

2007



Showing Others Healthy Options™

Opportunities...

Gain additional exposure while demonstrating your commitment to the Industry.

Sponsorships*

Meal Functions: **SOLD**
Call office (800-828-7250) for details.

Badge Lanyards: **SOLD**
Imprint your company's logo on badge lanyards for

Badge Holders: **SOLD**
Imprint your company's logo on badge holders for SOHO EXPO!

Buyer's Card:
Be a sponsor on the Buyer's Card. Make sure the retailers stop at YOUR booth. Minimum \$500. Silver and above sponsorships receive a complimentary spot on Buyer's Card. — **Participation is limited!**

Saturday Night President's Reception:
All-new event was a huge success in 2006. Open to all attendees, this reception is from 5:30 p.m. to 7:00 p.m. displays Gold and Silver sponsor logos on wall and a continuous slide show displays all sponsors. — **SOLD**
Sponsorship starts at \$500

Golf Tournament:
Growing each year. Hole sponsorships, Hole-in-One sponsorship, Goodie Bag, more...

Cash

* Level of sponsorship determines some exposure benefits.

SPONSORSHIP LEVELS	
Diamond	\$7,500+
Platinum	\$5,000+
Gold	\$2,000+
Silver	\$1,000+
Bronze	\$ 500

Sponsorship **Privileges and Benefits

- Logo recognition in show material
- Logo recognition in *SOHO SPEAKS*— Southeast newsletter
- Logo recognition on signage
- Award to display at show and office
- Logo in Official Convention and Show Program
- Use of Southeast mailing list
- Free half-page ad in Show Program (Diamond, Platinum)
- Cash donation of \$5,000 receives a free ad in Show Program

** Logo size based upon sponsorship level.

Promotional

Promotion Zone:
Be seen by retailers FIRST before they enter the exhibits — Located outside the exhibit hall. — \$750 per day

Show Program Advertising:
Ads start as low as \$450

Prize Program:
Every time the retailers place an order on the show floor, it increases their chances to win prizes donated by exhibitors. Donate a display of your products!

Food Donations:
Water, snacks, condiments, cereals, beverages and more are used to supplement meal functions.

Presentation Theater:
This is a great opportunity to showcase, demonstrate or explain your products. Located on the show floor and available to exhibitors during show hours to present minute presentations. Saturday only—\$350—limited opportunities.

Clear ValuMailer:
Offer attendees a special reason to come directly to your booth. A special ClearValuPak envelope will be Mailed to 2,000 potential SOHO EXPO attendees. This envelope will contain no more than ten SOHO EXPO Exhibitor coupons or advertisements. Only \$450

Reservation Form

Company Name _____
 Address _____
 Ph: _____ Fax: _____
 e-mail: _____
 Authorized Signature: _____
 Print Name: _____

We are interested in: Sponsorship: _____
 Promotion: _____

Amount of Sponsorship: \$ _____
 Promotion: \$ _____
 50% due with form, final payment due before 10/31/07.

Check made payable to Southeast Natural Products Association
 Credit Card: Visa M/C AmEx
 Card # _____

Exp. Date _____
 Name on Card _____
 Billing address of card _____

Charge... 100% now..... 50% now and balance 10/31/07

Mail or Fax form immediately!

Southeast Natural Products Association
 5309 Lime Street
 New Port Richey, FL 34652
 Ph: (800)828-7250 • Fax: (727)848-7654
 soho@nnfase-soho.org • www.nnfase.org

For more information, call Carylene at: (800)828-7250

Sponsorship and Promotional opportunities