio show, podcast, and social media channels. In this discussion, he will review the newest findings and clinical research on preventing and treating all chronic disease.



Sponsored by



EXPO

Showing Others
Healthy Options

10:20am-10:30am Ribbon Cutting Ceremony

10:30am-5:00pm – EXHIBITS OPEN

4:45pm-5:00pm Win Big! Prize Drawings (cash and merchandise)
in SENPA/SOHO World on Show Floor

sponsored by:

7:00pm-10:00pm – President’s Party

Open to all SOHO Retailers, Exhibitors & Their Guests Invited



SUNDAY, DECEMBER 5

8:00am-2:30pm REGISTRATION BOTTOM OF STAIRS

8:00am-10:00am Keynote Speaker with Breakfast



Platinum Meal Sponsor: Bluebonnet Nutrition Corp.
(Full-Access Reservation Required)

To Be Announced

Carl Germano



Sponsored by



10:30am-5:00pm – EXHIBITS OPEN

2:45pm-3:00pm CLOSE OF SHOW

Win Big! Prize Drawings (cash and merchandise) in SENPA/SOHO World on Show Floor

Education Program Track Key



Produced by



Retail Registration Brochure



Speaker biographies available at
www.SOHOexpo.net

RETAILER PRE-Registration Form

 **NOTE: See submission options - bottom right of this form.**



EXPO Showing Others
Healthy Options
December 2 - 5, 2021



Please Print in **BLACK** ink:

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.

Check your preferred means of communication from SENPA & SOHO EXPO:

Mail Email

Your registration confirmation will be sent via your preferred method checked above. PLEASE review confirmation upon receipt.

ATTENDEE INFORMATION

After 11/19/2021 add \$15 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 for SENPA membership. (FULL-ACCESS)
- I am attending exhibits and seminars as a non-member for \$50 per person. (FULL-ACCESS)
- Check here to attend EXHIBITS ONLY at NO CHARGE. (Registration must be received by 11/19/2021)
- Saturday Sunday Enter the name(s) of each attendee and indicate if buyer.
- Check here if this is your first time attending SOHO EXPO.

**Retail Members Get
UNLIMITED
Staff Badges**

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

	Buyer	Staying @ Gaylord	Friday Breakfast	Friday Lunch	Friday Dinner	Saturday Breakfast	Saturday Party	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"/>
_____	<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"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THANK YOU MEAL SPONSORS!



Use Our Convenient **ONLINE Registration: www.SOHOexpo.net**

TOTAL DUE

Registration Fees ___ @\$50 (if applicable) \$ _____

Membership Dues Payment Options \$ _____

- | | | | | | |
|---------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| \$95 | \$140 | \$160 | \$220 | \$320 | \$420 |
| Yearly Dues
1 Location | Yearly Dues
2-3 Locations | Yearly Dues
4-5 Locations | Yearly Dues
6-7 Locations | Yearly Dues
8-11 Locations | Yearly Dues
12+ Locations |

Check the box above to indicate how many stores you represent

*Please provide names and addresses for all additional stores on a separate sheet.

Add \$15 X ___ # of attendees registered after 11/19/21 \$ _____

Grand Total: \$ _____

PAYMENT METHOD

- PAY BY CHECK** - make payable to SENPA
- PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.

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

REQUIRED: Authorize Signature: _____

PRINT Name: _____

DATE: _____



THANK YOU SPONSORS!

INVESTMENT, PLATINUM & PRESIDENT'S PARTY



CADIA®

PLATINUM



GOLD



SILVER



BRONZE



PATRONS



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

FREE

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

SPECIAL SERVICES:

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



Everyone is required to wear a SOHO EXPO badge to 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 seat for that event. Cancellations and requests for refunds must be received in writing by 11/19/2021. NO REFUNDS will be made after 11/19/2021 or for no-shows.

RETURN COMPLETED FORM TO ONE OF THE FOLLOWING:

ONLINE: www.SOHOexpo.net

FAX: (800) 828-7250

MAIL: SENPA
5946 Main Street
New Port Richey, FL 34652

EMAIL: info@SENPA.org

Thank You SPONSORS OF SOHO EXPO 2020!

PLEASE THANK THEM WITH
YOUR BUSINESS & SUPPORT!

