

Annual MAHO Expo & Summer Splash Convention



- The MAHO Expo is THE venue where your company can go and *for example*, talk to say, 100 stores, and their employees in a 6 hour time frame! At a full tabletop cost of \$800 per company, that equates to \$8.00 per store. One 10 minute conversation and order, whether at the show or as a subsequent order in the following weeks or months, nets the company well over the per store cost of attending the show. How much per store does it cost a company to put a rep on the road driving around and visiting stores? Our venue is not only convenient for travel, but affordable. With advance planning travel expenses can be minimized. One night out, and you're on your way back home.
 - The MAHO Expo is organized for our Independent Natural Products Retailers who sell supplements, food, health and fitness products, all things natural and/or organic. We cover a 14 state area (IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, SD, WI, WV) and we usually see retailers from each of these states, as well as others throughout the U.S. The majority of our attendees will be independent retailers. Some of those may include larger stores but not mass market chains. The attendees will likely be very similar to the SOHO Expo or Positively Natural in the Northwest.
- The MAHO Expo is a hybrid show and the space is limited. We anticipate a minimum of somewhere between 200-250 retailers. The show floor will only be open to retailers on Sunday. Friday is an all day retail workshop and Saturday is all day retail education and seminars. This arrangement will also give the exhibitors the option to set-up any time during the day on Saturday or early Sunday morning.
- Your Application and Contract, Rules and Regulations for the show and Exhibitor Forms are contained in this packet. Please review the floor plan (changes daily) and note your placement selection on the completed contract and either fax, email or snail mail back to the MAHO Office along with your payment. Please email or call @ 1(800) 795-6246 if you have other questions and we will try to answer those for you. We look forward to hearing from you about joining us for the MAHO Expo!



Dear Exhibitor,

Thank You, for exhibiting with MAHO! We plan our July MAHO Expo and Summer Splash Convention around you! We are very grateful for your partnership in our annual midwest event and for your support through membership in MAHO!

More importantly, we truly appreciate all the small and often unseen things you do to further the goals of our industry and the success of our Independent Retailers!

The MAHO Expo is "The Midwest Opportunity" to strengthen our industry voice through one-on-one top notch education, cutting-edge product introduction and initiating new sales lines in our Independent Retail Stores!

Together, we are the forces that comprise the leading regional voice in this industry and our combined efforts contribute to the continuing success of your association... and our industry!

We Are Stronger Together!

EXHIBITOR SCHEDULE OF EVENTS

SATURDAY

- * Set-up Easton Ballroom
9:00 a.m. - 5:00 p.m.
- * Mid-Afternoon Snacks Provided
- * President's Reception on Patio
8:15 p.m. (Location TBD if inclement weather)

SUNDAY

- * Set-up Easton Ballroom
8:00 a.m. - 10:00 a.m.
- * Annual Business Meeting
8:00 a.m. - 10:30 a.m.
- * Show Floor Opens
10:30 a.m. - 4:30 p.m.
- * Boxed Lunch Provided
- * Buyer's Bingo & Tear Down Begins
4:30 p.m.

THE MAHO EXPO IS A ONE DAY SHOW



Marcy Kraft, Executive Director
Marcy@maho4health.org

Diane Gaughan, Business Manager
Diane@maho4health.org

P: (614) 798-1117 F: (614) 798-1118
www.maho4health.org

MAHO Expo

and

"Summer Splash" Convention



EXHIBITOR RESOURCE GUIDE

MAHO Expo

AND

"Summer Splash" Convention

Held Annually in July

The Columbus Hilton At Easton
Columbus, Ohio

All Updated Show Information and Exhibitor Forms
are Available on the MAHO Website.
Download The Latest Show Information

www.maho4health.org

At the **MAHO Expo** you will converse with independent retail store owners, buyers and employees that do not attend larger shows. Networking at an event like ours is key, because it opens the door to further business.

During the **MAHO Expo** 1-day 6-hour intensive exhibit opportunity, you will meet with over 200 midwest retailers who have only one thing on their minds... buying and learning about YOUR products.

The **MAHO Expo** is cost effective not only in travel, but per customer cost to exhibit.

- * Maximum 1-2 night hotel expense.
- * Generous exhibit set-up time
Saturday: 9 a.m. - 5 p.m.
Sunday: 8-10 a.m.
- * Easy transportation. The Hilton Columbus at Easton is only 4 miles from Port Columbus International Airport with **FREE** shuttle to and from hotel for guests.
- * **FREE** on-site parking for those driving to our event.

MAHO Member Exhibitors

- * **FREE** New Product Display
- * **FREE** Listing Of Show Specials, Discounts, Prizes/Raffle Items In Show Directory
- * **FREE** Logo Usage In Directory Listing
- * **FREE** Logo Usage On Buyer's Bingo Game Card
- * **FREE** Exhibitor Badges (Up To 4 Per Booth And 2 Per Tabletop)
- * **FREE** Meeting Space For Company Sales Or Trainings, Friday, Saturday Or Monday (Call MAHO Before 5-15 For Reservations)
- * **FREE** MAHO Retail Registration Flyer Template For Inserting Into Retail Mailings And / Or Shipping To Your Customers
- * **FREE** Basic Internet In All Guest Rooms
- * Opportunity To Network With Retail Attendees At The President's Reception On Saturday Evening After The Last Retail Seminar
- * Discounted Website Advertising. Additional Discounts, Date Restrictions Apply
- * Convenient Web Portal to stay up-to-date on show forms and show directory information
- * All Updated Show Information and Exhibitor Forms are Available on the MAHO Website. To Download The Latest Show Information Visit:
www.maho4health.org



2018 MAHO Expo Prices

- * 10" x 10" booth @ \$1,600.00
- * 3' x 8' tabletops are \$800.00
- * Association Dues @ \$200 are a requirement for exhibiting and are not included in the tabletop cost

List of Exhibitor Forms

All forms are available online at:
www.maho4health.org

- EXHIBITOR CONTRACT
- BROKER CONTRACT & LETTER OF AGREEMENT
- RULES & REGULATIONS
- FLOOR PLAN
- EXHIBITOR DUE DATES
- SHOW DIRECTORY ADVERTISING
- NEW PRODUCT DISPLAY
- BADGE REQUEST
- SHOW SPECIALS & DISCOUNTS
- PRIZES & GIVEAWAYS
- BUYER'S BINGO
- LOBBY SIGNAGE
- EXHIBITOR SERVICE KIT (FERN EXPOSITION)
- ELECTRIC SERVICE REQUEST (HILTON)
- EXHIBITOR SCHEDULE OF EVENTS
- SPONSORSHIP & PROMOTIONS (S & P)
- CASH SPONSORSHIPS
- SPEAKERS(PHOTO,BIO, TOPIC&TEASER, AUDIO VISUAL)
- MEAL SPONSORSHIPS
- FOOD & BEVERAGE DONATIONS
- RETAIL BAG SAMPLES
- RETAIL TRAVEL SPONSORSHIPS
- SHOW LOGO ITEMS SPONSORSHIP
- FAQ



