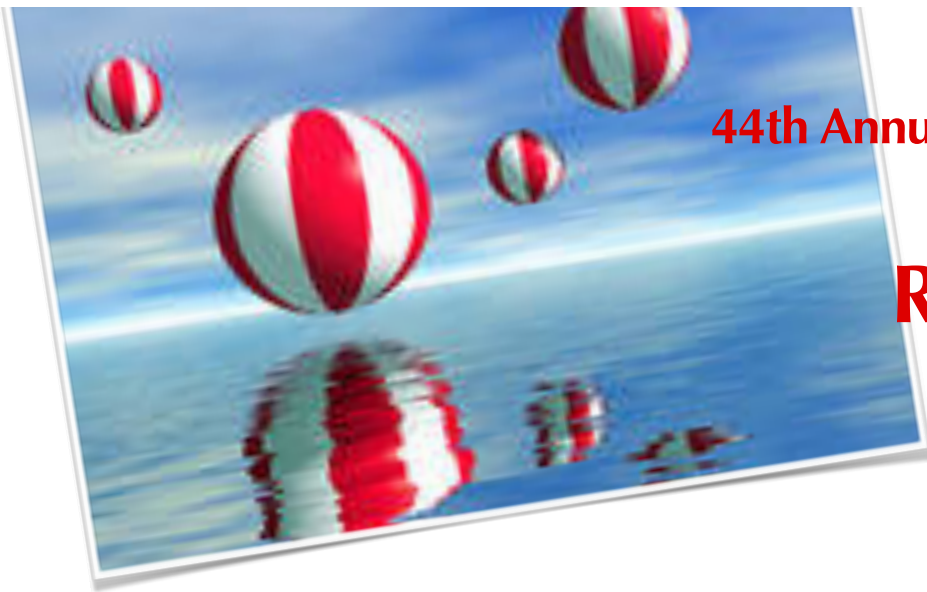




**MAHO**  
MID-AMERICAN HEALTH  
ORGANIZATION

**2020 SUMMER  
SPLASH**

CONVENTION & MAHO EXPO JULY 24-30, 2020  
FROM ~ WHEREVER YOU ARE! ~



## 44th Annual Convention & MAHO Expo And it's VIRTUAL!

# Register Today

**JOIN TODAY:** *If you are not a MAHO member and would like to attend this Virtual Expo, please call the office @ 1(800) 795-6246*  
**Retail Dues: \$95.00**

Registration for the 2020 MAHO VIRTUAL EXPO will look a little different THIS year! We will be asking for more information from our retail attendees so we can create a more personal profile for each of you for our wonderful exhibitors! These guys have been working diligently to create an innovative and unique experience for YOU. This is your opportunity to connect this summer, catch up, get educated and receive GREAT show discounts & specials!

Once we register your store a personal login will be created for every attendee. As each attendee initially logs in to the virtual site you will be asked to create an attendee profile. Your profile is a crucial part of creating an online presence for everyone who interacts with you during the show week.

Below are some questions that came directly from our participating exhibitors. **Please do not answer them on this form.** The first time you login to the virtual site you will be prompted to answer these questions. We want you to see the questions before your initial login so you are armed with your answers before your first login. We respectfully ask that you consider answering as many questions as you can so your exhibiting companies can continue to tailor their support and service your individual needs.

Directly below the questions you will see an electronically fillable area to register your store name and attendees so we can have a unique login created for everyone.



### **Questions that may be used to create your MAHO Virtual Expo Personal Login**

Please do not answer these questions on this form. They will be profile selections on the virtual site.

- |   |   |  |
|---|---|--|
| <b>Store Name</b><br>Store Address · City · State · Zip<br>Store Phone<br>Store Email | <b>Store Buyer Name</b><br>Buyer Email<br>Buyer Phone<br>Position -sales -staff -buyer -influencer -other | <b>Store Attendee Name</b><br>Position -sales -staff -buyer -influencer -other<br>Attendee Email<br>Attendee Phone |
|---|---|--|
- How many associates do you employ? Please list the names of your front-line employees? How many locations does your store have? Does the store have a Website? Does the store have a Facebook page? What is your E-Commerce ability? How do you successfully market to your customers? How do you communicate with your customers? Does your store carry VMS and HBC products? Do you have specific buyers for your department categories?
  - Please provide a general breakdown of your type of retail outlet (check all the apply)**  
- Retail Store - Mail order / Internet sales - Restaurant / Food Service - Physician, Chiropractor, Other Medical - Other
  - Please enter the percentage of sales by department category**  
A 0-20% B 21-40% C 41 -60% D 61-80% E 81-100%  
Food Supplements/Vitamins\_\_\_ Dry Grocery\_\_\_ Fresh Produce\_\_\_ HBA\_\_\_ Fresh food (deli, restaurant, etc)\_\_\_ Other\_\_\_
  - What shows other than MAHO do you normally attend during the year? -SOHO Expo -SOHO Healthfest -Positively Natural -Palko Tabletop -KeHE tabletops -NOW -Threshold Tabletops -UNFI tabletops -INFRA -Expo East -Expo West -other
  - What is your best source for product knowledge? -exhibitors/suppliers/rep. -google -social media- industry publications -other



**Please Complete Other Side**

Hi Folks,

We are sure going to miss *not* being with each of you, up close and personal this year, but our planning for our 2021 show at The Hilton Columbus At Easton will begin in August!

We are very excited about our transition this year - **The MAHO Virtual Expo 2020** - and we are counting on you to join us for this historic event in our industry. MAHO is the first natural products trade show to go virtual!

Our virtual show gives us the opportunity to offer far more education than ever before and this event will have LOTS of fun interactive options to explore. Best of all you will have access to GREAT discounts and specials, with expanded dates to take advantage of these fabulous prices!

Our exhibitors recognize that you have been front-line workers for the last 3 months and they jumped into this virtual venue to support you and demonstrate how valued you are as an educational extension of their companies and also a great marketing arm!

Don't miss out on this exciting week of fun! Take advantage of everything the MAHO Virtual Expo exhibiting companies are offering! **Register TODAY** and receive some brief, but needed respite from the daily stress and long hours of your work day!



**Please download this form from your email to your computer desktop.**

**Complete the fillable sections by TYPING directly into the form. Save the form and reattach it to an email to:**

**[marcy@maho4health.org](mailto:marcy@maho4health.org) · [diane@maho4health.org](mailto:diane@maho4health.org)**



Store Name: \_\_\_\_\_

1st Attendee Name (first & last): \_\_\_\_\_

1st Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

2nd Attendee Name (first & last): \_\_\_\_\_

2nd Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

3rd Attendee Name (first & last): \_\_\_\_\_

3rd Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

4th Attendee Name (first & last): \_\_\_\_\_

4th Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

5th Attendee Name (first & last): \_\_\_\_\_

5th Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

6th Attendee Name (first & last): \_\_\_\_\_

6th Attendee Email: \_\_\_\_\_

Hobbies & Interests: \_\_\_\_\_

**If you are registering more than 6 attendees, please duplicate this pdf and type in the fillable fields before submitting**