INVESTMENT, PLATINUM & PRESIDENT'S PARTY

The Smash Hit President's Party RETURNS - sponsored in part by KeHE.



CADIA

Sponsors make it possible for qualified retailers to receive a REBATE of \$65 per room/per night* at the beautiful Gaylord Palms Resort & Convention Center, a Marriott Property. Wow!
See page 15 for details.

PLATINUM



GOLD



SILVER



BRONZE



MEAL PROGRAM SPONSORS

Meal Sponsors make it possible to offer you COMPLIMENTARY meals to pre-registered retailers and their staff with full-access badges. Wow!



BADGE



GOLF TOURNAMENT



PATRONS



FOOD



MEDIA



SENPA SUMMIT EXCLUSIVE SPONSORS



At Time of Print

REGISTRATION Information

HELPFUL INFO!



BADGES

Everyone is required to wear a SOHO EXPO BADGE to ALL functions.

A confirmation will be sent via your preferred method checked on registration form. Please review confirmation upon receipt and bring with you.

Badges to be PRINTED AND PICKED UP AT SHOW.

BADGE PICK-UP at Registration Desk
(Convention Center - Bottom of Escalators)

THURSDAY 5:00pm - 7:00pm

FRIDAY 7:30am - 7:00pm

SATURDAY 7:00am - 5:00pm

SUNDAY 8:00am - 2:30pm

REGISTER TODAY
www.SOHOexpo.net

Exhibits are FREE
to pre-registered
natural products retailers

MEAL FUNCTIONS

ALL MEAL FUNCTIONS REQUIRE PRE-REGISTRATION and are **FREE for FULL-ACCESS** retail attendees. (Pre-Register **NOW** - see page 8 of this brochure for details and deadlines.)

Advance meal reservations required due to the number of sponsored meal sessions. Meals available on first-come basis. Once the event is "sold out," we will be unable to confirm a seat for the event.

If you do not receive a confirmation within 7 days of registering, please contact the office to confirm receipt of registration at (727) 846-0320 or info@SENPA.org.

SENPA®/SOHO EXPO SHOW SAFETY SYSTEMS

We are looking forward to seeing you at SOHO Expo, December 2-5, 2021 at the Gaylord Palms Resort and Convention Center in Orlando, FL. We are excited to be able to produce an event that will allow you to meet safely in person with retailers, educators, and exhibitors in the natural products industry. We know that being able to network and obtain first-hand product information is extremely important to you, and you can rest assured that along with that, we are taking your health and safety importantly as well. To assist in maintaining a safe show and environment for all involved, our Health & Safety Information will help to clarify what you can expect on site at the show and our expectations of all those attending.



Exposure to COVID-19 is an inherent risk in any public location where people are present; we cannot guarantee you will not be exposed during your visit. By attending the 2021 SOHO Expo you voluntarily assume all risks related to exposure to COVID-19. The health and safety protocols are designed to enhance your safety and comply with present national, state, and local guidelines. As those guidelines change, our protocols may also change. We understand that these times are challenging, and we appreciate everyone's patience and understanding as we navigate as responsibly as we can.

What You Can Expect On-Site at the Show

- SENPA will follow CDC, the State of Florida, and Osceola County Guidelines.
- SENPA will follow Gaylord Palms Resort & Marriott property safety policies & procedures.
- SENPA will follow Vanderbilt University Medical Center's (Marriott's official Wellness Advisor) Covid-19 information.
- Marriott's "Commitment to Cleanliness" standards will be utilized. <https://clean.marriott.com/>
- Mask requirements, social distancing protocol, and seating arrangements will be based on hotel policies and any state or local mandates in place at the time of the show.

**All health and safety information is subject to change as the situation surrounding COVID continues to evolve and as we receive guidance from the CDC, state, and local health authorities.*

BECOME A SENPA® MEMBER



YOU ARE INVITED!

Join the Industry's #1 Independent Trade Association



YOU ARE OUR BUSINESS!