APPLICATION AND CONTRACT

42ND ANNUAL CONVENTION & BUYING EXPO

JULY 20-22, 2018

BLANK

With the understanding that we are to comply with ALL RULES AND REGULATIONS contained in the Exhibit Brochure and as may be issued in official bulletins, we hereby apply for the following spaces at the rental prices specified on the contract. **For contract clarification the use of the word space(s) will refer to Booth/Tabletop Exhibit Space.**

PLEASE PROVIDE A BRIEF DESCRIPTION OF THE PRODUCTS & BRAND NAMES THAT YOU WILL DISPLAY AND PROMOTE:

IT IS IMPORTANT that you designate your first (1) through sixth (6) choices of location in order of preference. This will assist us in assigning an alternate space as close to one of your choices as possible in the event your first choice has been assigned. Applications will be considered on the basis of postmark. If two or more same postmarked applications have the same first choice for exhibit space, the applicant ordering the largest number of booths, or total square feet, or payment in full, will receive first priority of booth assignments. A drawing by management will be the final action to break ties. NO PHONE RESERVATIONS WILL BE ACCEPTED. First available postmark is **October 15th**, EXCLUDING **Exhibitor Loyalty Booth Pre-Sale**.

BOOTH/TABLETOP CHOICES: 1st _____ 2nd _____ 3rd _____ 4th _____
Total # Booths Requested: _____ Total # Tabletops Requested: _____

We AGREE to accept the space(s) assigned, submit our Exhibit Application and Contract and **pay full cost of space(s) as required by 2-1-2017**.

PAYMENT POLICY: 1. All accounts **MUST** be paid in full by February 1, 2018. 10% **will be added** to any space(s) not paid in full by 2-1-18.
2. Space(s) not paid in full by Feb. 1, are subject to loss of deposit and cancellation of contract without refund. Space(s) will then be re-sold.
3. *If you opt to Cancel/Downsize/Reduce space(s), the following Dates and Fees apply: Before 2-1-18, 25% of the total space(s) price; After February 1, 2018, 100% of total space(s) fee.

Company Name(s): _____

Exhibiting as (limit: 26 characters including spaces and punctuation): _____

PRINT name as it should appear on Booth/Tabletop Sign and in Show Directory.

PRINT ALL information as it should appear on Badges and in Show Directory.

Address: _____ Toll Free: _____
City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____
Website: _____ Email: _____

Trade Show Coordinator/Contact Name: _____
Phone: _____ Email: _____

☐ MAHO Annual Membership _____ ***You MUST be a 2018 MAHO Member to exhibit at this show.**
☐ Premium Booth Space (10'x10') _____ **Booth space is limited to 29 highly visible perimeter locations.**
☐ Tabletop Space (3'x8') _____ **One (1) Company/Table _____ Two (2) Companies/Table**

Total Amount Due: _____ All payments submitted after 10/15 require a minimum 50% of total amount due w/signed contract.

Please make all checks payable to: **MAHO (Mid American Health Organization)** Amount: _____ Check# _____

CC# payment authorization Amount: _____ ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Please indicate amount to be charged. If amount is not indicated at time of application, full amount due will be charged.

Acct.#: _____ Exp. Date: _____ CVS: _____

Credit Card Billing Address: _____ Zip: _____

Authorized Signature: _____ Print Name: _____

Please sign, date, return with payment/payment information to: **MAHO • 7219 Sawmill Rd., Ste., 105-A • Dublin, Ohio 43016**

Accepted applicants will be notified with an Exhibitor Confirmation/Invoice, specifying the space allotted. When this application is accepted by Management, it becomes a working contract between the company (exhibitor) and NPA Midwest (management). Signature below acknowledges Rules & Regulations and is required as part of this contract.

I have read and understand the terms stated herein.

Name: _____ Date: _____

| Date: | CK/CC#: | Au: | Amount: | Code: | Bal. Due |
|-------|---------|-----|---------|--|----------|
| | | | | <input type="checkbox"/> BF <input type="checkbox"/> RB <input type="checkbox"/> DA <input type="checkbox"/> SD <input type="checkbox"/> CS <input type="checkbox"/> TS | |
| | | | | <input type="checkbox"/> BF <input type="checkbox"/> RB <input type="checkbox"/> DA <input type="checkbox"/> SD <input type="checkbox"/> CS <input type="checkbox"/> TS | |
| | | | | <input type="checkbox"/> BF <input type="checkbox"/> RB <input type="checkbox"/> DA <input type="checkbox"/> SD <input type="checkbox"/> CS <input type="checkbox"/> TS | |

BF/Booth Fees SD/Supply Dues RB/Retail Bag CS/Cash Spons DA/Directory Advertising TS/Travel Spons

For the MAHO Expo Rules & Regs. please see www.maho4health.org

Office Use Only

| | | | | | | | | | | |
|----------------|--------------------------|------------------------|---------------------------------|-----------------------------|----------------------------|-------------------------|------------------------|----------------------------|----------------------------|-----------------------------|
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | NutriGold | Natural Factors | Natural Factors | Rootology | Super Natural Distributors | Mushroom Wisdom | Solgar | Nature's Plus | PlusCBD Oil | KeHE |
| Nutraceutical | | | | | | | | | | |
| 9 | 500 Wish Garden Herbs | 502 | 506 Lanes Brands | 508 | | 510 | 512 | 516 | 518 Trace | 21 |
| | 401 | 403 | 407 Ancient BioScience ILHWA | 409 Melissa B. Naturally | | 411 Stevita Naturals | 413 NATURE'S ANSWER | 417 Purity Products | 419 Avie Nutraceuticals | Buried Treasure |
| Wiley's | | | | | | | | | | |
| 8 | 400 | 402 | 404 | | 408 | 410 | 414 | 416 Santevia | 418 Do`Matcha | 22 |
| | 301 | 303 Plant Therapy | 305 LifeSeasons | | 309 Redmond | 311 World Organic | 315 Dr. King's | 317 RED Remedies | 319 Enzymedica | Nature's Way |
| Hyalogic | | | | | | | | | | |
| 7 | 300 | 302 My Organic Zone | 306 | 308 Mate Factor | | 310 | 312 Lily of Desert | 316 Ancient Nutrition | 318 Ancient Nutrition | 23 |
| | 201 GreenAire | 203 Eazurk Research | 207 Tara's Probiotics | 209 Essentials | | 211 Apricot Power | 213 Michael's | 217 Newton Homeopathics | 219 Xyloburst | Procana Hemp |
| Life Extension | | | | | | | | | | |
| 6 | 200 Twinlab/ Alvita | 202 Reserveage | 204 | | 208 | 210 | 214 Barlean's | 216 Dr Mercola | 218 Ezra's Health | 24 |
| | 101 Ridgecrest | 103 Neural Balance | 105 NOW Foods | | 109 Irwin's | 111 NeoCell | 115 Host Defense | 117 Sunfood | 119 | Garden of Life |
| Palko Services | | | | | | | | | | |
| 5 | | | | | | | | | | 25 |
| | | | | | | | | | | North American Herb & Spice |
| Palko Services | | | | | | | | | | |
| 4 | 3 | 2 | 1 | 29 | | | 28 | 27 | 26 | |
| | Carlson | Kyolic | Sovereign Silver | Extreme Edge | | | Bluebonnet | EuroPharma | Cogent Solutions | |
| Palko Services | | | | | | | | | | |



