



The MAHO Expo 2021 is a two-day show. Surveys indicate (Exhibitors: 57.1% and Retailers: 81.5%) providing a complete program for all attendees is a must and so is safety. By organizing a socially distanced show on Saturday and Sunday it will allow retailers to be split into two groups with each group assigned to one day on the show floor while the other group attends seminars and vice-versa on the second show day. This 2021 revised schedule will allow retailers to spend more time with each exhibitor without feeling pressured to move on. This will also give you more quality time to educate your customers.

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

Exhibit Setup
Friday: 6:00 - 9:00 p.m.
Saturday: 8:00 a.m. - Noon
MAHO Expo
Saturday: 2:00 - 6:00 p.m.
Sunday: Noon - 4:00 p.m.
Prize Drawings: 4:00 - 4:30 p.m.

The actions in this Packet includes deadlines. All deadlines are final.

MAHO EXPO Forms (digital)

- ~ We respectfully request that ALL forms be used as guidelines to complete information requests.
- ~ Unless you are using a digital form we appreciate all submissions be typed directly into an email response to (diane@maho4health.org). This will prevent misinterpretation of data or errors in recreating your company submission.

Thank you!

This Packet Contains:

- * Retail Bag Samples + Retail Travel Sponsor + Sponsorships + Show Directory Advertising + Lobby Signage
- * Show Specials Discounts + Retail Buying Guide + NPD (New Product Display) + Buyer's Bingo + Show-Seminar Prizes & Giveaways

Reminders:

- * All sponsorships are advertised on an individually designated page in the MAHO Expo Show Directory & Resource Guide. All are listed (FREE) but the information must be submitted **before** the posted deadline.
- * All sponsorships of \$2500 - \$5000 are eligible for a free 1/2 Ad in the MAHO Expo Show Directory & Resource Guide. Anything above \$5000 is a free full page Ad.
- * All companies are responsible for submitting their ad within the guidelines below before the deadline - **6/20**
- * Shipping address: MAHO • 7219 Sawmill Rd. Ste. 105-A • Dublin, Ohio 43016

- 👉 All Ad Copy (Color Or Black And White Jpeg) Should Be No Less Than **300 dpi @ size**
- 👉 (Full Size Ad Should Be 4.5" Wide x 7.5" High)
- 👉 (1/2 page Ad Should Be 4.5" Wide x 4" High)
- 👉 Please submit an Ad with NO guide marks
- 👉 Deadline For All Ad Copy Submissions Is **6/20**

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



Retail Bag Samples + Retail Travel Sponsor Form



PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

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

To be advertised, please include with this Form:
* .jpeg of the sponsoring company logo (show program)
* High resolution sponsoring company logo for signage

Retail Bag Samples

- * Please Be Sure To Send A Minimum Of 300 Sample Product Items *Or* Discount Coupons
- * This Form Should Be Submitted No Later Than **6/10** To Be Listed in the Show Directory
- * All Items Must Be Received In The Office No Later Than **6/20**
- * \$75.00 Charge/Item (Multiple Items Can Be Bagged To Reduce Per/item Charge And Product Info Can Be Stapled To Items)
- * Magazines Or Printed Material/Storage is limited! Printed material should arrive between **6/20-7/1**
- * The Following Item(s) Will Be Donated To The Region To Be Placed Inside The Retail Attendee Bags.
Please Print Item(s) Name Clearly



Retail Travel Sponsor

- * 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.

Hotel Rebate Program: (Room Rebates will given in \$50 increments)

_____ \$500/10 Rebates _____ \$1000/20 Rebates _____ \$1500/30 Rebates

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

Notes/Comments

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



Sponsorship Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

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

To be advertised, please include with this Form:
 * .jpeg of the sponsoring company logo (show program)
 * High resolution sponsoring company logo for signage

Cash Sponsor: (Your generous donation enables MAHO to produce a fiscally responsible show and sometimes add just a little "something extra" to our agenda!)

The Following Amount Will Be Donated To The Region

_____Diamond Plus \cong \$5,000 _____Diamond = \$4,000-\$4,999 _____Platinum = \$2,500-\$3,999
 _____Gold = \$1,000-\$2,499 _____Silver = \$500-\$999 _____Bronze = \$250-\$499



Food Sponsor: _____Seminar Snacks _____Infused Water Station _____Beverage Service
 _____Sunday Box Lunch _____Saturday President's Reception _____Saturday Host Bar



Attendee Bag Sponsor: (We appreciate the very generous offer from our vendor companies to donate 300+ of their company bags for use at our MAHO Expo!)