Protect YOUR Rights

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

Benefits for YOU

- Access to SENPA's Natural Products Industry Job Board
- Blog
- Education, Education, Education
- Leadership Opportunities
- Member's Only Resource Library on website with business tools
- SENPA SPEAKS Newsletter
- Free Admission to SOHO Road Show Programs
- Free Admission to SOHO Healthfest – Over 85 Exhibitors
Includes EVENT SPONSORED MEALS* *for SENPA retail members (and their staff) who are pre-registered as full-access attendees
- Free Admission to SOHO EXPO – Over 350 Exhibitors
Includes EVENT SPONSORED MEALS* *for SENPA retail members (and their staff) who are pre-registered as full-access attendees

Keeping YOU Informed

Emails ● Facebook ● Instagram ● Twitter ● LinkedIn ● Website

Full time friendly & experienced staff with a total of 60+ years to serve YOU!

727-846-0320

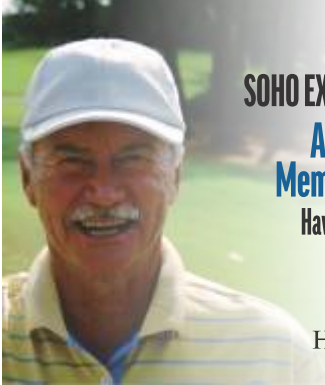


REGISTER TODAY!

SOHO EXPO EXHIBITORS LIST

Listing as of 8-20-2021

3volution Organics
AA Med (Arthur Andrew Medical)
Abena North America Inc.
Amazing Herbs
Ancient Nutrition
Astronova
Badia Spices
Bionox
Bionutrition / Health Supp
Bluebonnet Nutrition Corp.
Boiron
Brainjuice
Buried Treasure
Carlson Laboratories
Childlife Essentials
Cogent Solutions Group LLC
Country Life
Creative LLC
Daily Manufacturing Products
Daybreak Natural Sales
Dr. Riggs' Rhelief
Earth Kiss
E CRS
Enzymedica
Essiac from Canada Intl.
Fat to Energy Lemonaid
Floris Naturals
Garden of Life
Genexa Inc.
Genius Central
George's Aloe
Great Lakes Gelatin Co.
HempFusion
Herbalist & Alchemist
Host Defense Mushrooms
Hustle & Flow Luck LLC
IP-6 International, Inc.
Irwin Naturals
Jarrow Formulas, Inc.
KeHE Distributors
Koops
KOS Naturals
Kyolic
Lakanto
Life Extension
LifeSeasons
Maximum Marketing
Michael's Naturopathic
Montana EMU Ranch Company
Mushroom Wisdom, Inc.
Nativo Wellness
Natural By Nature
Natural Factors
Natural Path/Silver Wings
Natural Stacks
Nature's Way Brands
Nature's Yoke/Utopihen
NaturesPlus
Naturulz-No Junk Products
New Hope Network
Nordic Naturals
NOW Foods
NutriGold
Organic Health Labs
Pacific Resources
Palko Services
Peaceful Mountain Liddell
PlusCBD™by CV Sciences
Probulin
Profounda Inc.
Provida Health
Rainbow Natural Group
Redd Remedies
Relax Saunas
Reliance Private Label Supplements
Retail Insights
RidgeCrest Herbals
Root Down Naturals
Rootology
Roots and Leaves
Rootz of Nature
Rummo Pasta
Scent Fill
Seidman Food Brokerage
Seitenbacher Natural Foods
SHIKAI Products
Silver Biotics
Skin Care LED Light
Source Naturals Planetary
Sovereign Silver
Stevita Naturals
Straight Hemp
Tender & True Pet
Terry Naturally
The Lively Vitamin Co.
The New You Miracle Band
Threshold Enterprises LTD
Vitanica
WholeFoods Magazine
Youtheory



**22nd Annual
SOHO EXPO GOLF TOURNAMENT**

**Alan Kristowski
Memorial Tournament**

Hawk's Landing Golf Club



HAWK'S LANDING
GOLF CLUB

GPS ADDRESS: 8701 World Center Drive, Orlando, FL 32821

\$110 per person PRE-REGISTRATION PRICE

DEADLINE: 11/5/2021 after 11/5/2021 \$125 per person

SHOT GUN START: 12:00PM (Clinic and Warm Up 11:00AM)

Limited Tee Times - SIGN UP EARLY

PRIZES for 1st, 2nd & 3rd Places - Gross vs. Net

**STEP #1 — REGISTRATION
INDIVIDUAL OR MULTIPLE PLAYERS**



INDIVIDUAL REGISTRATION

- I am registering individually **(before 11/5/2021)** \$110.00*
- I am registering individually **(after 11/5/2021)** \$125.00*
 - Place me with a team
 - I am playing with the following people
 - please make sure we are on the same team:

TOTAL DUE: \$ _____

PROCEED TO STEP #2

MULTIPLE PLAYERS REGISTRATION

- I am registering and paying for _____ players @ \$110.00* **(before 11/5/2021)** \$ _____
 - I am registering and paying for _____ players @ \$125.00* **(after 11/5/2021)** \$ _____
- Enter individual names in Step 2

TOTAL DUE: \$ _____

PROCEED TO STEP #2

STEP #3 — PAYMENT INFORMATION

Check enclosed payable to **SENPA**

Charge to Visa M/C Am Ex **Total \$ _____**

SENPA is authorized to charge the amount above to the credit card listed below for SOHO EXPO 2021.

PRINT Name on Card: _____

Card # _____

Exp. ____ / ____ Sec. Code _____

Card's Billing Address

Street: _____

City: _____

State: _____ Zip: _____

Signature: _____

**FAX completed form to (800) 545-1374
or MAIL to: SENPA, 5946 Main Street
New Port Richey, FL 34652**

**STEP #2 — ENTER EACH
GOLFER'S INFORMATION**

Golfer #1

Name _____

Company _____

Address _____

City, State, Zip _____

Email _____

Phone _____ Handicap _____

Golfer #2 Name _____

Golfer #3 Name _____

Golfer #4 Name _____

We are pleased to have you join Tournament Sponsor, Bionox, along with brand ambassador & Pro Golf Legend, Chris DiMarco, at the 2021 Golf Tournament. To kick off the day, DiMarco and Bionox will host an experiential golf clinic on the driving range, where DiMarco will share his warmup routine, favorite drills, and keys to success on the golf course. Throughout the tournament round, DiMarco will spend time playing and interacting with each group. Post-round, DiMarco will mingle with guests while enjoying cocktail hour.

**Bionox® is an Official Sponsor of
Pro Golf Legend Chris DiMarco**



CLINIC: Hosted by Bionox and Pro Golf Legend, Chris DiMarco

FORMAT: Shotgun Start, 4-man Scramble (Captains Choice)

REWARDS: Awards, Prizes, Goodie Bag, Trophy & Photo with DiMarco

FEES: \$110* early registration (*includes box lunch)
\$125* late registration (*includes box lunch)

LIBATION: Includes one post-round drink and mingling with DiMarco

DRESS CODE: Shirt with collar, No Blue Jeans, Metal Spikes are prohibited



RETAILERS ONLY Host HOTEL Savings Details



SAVE \$65 per room, per night*
for retailers only

\$65 Hotel Rebate

for qualified retailers** attending SOHO EXPO!



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Titusville, Florida

A Marriott Property (Orlando area)
6000 West Osceola Parkway

YOUR RESERVATION INCLUDES:

- Free daily newspaper available in hotel lobby
- High-speed internet access in guest rooms
- Two bottles of water delivered daily to your guest room refrigerator
- Complimentary local and toll-free telephone calls (up to 20 minutes)
- 24/7 access to Fitness Center
- Complimentary local shuttle service

REGISTER & RESERVE ONLINE

SOHOexpo.net

When booking your room by phone be sure to mention
SOHO Expo to save!

*BOOK TODAY BEFORE ROOMS SELL OUT!

Savings ends November 9, 2021, if rooms are still available.

Savings made possible for qualified retailers by our
Sponsors listed below.



Thank them with your business!

Retail Registration Brochure



www.SOHOexpo.net



SOHO Expo Retail Registration Brochure Inside



EXPO

Showing Others
Healthy Options

December 2-5, 2021

Education and Events

Dec. 2 - 5, 2021 (Thurs - Sun)

Tradeshow Exhibits

Dec. 4 & 5, 2021 (Sat & Sun)

Online Registration Now Open
www.SOHExpo.net



GAYLORD PALMS®

RESORT & CONVENTION CENTER

Hissimnee, Florida

Follow Us On Social Media



727.846.0320

info@senpa.org

www.SENPA.org



NATURAL INDUSTRY ALLIANCE

5946 Main Street
New Port Richey, FL 34652

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