Hilton Columbus At Easton
3900 Chagrin Drive
Columbus, Ohio 43219
Tel: 1-614-414-5000 Fax: 1-614-414-5100

2018 MAHO EXPO

JULY 20-22, 2018



Exhibit Setup

Saturday: 9:00 a.m. - 5:00 p.m.
Sunday: 8:00 a.m. - 10:00 a.m.

MAHO Expo

Sunday: 10:30 a.m. - 4:30 p.m.

Required Forms

Important Information

Optional Forms

Exhibitor Resources

Exhibitor Contract

Floor Plan
Broker Contract & Letter of Authorization
Rules & Regulations
FAQ 

Exhibitor Due Dates 
Exhibitor Schedule of Events 
Exhibitor Service Manual 
Fern Exposition (614) 253-1500 
Electric Service Request (Hilton)

Badge Request

Show Specials & Discounts

Prizes & Giveaways 
New Product Display

Buyer's Bingo 
Retail Bag Samples 
Retail Travel Sponsorships 
Show Logo Items Sponsorship 

Cash Sponsorships 
Food & Beverage Donations 
Meal Sponsorships

Speakers (Photo, Bio, Topic & Teaser, Audio Visual)
Sponsorship & Promotions (S & P)

Lobby Signage 
Show Directory Advertising 
Website Advertising



Exhibitor Checklist & Due Dates

DONE DATE FORM

ALL DEADLINES ARE FINAL. HOWEVER, WE WILL HAPPILY ACCEPT ANY AND ALL OF YOUR INFORMATION BEFORE THE PUBLISHED DUE DATES.

- | | | |
|--------------------------|-------|---|
| <input type="checkbox"/> | 10/15 | Exhibitor Loyalty Contract & Deposit Notes: _____ |
| <input type="checkbox"/> | 2/1 | Exhibitors Final Payment Notes: _____ |
| <input type="checkbox"/> | 3/1 | Speakers Approved Commitment (Photo, Bio, Topic & Teaser, Audio Visual) Form Notes: _____ |
| <input type="checkbox"/> | 5/1 | Broker Principals Contract & Final Payment Notes: _____ |
| <input type="checkbox"/> | 5/25 | Buyer's Bingo Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Cash Sponsorship Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Food/Beverage Donation Form Notes: _____ |
| <input type="checkbox"/> | 5/25 | Prizes & Give-Aways Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Retail Bag Samples Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Retail Travel Sponsorship Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Show Directory Advertising Form Notes: _____ |
| <input type="checkbox"/> | 5/25 | Show Logo Items Sponsorship Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 5/25 | Show Specials & Discounts Form (If you want it listed in the Show Directory) Notes: _____ |
| <input type="checkbox"/> | 6/1 | Show Directory Ad DEADLINE for Placement in Directory Notes: _____ |
| <input type="checkbox"/> | 6/1 | Food/Beverage Donations Received in MAHO Office Notes: _____ |
| <input type="checkbox"/> | 6/1 | Retail Bag Samples Received in MAHO Office Notes: _____ |
| <input type="checkbox"/> | 6/30 | Badge Request Form (\$25 Charge Onsite Printing) Notes: _____ |
| <input type="checkbox"/> | 6/30 | New Product Display (\$25 Charge after deadline) Notes: _____ |
| <input type="checkbox"/> | 7/1 | Electric Form Please send form & check or cc# to: Hilton Columbus, Attn: Sales & Catering Department, 3900 Chagrin Drive, Columbus, Ohio 43219 or fax to 614-416-8444. Notes: _____ |
| <input type="checkbox"/> | 7/1 | Exhibitor Service Kit George Fern (Official Show Director) All shipping arrangements completed with Fern. Notes: _____ |



Exhibitor Schedule of Events

EXHIBITORS MUST BY COMPLETELY SET-UP NO LATER THAN 10:00 SUNDAY MORNING

FRIDAY (Education)

Retailers: 12:00 (noon) – 7:00 p.m. Workshop and Education

MAHO Board of Directors: 6:00 p.m. – 8:00 p.m. Board Meeting

SATURDAY (Education)

Exhibitors: 9:00 a.m. – 5:00 p.m. Exhibitor Set-up Easton Ballroom

Retailers: 8:00 a.m. – 8:00 p.m. Full Day Seminars & Lectures

Retailers: 8:15 p.m. President's Reception/Patio (Location TBD if Inclement Weather)

Exhibitors: 8:15 p.m. President's Reception/Patio (Location TBD if Inclement Weather)

SUNDAY (Show Day)

Exhibitors: 8:00 a.m. – 10:00 a.m. Exhibitor Set-up Easton Ballroom

Exhibitors: 8:00 a.m. – 10:30 a.m. ABM

Retailers: 8:00 a.m. – 10:30 a.m. ABM/Lecture

Exhibitors: 10:30 a.m. – 4:30 p.m. Show Floor Open

Retailers: 10:30 a.m. – 4:30 p.m. Show Floor Open

Exhibitors: 4:30 p.m. Buyer's Bingo & Tear Down Begins

Retailers: 4:30 p.m. Buyer's Bingo

MAHO Board of Directors: After Show Meeting Immediately After Buyer's Bingo



Exhibitor FAQ

Q. Where are the Seminars and/or Educational Sessions held?

A. All Educational sessions will be in either the Juniper Room or the Regent Ballroom and are clearly marked on lobby signage throughout the facility. This includes the Annual Business Meeting Sunday morning.

Q. Where is the show floor?

A. All exhibits will be in the Easton Ballroom.

Q. How do I get a new badge?

A. Any badge additions or corrections should be submitted to staff at registration. The forms are provided at the desk and the corrected badges will be available during the next available break between Saturday educational sessions. on-site badges are \$25.00/badge.

