



MAHO's **"Cheers to 50 Years!"** Expo is **SOLD OUT!** Expands into the **NEW EXHIBITOR SHOWCASE**

PRESS RELEASE

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MAHO - Mid American Health Organization
Dublin, Ohio

Once again, the MAHO Board of Directors and Staff are pleased to announce a **SOLD OUT** 2025 MAHO "Summer Splash" Convention and MAHO Expo, July 25-27, 2025 at the Hilton Columbus at Easton, Columbus, Ohio.

The 2025 MAHO Expo will celebrate **"Cheers to 50 Years!"** having been incorporated in July of 1975! This is a major milestone for MAHO and the industry in general. MAHO remains the only industry trade association located in the Midwest that focuses on the ideals of the **INDEPENDENT** retail segment of the Natural Products Industry, representing the best retailers, manufacturers, distributors and brokers in the country.

MAHO has 96 booths and tabletops on the main show floor, representing 90 companies, plus the additional space being added in the concourse area also offering a hybrid layout for booths and tabletops. A number of **NEW** companies to the MAHO Expo have already contracted for space in this **NEW EXHIBITOR SHOWCASE** area, with sales continuing through June. This will bring the number of participating companies to over 100. To date there are 15 companies **NEW** to MAHO, as well as those still registering for the showcase area.

MAHO is known for its' modest size yet intimate, welcoming atmosphere boasting endless Midwestern Hospitality! MAHO's exhibitors and industry partners including Taste For Life/ Remedies, Vitamin Retailer Magazine and Whole Foods Magazine are all hard at work promoting and inviting retailers to attend through direct mail, email blasts, product shipments, social media, personal store visits and the like, to help celebrate the relevance and sustainability of MAHO over the last 50 years. The MAHO Expo is a "favorite show" for many due to the 3-day format, with two show days (Saturday, 3-6 p.m. and Sunday, Noon - 4 p.m.) allowing for a quality networking experience for both retailers and exhibitors, on the show floors and during educational sessions.

Education begins on Friday, July 25th with an Intensive Workshop featuring Cheryl Myers and Dr. Holly Lucille (Terry Naturally/Europharma), Neil Levin and Jessica Early (NOW), Brendan Gaughran (Liver Medic), Nicole Gitlin (Nordic Naturals), Jamin Busick (Vitality Works), Dan Chapman (Redd Remedies), Carl Germano (Bluebonnet), Brenda Watson (Vital Planet), Jme Bonfiglio (Wholesun Wellness) and Tom Sokoloff (IP-6), four of which are **NEW** to MAHO.

As part of membership in MAHO, all registered retail attendees will receive up to 7 **FREE** meals graciously provided courtesy of our very generous Loyalty Exhibitors. In addition, all guests attending are cordially invited to attend MAHO's **"Cheers to 50 Years!"** celebration party on Saturday evening following the dinner session. More details to follow.

To **REGISTER** for badges, meals and/or hotel rooms for the 2025 "Summer Splash/Cheers to 50 Years!" celebration and MAHO Expo weekend, please contact Marcy or Diane at the MAHO Office, 800/795-6246, or email: marcy@maho4health.org and/or diane@maho4health.org



