



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: 9:00 a.m. - 2:30 p.m.

MAHO Expo

Saturday: 3:00 - 6:00 p.m.

Sunday: Noon - 4:00 p.m. Prize
Drawings: 4:00 - 4:30 p.m.

MAHO EXPO Advertising 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:

- * Show Directory Advertising + Lobby Signage Form
- * (FREE) Show Specials/Discounts + Retail Buying Guide + NPD (New Product Display Form
- * (FREE) Buyer's Bingo + Show-Seminar Prizes/Giveaways

REMINDERS:

* All forms in this packet are advertised in the MAHO Expo Show Directory & Resource Guide under your company listing (FREE) but the information must be submitted before the posted deadline. This is your opportunity for LOTS of FREE advertising!

- ☞ 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)
- ☞ (1/4 page Ad Should Be 4.5" Wide x 2" 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





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 5/15



☐ **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) 10' 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 10 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

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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 **5/15 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 BTYPED EXACTY as it should appear in your listing. 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)

* 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: _____

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All Prizes + Giveaways Form



PLEASE TYPE OR PRINT CLEARLY

Your Company Name _____

Show Contact: _____ Phone: _____ Email: _____

Information on this form MUST be received by 5/15 to be included in your Show Directory listing.

☐ 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 under your listing 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.

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