Q. Will there be any refreshments available?

A. Infused water (filtered) and coffee stations are being provided courtesy of MAHO and will be available in the lobby.

Q. Are the session rooms and exhibit hall air conditioned?

A. Room temperature will be gauged for comfort. However, you may wish to wear a light sweater or jacket to insure your personal comfort.

Q. Is there a designated time when exhibitors can network with retail attendees?

A. There will be a President's Reception from 8:15 - 9:30 p.m. Saturday Evening on the patio (location TBD if inclement weather) immediately following the Dinner Lecture.

Q. At my company request, can I arrange to host dinner, at a local venue, for a group of retail attendee customers?

A. Please be considerate of sponsoring companies and speakers by arranging social time with customers after the published scheduled event times. event may be scheduled which is in conflict with the published schedule without prior approval of show management.

Q. Why did I only receive one sheet of Buyer's Bingo Stickers?

A. Buyer's Bingo Stickers should be reserved for those retail attendees who place an order with your company. If you are in need of more stickers please see staff at the registration desk.

Q. Will I have WiFi access on the show floor?

A. At this time Internet access is not available on the show floor but the Hilton has complimentary connectivity stations.

Q. Are there additional sponsorship opportunities available to promote our companies participation in the MAHO Event?

A. There are multiple opportunities to enhance your participation in our event, including but not limited to snack & beverage sponsorships, boxed lunches during the show, retailer room & travel sponsorships, just to name a few. Please refer to Exhibitor Link on the MAHO website or the MAHO Expo Exhibitor Forms for additional information.

Q. Are there additional Speaker/Sponsorship opportunities available?

A. MAHO has the option of adding a Monday morning Sponsored Breakfast Workshop, to conclude no later than Noon. If a Monday morning session is scheduled, an additional Sunday evening Retailer Dinner Lecture may also become available (NOTE: this option is contingent on securing the Monday morning event).

Q. Will electrical service be available on the show floor?

A. Yes, by advance order through the Hilton. Please use the link to the order form under The Exhibitor Link on the MAHO website.

Q. When will I receive my Exhibitor Service Kit?

A. The Exhibitor Service Kit will be available sometime in April. Please use the link to the order form under The Exhibitor Link on the MAHO website.

Q. I have a tabletop space in your show. May I use a backdrop?

A. Each tabletop exhibitor may use ONE pull up banner only. The maximum width MUST NOT BE more than two (2) feet across. If you wish to display a larger banner, space is available in the registration area outside of the show floor for additional company signage. There is a minimal fee of \$50-\$100 for the additional exposure opportunity. Advance requests should be made with show management as premium locations are reserved first-come first-served.

Q. What other advertising opportunities are available?

A. Please review the list of opportunities under the Exhibitor Link on the MAHO website or the MAHO Expo Exhibitor Forms for additional information.

Q. When will I be able to secure my exhibit space for the next MAHO Expo?

A. A floor plan for next year will be available at registration during the show on Sunday, noting your current location. You may initial your space to confirm your location and participation for next year. A waiting list for booth relocations or upgrades will also be available.

Q. How can I get water at my exhibit location?

A. Water can be provided to you at a cost. You must pre-arrange your water through the catering staff at the Hilton. The easiest and most inexpensive solution is to transport bottled water with your exhibit.

Q. Can I ship my exhibit to the Hilton or if I don't have much inventory can I ship those products to the Hilton?

A. NO! Under no circumstances are you permitted to ship to the Hilton. There is a substantial charge for even small inventory shipments and the Hilton is not equipped to receive an exhibit set-up through shipping. All exhibit and inventory shipments MUST be arranged through George Fern, the official show decorator. Please use the Exhibitor Link on the MAHO website



Buyer's Bingo Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

This form **MUST** be received no later than **5/25** to be included with your listing in the show directory.

* If you missed out on a Speaker or Meal Sponsorship, here is your best opportunity to highlight your companies presence at "Summer Splash". Buyer's Bingo prizes guarantee that a "Summer Splash" retail attendee leaves the show with your company name on their mind and you become the last exciting thing to happen to them!

* **Here is how Buyer's Bingo works!** Each retailer is given a Buyer's Bingo game sheet and every exhibitor has a block on that sheet. Each exhibiting company is given a sheet of stickers to be used **ONLY** when you make a sale. Every time a retailer earns a sticker by placing an order on the show floor it increases their chance to win prizes donated by exhibitors.

* Donate a display of your products, an extreme product discount or a prize of your choice. Consider an iPad, iPod, Smart Phone, Kindle, gift cards, cookware, outdoor furniture, grill, outdoor solar items, weekend getaway! Get creative... all items are your choice! These items are part of the raffle drawing to be given at the close of the show and will be advertised under your listing in the directory. This form should be submitted to show management with full product description no later than **5/25**.

Note: if you wish to sponsor prizes AND/OR give-aways at your booth, during the show, please use the **SHOW PRIZES & GIVE-AWAYS Form!*

OUR COMPANY WILL SPONSOR THE FOLLOWING ITEMS FOR "**BUYER'S BINGO**" AND THEY ARE AS FOLLOWS (please type or print clearly):



Cash Sponsorship Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on the Sponsorship Sign at the Show
3. A Sponsorship Ribbon will be added to all of your company Rep.Show Badges
4. Your company will be mentioned at the Annual Business Meeting
5. Cash donations of \$2500 to \$5000 will receive a free full color 1/2 page Ad in the directory. Anything above \$5000 is a free full color full page Ad.

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

Your generous donations enable MAHO to produce a fiscally responsible show
and
sometimes add just a little "something extra" to our agenda!

The Following Amount Has Been Donated To The Region

☐ Diamond Plus • Over \$5,000

☐ Diamond • \$4,000-\$4,999

☐ Platinum • \$2,500-\$3,999

☐ Gold • \$1,000-\$2,499

☐ Silver • \$500-\$999

☐ Bronze • \$250-\$499

Notes/Comments



Food/Beverage Donation Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on a Donation Sign at the Show
3. A Sponsorship Ribbon will be added to all of your company Rep. Show Badges
4. Your company will be mentioned at the Annual Business Meeting

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

* There are frequent changes to the availability of select sponsorships. Staff will notify all requesting companies about the current year's available donation items as soon as possible. Upon your request, you will be placed on the waiting list for next year's show If your desired donation item is filled.

* All Food and Beverage Donations should be submitted to the MAHO office for approval no later than **5/25**.

* All items should be sent to the MAHO office (address below) no later than **6/1**.

- ☐ Water
- ☐ Snacks
- ☐ Condiments
- ☐ Cereals
- ☐ Beverages
- ☐ Other _____

All Food/Beverage donations are used to supplement meal functions

Notes/Comments



Prizes & Give-Aways Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

This form **MUST** be received no later than **5/25** to be included with your listing in the show directory.

