

# Annual MAHO Expo & Summer Splash Convention



- The MAHO Expo is THE venue where your company can go to talk to nearly 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 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. 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 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.
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- 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 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!
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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

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[www.maho4health.org](http://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](http://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](http://www.maho4health.org)



### 2019 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](http://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

## 44<sup>TH</sup> ANNUAL CONVENTION & BUYING EXPO

JULY 24-26, 2020 (ONE-DAY SHOW: SUNDAY, JULY 26, 2020)

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.**

IT IS IMPORTANT to designate your first (1) through fourth (4) choice 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 2-1-2020.*

- PAYMENT POLICY:**
- All accounts **MUST** be paid in full by February 1, 2020. 10% **will be added** to any space(s) not paid in full by 2-1-20.
  - 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.
  - \*If you opt to Cancel/Downsize/Reduce space(s), the following Dates and Fees apply: Before 2-1-20, 25% of the total space(s) price; After February 1, 2020, 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 2020 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.**

**FOR YOUR PROTECTION, PLEASE DO NOT COMPLETE YOUR CREDIT CARD INFORMATION ON THIS FORM. WE WILL CONTACT YOU ONCE WE RECEIVE YOUR CONTRACT WITH ALL OTHER INFORMATION COMPLETED.**

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

- Authorize MAHO to bill the credit card listed above for the balance due on the deadline payment date 2-1-2020**

**I have read and understand the terms stated herein.**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

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 MAHO (management). A signature acknowledges Rules & Regulations and is required as part of this contract.

Office Use Only

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

BF/Booth Fees SD/Supply Dues RB/Retail Bag CS/Cash Spons. DA/Directory Advertising TS/Travel Spons. AL/Add. Sign Location PR/Pres. Roundtable Speaker

10	11	12	13	14	15	16	17	18	19	20
	REDD Remedies	Natural Factors	Natural Factors	Rootology	Super Natural Distributors	Mushroom Wisdom	Solgar	New Chapter	PlusCBD Oil	KeHE
Nutraceutical	500 Nellies Nutritionals	502 Nellies Nutritionals	506	508 Jarrow		510	512 MOONSHADOW MARKETING	516 Moonshadow Marketing	518 Moonshadow Marketing	
9	401 Nellies Nutritionals	403 Nellies Nutritionals	407 3volutions Organics	409		411 Moonshadow Marketing	413 MOONSHADOW MARKETING	417 Klean Kanteen	419 Stevita Naturals	21
Wiley's										Buried Treasure
8	400 Vital Planet	402	404 Child Life	408	410	414	416	418		22
NWO Stem Cure	301 Liver Medic	303	305 LifeSeasons	309	311 World Organic	315 Dr. King's	317	319 Enzymedica		Nature's Way
7	300 Cogent / Eisele's Honey	302 Xyloburst	306	308 Bees and Trees		310 Newton Holmeopathics	312	316 tamara Saling	318 tamara Saling	23
Life Extension	201 Greenair	203 Hyalogic	207 Thrive Probiotics	209 Oral Essentials		211 Apricot Power	213 Michael's	217 Clean Remedies	219 Genexa	Threshold
6										24
Palko Services	200 Emerald Health	202	204	208	210	214 Barleans	216 Dr Mercola	218 Quantum Labs		Garden of Life
5	101 Ridgecrest	103	105 NOW Foods	109 Irwin's	111 Nutrawise / YouTheory	115 Host Defense	117 Probulin	119 HempFusion		25
Palko Services										North American Herb & Spice
4		3	2	1		29	28	27		26
Palko Services		Carlson	Kyolic	Sovereign Silver		Extreme Edge	Bluebonnet	EuroPharma		Zade