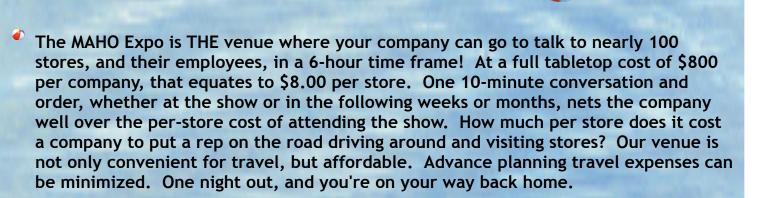
# Annual MAHO EXPO & Summer Splash Convention



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 15-state area (IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, PA, SD, WI and 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 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 and Saturday are all-day retail educational sessions. 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 showand Exhibitor Forms are contained in this packet. Please review the floor plan, (changes daily) and note your placement selection on the completed contract then 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 any questions. 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 Expois "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

# ΜΑΗΟ Εχρο

### "Summer Splash" Convention



### EXHIBITOR RESOURCE GUIDE



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 MID-AMERICAN HEALTH ORGANIZATION

#### 2019 MAHO Expo Prices 10" x 10" booth @ \$1,600.00 <sup>\*</sup> 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: <u>www.maho4health.org</u> 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

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