- * Please consider new or unusual **“Show” Prizes & Give-Aways!**
 - * Your Retailers love the opportunity to receive something they may not easily find or purchase and it is an excellent way to get your “New Product” into the hands of your future consumer educators!
 - * **“Show” Prizes & Give-Aways** not only add excitement to the show floor but they also increase the anticipation of attending this show! These Prizes/Gifts are for *give-aways* at your booth and/or a scheduled seminar or lecture. They are an undeniable factor in the success of this show and will be advertised under your listing in the directory. Consider an iPad, iPod, Smart Phone, Kindle, gift cards, cookware, outdoor furniture, grill, outdoor solar items, weekend getaway! Get creative...all items are your choice!
 - * Please be sure to detail how these items will be given away so the listing is appropriate.
- *Note: if you wish to sponsor prizes for the Buyer’s Bingo winners, at the close of the show, please use the Buyer’s Bingo Form!*

OUR COMPANY **“SHOW PRIZES & GIVE-AWAYS”** ARE AS FOLLOWS (please type or print clearly):

☐ Will sponsor prize/product drawings/give-aways at a scheduled lecture or seminar (at management discretion).

☐ Will sponsor prize/product drawings/give-aways at our booth.



Retail Bag Samples Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on the Sponsorship Sign at the Show
3. Your company will be mentioned at the Annual Business Meeting

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

- * Please Be Sure To Send A Minimum Of 300 Sample Product Items Or Discount Coupons
- * This Form Should Be Submitted No Later Than 5/25 To Be Included In Your Show Directory Listing
- * All Items Must Be Received In The Office No Later Than 6/1
- * \$50.00 Charge/Item (Multiple Items Can Be Bagged To Reduce Per/item Charge And Product Info Can Be Stapled To Items)

**The Following Item(s) Will Be Donated To The Region
To Be Placed Inside The Retail Attendee Bags.**

Please Print Item(s) Name Clearly

Notes/Comments



Retail Travel Sponsorship Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on the Sponsorship Sign at the Show
3. Your company will be mentioned at the Annual Business Meeting

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

* This is your opportunity to provide gas card(s) and/or cash sponsorship to be rebated to a pre-registered retailer's room cost.

* These retailer recipients could be a new store owner, a prospective customer with your company, or a store that might not have previously attended a MAHO Association event.

* Sponsorship Charge Will Be Listed On The Exhibitor Sponsorship Confirmation/Invoice.

☐ Registered Retail Attendee Raffle Drawing (to be held June 1st @ association office)

☐ Hotel Rebate Program (\$50/Room): ☐ \$500.00 ☐ \$1,000.00 ☐ \$1,500.00

☐ Gas Cards: _____ \$50.00 Gas Card = _____ AND/OR _____ \$100.00 Gas Card = _____

Notes/Comments



Show Directory Advertising Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

Advertising Contact: _____ Phone: _____ Email: _____

Advertising Contact: _____ Phone: _____ Email: _____

Advertising Contact: _____ Phone: _____ Email: _____

☐ **Outside Back Cover • \$550**
(Ad Size Should Be 4" Wide x 7" High)

☐ **Inside Front Cover • \$500**
(Ad Size Should Be 4" Wide x 7" High)

☐ **Inside Back Cover • \$450**
(Ad Size Should Be 4" Wide x 7" High)

☐ **Full Page Ad • \$350**
(Ad Size Should Be 4" Wide x 7" High)

☐ **½ Page Ad • \$175**
(Ad Size Should Be 4" Wide x 4" High)

☐ **¼ Page Ad • \$100**
(Ad Size Should Be 4" Wide X 2" High)

- ☞ All Ad Copy (Color Or Black And White jpeg) Should Be No Less Than **300 dpi @ size**
- ☞ Please Submit Ad Copy In The Corresponding Size For The Ad(s) You Have Requested.
- ☞ Completed Advertising Form Must Be Submitted To The MAHO Office No Later Than **5/25**
- ☞ Deadline For All Ad Copy Submissions Is **6/1**

Notes/Comments



Show Logo Items Sponsorship Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on the Sponsorship Sign at the Show
3. Your company will be mentioned at the Annual Business Meeting

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

* This is your opportunity to make certain your company name and logo go home with every retailer keeping your company fresh in their mind long after “Summer Splash” is over!

* Imprint your company logo on one or more promotional items that will be used or worn at the MAHO Expo & “Summer Splash” Convention. These memories will be used again and again, long after your flash at our Splash is over.

* Contact the office form more information and ideas.

☐ **Badge Lanyards/Holders**

☐ **Baby Beach Balls (stress balls)**

.....
☐ **Neon Sunglasses**

☐ **Sun Visors**

.....
☐ **Retail Attendee Bags**

.....

Notes/Comments



Show Specials & Discounts Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

This form **MUST** be received no later than **5/25** to be included with your listing in the show directory.

- * Please give thoughtful consideration to the “Show” Specials & Discounts you will offer!
- * “Show” Specials & Discounts that are only made available to retailers *attending the MAHO Expo*, during show hours and *only* on the show floor, are a powerful way to ensure strong attendance at this show.
- * Your “Show” Specials & Discounts are an important contribution to a retailers’ motivation to spend money *at your booth* and will be advertised under your listing in the directory.

OUR COMPANY “**SHOW SPECIALS**” ARE AS FOLLOWS (please type or print clearly):



Speakers and Sponsorships Submission Form

OUR COMPANY WILL PARTICIPATE IN **SPEAKER / SPONSORSHIP OPPORTUNITIES** AS FOLLOWS

(YOUR COMPANY NAME)

Additional forms pertaining to your selections along with any invoices will be sent after submission of this form

- ☐ **Speaker:** Please provide the following information for Show & Convention consideration. (*Once approved by MAHO, Speaker Form must be completed and returned within **five (5) days**)

Speaker Name: _____ Topic: _____

Speaker Name: _____ Topic: _____

- ☐ **Meal:** Held in conjunction w/speaker (This meal can be combined with your speaker or one may be provided courtesy of another company)

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Friday Lunch | <input type="checkbox"/> Saturday Breakfast | <input type="checkbox"/> Saturday Beverage Service A.M. | <input type="checkbox"/> Sunday Breakfast |
| <input type="checkbox"/> Friday Dinner | <input type="checkbox"/> Saturday Lunch | <input type="checkbox"/> Saturday Beverage Service P.M. | <input type="checkbox"/> Sunday Brunch |
| <input type="checkbox"/> Friday Seminar Snack Service | <input type="checkbox"/> Saturday Dinner | <input type="checkbox"/> Saturday Seminar Snacks A.M. | <input type="checkbox"/> Sunday Boxed Lunch |
| <input type="checkbox"/> Friday Beverage Service | <input type="checkbox"/> Saturday President's Reception | <input type="checkbox"/> Saturday Seminar Snacks P.M. | <input type="checkbox"/> Sunday Beverage Service |
| | <input type="checkbox"/> Host Bar | | |

*(Annual Business Meeting May Take Place On Either Saturday or Sunday - TBA)

- ☐ **Cash Levels:** Your generous donations enable MAHO to produce a fiscally responsible show and sometimes add just a little "something extra" to our agenda!