Badge Holders: (500 Quantity - We appreciate the very generous offer from our vendor companies to donate their company badge holder OR to sponsor the purchase of the MAHO Expo Pocket Badge Holders!)



Food Donation: (_____Beverages _____Cereals _____Condiments _____Snacks _____Water _____Other)

* All Food Donations should be sent to the MAHO office (address below) no later than **6/20**.

Notes/Comments

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





Show Advertising Form

PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

Show Directory & Resource Guide Advertising

Advertising Contact: _____ Phone: _____ Email: _____

Advertising Contact: _____ Phone: _____ Email: _____

Advertising Contact: _____ Phone: _____ Email: _____

Outside Back Cover – \$550
(Ad Size: 4.5” Wide x 7.5” High)

Inside Front Cover – \$500
(Ad Size: 4.5” Wide x 7.5” High)

Inside Back Cover – \$450
(Ad Size: 4.5” Wide x 7.5” High)

Full Page Ad – \$350
(Ad Size: 4.5” Wide x 7.5” High)

½ Page Ad – \$175
(Ad Size: 4.5” Wide x 4” High)

¼ Page Ad – \$100
(Ad Size: 4.5” 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.
- ☞ Deadline For All Ad Copy Submissions Is **6/20**



Lobby Signage (Double Exposure provides advance advertising for your company & gives MAHO Expo attendees the opportunity to see educational facts OR promotional information about your company)

The MAHO Expo is a hybrid show with (29) 9’ x 10’ booths around the perimeter of the show room floor, surrounding islands and blocks of 3’ x 8’ tabletops. Banners are **NO LONGER PERMITTED** on the show floor. Only 9’ x 10’ booths are permitted to display pull-up or large banner signs. All companies with a table top location are permitted to place (1) 18” – 24” wide pull-up banners out in the show concourse area at no charge. Banners larger than 24” wide can be placed for a fee. Paid banner locations supercede ALL non-paid banners, which are first-come first-served.

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

- Pull-up banner (larger than 24” wide)–\$50 Signage requiring pipe & drape (any size)–\$75
- Show Entrance Pull-up banner **OR Signage requiring pipe & drape (any size)–\$100** (only 2 spots available)

Notes/Comments

Specials/Discounts + NPD (New Product Display) Form



PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

All of these advertising opportunities are FREE but the Information on this form MUST be received by **6/20 to be included in your Show Directory listing.**

Show Directory & Resource Guide (Specials/Discounts are printed **FREE** under the company listing)

* All Specials & Discounts should be "Show Only" and made available to retailers *attending the MAHO Expo*, during show hours and only on the show floor! Information should be TYPED EXACTLY as it should appear in the directory. Please do not attach a PDF or JPEG pricing sheet.

Directory Specials: _____



Retail Buying Guide (Emailed 10 days before the show, this is **NOT** the Show Directory)

- * PDF with show floor plan and a list of all participating companies with the company discounts/specials.
- * Sent only to registered retail attendees who previously requested information on show discounts.
- * Please include your company shipping information, i.e. Direct Ship *or* Distributors. Please list all distributors.
- * Participating in the RBG is separate from the show directory. You must check one or both to be included.

RBG Specials: _____



NPD (New Product Display) *NPD SIGNS Printed Onsite are \$25.00/Each*

* Each exhibiting company is entitled to a *maximum of two (2) Items or lines FREE* for NPD. 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 placed at the *NPD location* late Saturday afternoon.

* A very brief (max 20 word) description can be used for the New Product Display page in the directory. Additionally, you will receive two (2) printed tent signs that show only the name of the product.

NPD: _____

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



All Prizes + Giveaways Form



PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

Information on this form MUST be received by 6/20 to be included in the Show Directory.

Buyer's Bingo

* 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 places 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 in the directory.

Bingo Items: _____



Booth Prizes/Give-Aways (drawing at your booth for items your company will give away during the show or seminar prizes where drawing is held for donated prize) *This is for advertising only, MAHO does not organize this drawing.

* Please be sure to detail how these items will be given away so the listing is appropriate.



Book Signing (Include who, book being offered, time of signing and booth/tabletop number)

* Please be sure to answer all questions so the listing is appropriate.

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