- | | | |
|---|---|--|
| <input type="checkbox"/> Diamond Plus • Over \$5,000 | <input type="checkbox"/> Diamond • \$4,000-\$4,999 | <input type="checkbox"/> Platinum • \$2,500-\$3,999 |
| <input type="checkbox"/> Gold • \$1,000-\$2,499 | <input type="checkbox"/> Silver • \$500-\$999 | <input type="checkbox"/> Bronze • \$250-\$499 |

- ☐ **Show Program Advertising:** *Completed Ad Form with final Ad must be completed and returned to the NPA Midwest Office by the deadline date **5/25**.

- | | | |
|--|--|---|
| <input type="checkbox"/> Outside Back Cover • \$550 | <input type="checkbox"/> Inside Front Cover • \$500 | <input type="checkbox"/> Inside Back Cover • \$450 |
| <input type="checkbox"/> Full Page Ad • \$350 | <input type="checkbox"/> ½ Page Ad • \$175 | <input type="checkbox"/> ¼ Page Ad • \$100 |

Return to MAHO • 7219 Sawmill Rd. Ste. 105-A • Dublin, Ohio 43016
Phone: 614/798-1117 • 800/795-6246 • Fax: 614/798-1118
Email: Diane@maho4health.org • Marcy@maho4health.org
Website: www.maho4health.org



Marketing and Promotions Submission Form

OUR COMPANY WILL PARTICIPATE IN **MARKETING / PROMOTIONS OPPORTUNITIES** AS FOLLOWS

(YOUR COMPANY NAME)

Additional forms pertaining to your selections along with any invoices will be sent after submission of this form

- ☐ **Logo Items:** Imprint your company logo on one or more promotional items that will be used or worn at the NPA Midwest/MAHO Trade Show. These memories will be used again and again, long after your flash at our Splash is over.
- ☐ Badge Lanyards/holders ☐ Baby Beach Balls (stress balls) ☐ Neon Sunglasses ☐ Sun Visors
- *Contact the office for more information and ideas.

- ☐ **Retailer Travel:** Provide gas card(s) and/or 1 or 2 room nights and/or a cash amount to be rebated to a pre-registered retailer's room cost. These retailer recipients could be a new store owner, a prospective customer with your company, or a store that might not have previously attended an NPA Midwest/MAHO regional event.

☐ Retailer(s) of your Choice **OR** ☐ Registered Retail Attendee Raffle Drawing (to be held June 1st @ association office)

☐ 1 night @ \$180.00 ☐ 2 nights @ \$360.00

☐ Gas Cards: _____ \$50.00 Gas Card = _____ **AND/OR** _____ \$100.00 Gas Card = _____

☐ Rebate Program: _____ \$50.00 per room = _____

- ☐ **Buyers Bingo:** Each time a retailer places an order on the show floor it increases their chance to win prizes donated by exhibitors. Donate a display of your products, an Xtreme product discount or a prize of your choice. These items are part of the raffle drawing to be given at the close of the show and should be submitted to show management with full product description no later than **5/25**.
TO BE ADVERTISED (FREE) IN THE DIRECTORY

- ☐ **Food Donations:** Water, snacks, condiments, cereals, beverages and more are used to supplement meal functions. All items must be submitted to MAHO for approval by **5/25**.
TO BE ADVERTISED (FREE) IN THE DIRECTORY

- ☐ **Our Company:** Will sponsor prize/product drawings/give-aways at a scheduled lecture or seminar (at management discretion). Please use the space below to submit your company prize/product give-aways by **5/25**.
TO BE ADVERTISED (FREE) IN THE DIRECTORY

- ☐ **Prizes/Gifts:** Hold a booth drawing for prize/product give-aways at your booth. How about an ipad, ipod, Smart Phone, Kindle, gift cards, cookware, outdoor furniture, grill, outdoor solar items, weekend getaway! Get creative...all items are your choice! Please use the space below to submit your company prize/product give-aways by **5/25**.
TO BE ADVERTISED (FREE) IN THE DIRECTORY

- ☐ **Retail Bag Donations:** **\$50.00 Charge** Minimum 300 pcs. (May increase depending on anticipated # of retailer attendees) *TO BE ADVERTISED (FREE) IN THE DIRECTORY*



Approved Speaker Commitment & A/V Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

This form must be completed (this includes A/V needs) and returned w/in **5 days** after confirmation of speaker

Show Contact Name: _____ Phone: _____ Email: _____

Speaker Name/Credentials: _____

Speaker Bio: _____

Title of Topic: _____

Brief Description of Topic: _____

- .jpeg of the sponsoring company logo (show program)
- .jpeg picture of your speaker (show program)
- High resolution sponsoring company logo for signage
- High resolution picture of your speaker for signage

Please Note:

The Audio/Visual Fee is \$425.00. The fee is based on the A/V package price negotiated and contracted by the association and is split equally between all speaker sessions. The Speaker Fee will be added to your company invoice and an updated invoice will be sent to the show contact via email.

If you elect to sponsor a Speaker/Meal Function, your A/V Split will be added to your BEO and billed through the Hilton. In order to better serve the individual needs of each company and speaker, your company Event Coordinator will work directly with the Hilton Catering Manager to plan the meal selections for your menu. Staff will notify the Event Coordinator when the menus are available.

A/V Needs: Please indicate the A/V needs of your speaker

| | | |
|------------------------------|----------------------|----------------------------------|
| _____ HH Wireless Microphone | _____ CD Player | _____ Audio Mixer, 4 Ch. |
| _____ LAV | _____ Power Strip | _____ Audio Direct Box |
| _____ Floor Microphone Stand | _____ Extension Cord | _____ LCD Projector (includes |
| _____ Laser Pointer | _____ VGA Cable | projection stand, tripod screen, |
| _____ Podium | _____ Tripod Screen | cabling and extension cords |

Additional Charge: *It is recommended that you bring your own laptop with your presentation pre-loaded and tested.

**MAC please bring your own pigtail

_____ (\$500.00) Laptop (includes computer with Microcoft

Professional software, tripod screen, cabling and extension cords

_____ (\$50.00) Wireless Mouse



Meal Sponsorship Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

1. Your company name and logo will be listed in the Show Directory as a sponsor of the show
2. Your company name and logo will be listed on the Sponsorship Sign at the Show
3. A Sponsorship Ribbon will be added to all of your company Rep.Show Badges
4. Your company will be mentioned at the Annual Business Meeting
5. Meal Sponsorships of \$2500 to \$5000 will receive a free full color 1/2 page Ad in the directory. Anything above \$5000 is a free full color full page Ad.

Please include with this Form:

- .jpeg of the sponsoring company logo (show program) • High resolution sponsoring company logo for signage

* Breakfast, Lunch and Dinner Sessions are booked months in advance of the show. If you desire one of these sessions, please be sure to contact the office well in advance of the current year's show.

* Sponsored meals can be held in conjunction w/speaker (This meal can be combined with your speaker or one may be provided courtesy of another company)

* There are frequent changes to the availability of select sponsorships. Staff will notify all requesting companies about the current year's available slots as soon as possible. Upon your request, you will be placed on the waiting list for next year's show If your desired sponsorship level is filled.

* If you are sponsoring a meal the charge will be added to your company BEO and billed through the Hilton. In order to better serve the individual needs of each company, your company Event Coordinator will work directly with the Hilton Catering Manager to plan the meal selections for your menu. Staff will notify the Event Coordinator when the menus are available.

- ☐ Friday Lunch
- ☐ Friday Dinner
- ☐ Friday Seminar Snack Service
- ☐ Friday Beverage Service

- ☐ Saturday Breakfast
- ☐ Saturday Lunch
- ☐ Saturday Dinner
- ☐ Saturday President's Reception
- ☐ Host Bar
- ☐ Saturday Beverage Service A.M.
- ☐ Saturday Beverage Service P.M.
- ☐ Saturday Seminar Snacks A.M.
- ☐ Saturday Seminar Snacks P.M.

- ☐ Sunday Breakfast
- ☐ Sunday Brunch
- ☐ Sunday Boxed Lunch
- ☐ Sunday Beverage Service

Notes/Comments



Badge Request Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

All badge requests **MUST** be received no later than **6/30**

Each company will receive (**FREE**):

- *Four (4) badges per 10x10 booth and/or two (2) badges per tabletop
- *Additional badges will be charged at **\$10.00** each
- *Any request for additional badges and/or changes after the deadline date will be charged at **\$25.00** per request
- *All badges printed on-site will be charged at **\$25.00/badge**

OUR COMPANY **BADGE** NEEDS ARE AS FOLLOWS:

PLEASE TYPE OR PRINT CLEARLY

1. _____

2. _____

3. _____

4. _____

Notes/Comments



Lobby Signage Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

The MAHO Expo is a hybrid show with (29) 10' x 10' booths around the perimeter of the show room floor, surrounding islands and blocks of 3' x 8' tabletops. Only one, per company, pull-up banner sign is permitted in the tabletop area. Pull-up banner must be no wider than 18" - 24".

If you have multiple signs or larger signs, requiring pipe & drape, for display, we encourage you to secure space in the lobby directly outside of the show room floor.

This option gives your company advance advertising AND our MAHO Expo attendees the opportunity to see all of the educational facts OR promotional information, of your choosing, about your company as well as providing double exposure for your company!

☐

Pull-up banner (any size) - **\$50.00**

☐

Signage requiring pipe & drape (any size) - **\$75.00**

☐

Show Entrance Pull-up banner **OR** Signage requiring pipe & drape (any size) - **\$100.00**

* Only two available locations secured first come first serve.

Notes/Comments



New Product Display Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name

Show Contact: _____ Phone: _____ Email: _____

OUR COMPANY “NEW PRODUCTS DISPLAY” ITEMS ARE AS FOLLOWS:

Each exhibiting company is entitled (**FREE**) to a *maximum of two (2) Items or lines* for the **New Products Display**. All products must be new to the industry within the last 6 months, *i.e. new product, new label, new formulation*, etc. Only empty boxes, bottles, etc. should be displayed.

Please remember to place your products on the **New Product Display** table on Sunday morning before the show floor opens. Signs will be at the *NPD location*.

This form **MUST** be received no later than **5/25** to be included in NPD list in the show directory. Any submissions after **6/30** will be charged \$25.00 for signage.

PLEASE TYPE OR PRINT CLEARLY

Notes/Comments

MAHO Expo & “Summer Splash” Convention Exhibit Rules And Regulations

These Rules and Regulations have been drawn up for the purpose of providing a well-balanced, well-regulated, attractive and successful MAHO EXPO & “Summer Splash” Convention. Convention Management reserves the right in all emergencies to make such ruling as may appear to be 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 pamphlet as well as all other related materials published concerning the show.

WHO SHOULD EXHIBIT: The Natural Products and Food Industry ... Manufacturers, Brokers, Distributors, 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. This is a trade event and not a consumer show.

ELIGIBILITY: All products to be exhibited at the MAHO EXPO & “Summer Splash” Convention 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 MAHO EXPO & “Summer Splash” Convention. Management reserves the right to request a copy of business license, insurance and references.

APPLICATION FOR SPACE: Each company whose products/services will be displayed/promoted must be the company/business firm that applies for and occupies the exhibit booth(s). Application for space must be made on the space application/contract provided. Applicants are requested to indicate their preference for spaces, starting them in the order of choice. One company may order any amount of exhibit space. Applicants who will represent other companies in exhibit space may include a maximum of two (2) companies per each booth. Multi-booth 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 tabletop space each must have its own MAHO EXPO & “Summer Splash” Convention Exhibit Contract.

BOOTH / TABLETOP ALLOCATIONS: All MAHO EXPO & “Summer Splash” Convention Exhibitors must be MAHO members. All booth/tabletop space will be allotted by MANAGEMENT. No part of any exhibit space may be sublet without the written permission of Management. All previous year MAHO EXPO & “Summer Splash” Convention exhibitors qualify for the *Exhibitor Loyalty Booth Pre-Sale* and will be given first priority when allocating exhibit space. October 15, is the first available postmark date for all other exhibitors. Exhibit space will be allocated using the postmarked date followed by the quantity and types of booths purchased and sponsorships.

BOOTH / TABLETOP REQUIREMENTS & SETUP: Exhibitors can distribute materials only from the booth site or purchased promotion zone. Exhibitor setup is Saturday: 9:00 a.m. - 5:00 p.m. and Sunday: 8:00 a.m. - 10:00 a.m. The Show Floor opens at 10:30 a.m. **ALL EXHIBITORS MUST BE PAID IN FULL BEFORE THEY WILL BE PERMITTED TO SET UP THEIR EXHIBIT; ALL EXHIBITS ARE TO BE COMPLETELY SET UP NO LATER THAN 10:00 A.M. SUNDAY.**

BOOTH PRICE INCLUDES: 10' x 10' booth space with draped back walls and three-foot side railings. (1) 2' X 6' X 30" Skirted Table, (1) 7" x 44" ID Sign (2) Chairs - (1) Wastebasket

TABLETOP PRICE INCLUDES: (1) 2' X 6' X 30" Skirted Table, (1) 7" x 44" ID Sign, (2) Chairs - (1) Wastebasket

Exhibit Hall is carpeted. Exhibitors, at their own expense, may purchase additional booth carpeting and/or tables/furniture directly from the designated show decorator. Security - Exhibit hall will be locked after the show floor closes. 24 hour on site security throughout the facility.

BROKERS: Brokers are allowed only two firms per booth. Brokers must register all manufacturers and products in each booth upon submission of space application. Brokers must advise MAHO and Show Decorator of all booth signs and badges needed, as well as complete company listings for the Show Directory, no later than 6/30. Any information submitted beyond that day will be included only as space permits. Additional signs or badges requested after 6/1, or on site will be subject to applicable printing and/or registration fees. (Four badges per booth, two badges per tabletop, any additional badges will be \$10.00 each.) Any special requests or requirements must be made to MAHO or Show Decorator in advance. Companies that contract with or change brokers after space has been contracted with MAHO will not receive refunds, and will only be relocated as space permits. Booth relocations are based on availability and subject to a \$50 service fee and will be the responsibility of the company and/or broker for any charges associated with signage or changes in booth requirements.

***CANCELLATION OF EXHIBIT SPACE:** Once the MAHO EXPO & “Summer Splash” Convention contract is signed and exhibit space is allocated, you are contracted to exhibit space. An exhibitor who cancels, downsizes or moves its booth space reservation must pay a cancellation fee, shown on contract, plus a \$100 administration fee, which allows MAHO to recover the administration expenses incurred in preparing for the participation of the canceling exhibitor and which it will incur in attempting to resell the booth. Cancellations must be made in writing. Once cancellation is received, the space will be reallocated at the sole discretion of show management.

COMPLAINT PROCEDURE: The Management agrees every exhibitor has the right to exhibit without harassment from another MAHO EXPO & “Summer Splash” Convention 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.

COOKING FOODS: Foods cooked at exhibitor's booth for sale on show floor is prohibited. Exhibitor must abide by rules of the Hilton Columbus At Easton. No open flame devices allowed. Access to electricity may be purchased by the contracting exhibitor, from The Hilton Columbus At Easton.

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 booth 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. Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance (forward to the aisle). No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variance will be considered provided renderings/sketches are presented to Management at least 60 days in advance of move-in. If you have any questions about your display, contact Convention Management immediately.

EXHIBITOR CREDIT: The exhibitor will furnish to Management, upon request, credit information and credit reference.

EXHIBITION SERVICE & LOGISTICS: George Fern Exposition and Event Services is the official exhibition company. Shipping and handling information will be provided. An Exhibitor Service Kit containing detailed information will be sent directly to you in ample time for advance planning, at no cost, from the show decorator George Fern. 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. **SHIPMENTS:** All shipments of booth material must be shipped to George Fern, NOT the Hilton Columbus at Easton.

MAHO Expo & “Summer Splash” Convention Exhibit Rules And Regulations

EXHIBITOR SAMPLES: Exhibitors may only distribute samples, products, literature or other material from their booth site or purchased Promotion Zone, and nowhere else in the Hilton Columbus At Easton or adjoining hotels during the trade show. 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 prohibited.

EXHIBITOR SOCIAL FUNCTIONS: Exhibitors are prohibited from holding any function simultaneously with any scheduled MAHO EXPO & “Summer Splash” Convention. Exhibitors must get approval, in advance, from the Trade Show Director for such activities. Penalties for such violations will include removal of the company’s exhibit, without refund, and exclusion from the next MAHO EXPO & “Summer Splash” Convention.

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 setup. MAHO 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 cannot be substantiated with significant scientific data in their booth may be subject to removal from the trade show floor without refund. MAHO does not permit the display of products labeled, marketed or promoted as “legal highs”, or “street-drug knockoffs” or products intended to mask substance abuse or interfere with substance abuse tests. If you find a product or literature you consider questionable, see Complaint Procedure.

FORCE MAJEURE: MAHO 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 MAHO (“Force Majeure Events”). In such event, MAHO shall be entitled to retain such portion of the Contract Price as required to compensate MAHO for expenses incurred up to the time of the Force Majeure Event.

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 MAHO EXPO & “Summer Splash” Convention Exhibitor Application and Contract, 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 MAHO EXPO & “Summer Splash” Convention Exhibitor Application and Contract. No exhibits/displays/signs/personnel will be permitted in the Hilton Columbus At Easton common areas or adjoining hotels in any place other than the regular assigned exhibit space or purchased Promotion Zone.

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.

HOLD HARMLESS: It is understood that MAHO or the Hilton Columbus At Easton or legal entities which own, lease, and/or operate these entities nor their members, officers, directors, or employees shall be 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 Hilton Columbus At Easton 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 Hilton Columbus At Easton 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 Hilton Columbus At Easton used by the exhibitor or brought upon the Hilton Columbus At Easton premises in his behalf, except for the gross negligence or willful misconduct of the Hilton Columbus At Easton 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 the MAHO or the Hilton Columbus At Easton and legal entities which own, lease, and/or operate the Hilton Columbus At Easton and MAHO, 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.

INSURANCE OF EXHIBIT: The Management has provided security and will use every possible effort to safeguard exhibitor’s property. MAHO 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 MAHO or the Hilton Columbus At Easton. Exhibitor is responsible for any damage it inflicts on the facilities. Any violation will cancel the contract for exhibition space without refund.

LIABILITY: Exhibitor agrees that if MAHO 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.

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 booth 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.

PRE-SHOW DISCOUNTS: Management respectfully requests that exhibitors at the MAHO Convention & Buying EXPO refrain from offering pre-show discounts to retailers. This practice is harmful to the show and discourages show attendance.

PAYMENT OF EXHIBIT SPACE: The appropriate (50% deposit) must accompany space application. Please see contract for cancellation fees. Payment in full must be received on the date indicated on Exhibit Contract. Any and all spaces not claimed and occupied before 9 a.m. of opening day may be sold or reassigned without refund. *For confirmed participants in Exhibitor Loyalty Booth Pre-Sales Option please refer to email and corresponding contract info.

SMOKING: The Hilton Columbus At Easton Smoking is a 100% smoke free facility. Smoking is prohibited at all times in the exhibition hall and during MAHO EXPO & “Summer Splash” Convention specified events.

SUBLEASING: Exhibitors may not sublet their space, or any part thereof.

TEAR DOWN OF EXHIBITS: 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 booth before official closing (per program) on Sunday, SHOW DAY, will mean loss of priority in space selections for the next year’s show or may be subject to a refundable deposit to act as a bond.