

Advertising

All advertising is based on show sponsorships and advertised on an individually designated page in the MAHO Expo Show Directory & Resource Guide. All are listed **FREE** providing the information is submitted **before** the posted deadline of **6/10**.

- * 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.
- * Pricing for advertising in MAHO's Show Directory & Resource Guide varies depending on ad size and space ability. Inside front, inside back and outside back cover are available on a first come, first served basis. Show sponsors may earn FREE ads based on sponsorship level. Ads must be submitted by the required deadline
- * All companies are responsible for submitting their AD, within the Advertising Specs guidelines, before the deadline -**6/20** or will be forfeited without refund.

Advertising Specs MAHO Expo Show Directory & Resource Guide

- * All Ad Copy in Color Or Black And White
- * Please use JPEG
- * Should Be No Less Than 300 dpi @ size
- * Bleed is optional according to preference
- * Full size AD should be 4.5" x 7.5" (\$350)
- * 1/2 page AD should be 4.5" x 4" (\$175)
- * 1/4 page AD should be 4.5" x 2" (\$100)
- * Please submit AD with NO guide marks
- * This is included on the Show Directory & Resource Guide Information Form.
- * Deadline For All AD Copy Submissions Is **6/20**

Attendee Bag Sponsor

We appreciate the very generous offer from our vendor companies to donate 300+ of their company bags for use as the Retail Sample Bag, at our MAHO Expo!

- * Interested please contact Marcy (marcy@maho4health.org) or Diane(diane@maho4health.org) as soon as possible and we will book that advertising opportunity for your company.
- * This is advertised in the show directory.
- * This is included on the Show Directory & Resource Guide Information Form.
- * Deadline for submission is **ASAP**

Badge Holders

An exhibiting company opportunity to advertise at the MAHO Expo as well as support the association.

Badges/Badge Request Form

Badges are provided, **FREE**, to ALL exhibitors provided badge names are submitted **NO LATER** than **7/4**.

- * Any onsite badges will be provided at a charge of \$25/badge.

Book Signing

MAHO is happy to advertise your book signing, FREE, in the show directory.

- * Please Include who will be available to sign, the name of the book being offered, the time of signing and your booth/tabletop number
- * This is advertised in the show directory.
- * Deadline for submission is **6/10**.

Booth Prizes and/or Giveaways

This is a drawing or giveaway at your booth for items your company will give away during the show or seminar where a drawing is held for a donated prize. This is for advertising only, MAHO does not organize this drawing.

- * This is advertised in the show directory.
- * Deadline for submission is **6/10**.

Booth/Tabletop Dimensions

- * Premium Booth Space: 8'x10' @ \$1,700
- * Tabletop Space: 3'x8' @ \$900 (please note the table is 2 1/2' x 6')
- * If two (2) Companies wish to share a tabletop space an additional \$50 up-charge will be added to the total price for each company (please note you will share 6' of table space)

Booth Representatives

4/Booth or 2/Tabletop

Buyer's Bingo *FREE*

- * Each retailer is given a Buyer's Bingo game sheet and every exhibitor has a block on that sheet. If you have submitted a company logo, your company will be represented, in that box, by your logo. 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.
- * This is advertised in the show directory.
- * Deadline for submission is **6/10**.

Cash Sponsor

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

Our sponsorship categories are designed to help us advertise your company in the best way possible.

- * Diamond Plus \geq \$5,000; Diamond = \$4,000-\$4,999; Platinum = \$2,500-\$3,999; Gold = \$1,000-\$2,499; Silver = \$500-\$999; Bronze = \$250-\$499
- * This is advertised in the show directory
- * Deadline for submission is **6/10**.

Company Profile **FREE**

This is a BRIEF informational description of your company and/or it's products. 100 words or less **TYPED** exactly as you wish it to be displayed.

* This is advertised in the show directory.

* Deadline for submission is **6/10**.

Credentialing Icons

You can submit graphic icons to display your company certifications i.e. GF, Non GMO, Organic, Dairy Free, Vegan etc. It may be helpful, for visibility purposes only, if you create one graphic combining all of your icons. We will do our best to accommodate your submission wherever possible.

Education Sponsor

Submit a Speaker and Topics for consideration by Staff and Show Committee. Meal Sponsorships are available on a first-come, first-served basis, Your commitment requires the sponsorship of not only your best speaker on a timely industry topic, as well as hosting the meal for that event. Staff will assist with menu selections and advice based on previous years experience. Non-meal speakers will be placed only after all meal functions have been filled. There is often a waiting list for these slots. If interested MAHO will provide a Speaker Application. Be prepared to submit TWO TOPICS with brief descriptions. It is our goal to not duplicate topics to the best of our ability. Topics may not be substituted after submission without express approval of Staff. ALL education programs require a \$500 Audio/Visual split fee. More information on the Speaker Application

Event Sponsor

Support non-speaking events by hosting or co-hosting events such as a Welcome Station (beverage and/or snack) in MAHO's Registration Area or upon retailer check-in at the hotel (details pending).

* Additional options include the Saturday evening

President's/Hospitality Reception/Party (hors 'd oeuvres, desserts, DJ, themed or game event), Host Bar, Sunday Boxed Lunch.

Exhibitor Booth/Tabletop Set-up

Friday: 5:00 - 9:00 p.m.

Saturday: 8:00 a.m. - 2:00 p.m.

Exhibitor Checklist & Due Dates

* FAQ Form

Exhibitor Contract

*Separate document

Exhibitor Deadlines

- * December 1st: Exhibitor Loyalty Discount. Full payment is due on or before this date.
- * February 1st: Deadline for payment in full to exhibit at the next MAHO Expo & Summer Splash Convention.
- * June 10th: All company information for the show directory.
- * June 10th: All related sponsorship information for the show directory.
- * June 20th: All ADs for the show directory.

Exhibitor FAQ

- * Separate document

Exhibitor/Retailer Networking Opportunities

- * Nightcap session on Friday evening. (optional at MAHO's discretion)
- * Hospitality/President's Reception on Saturday evening.
- * **Please be considerate of sponsoring companies and speakers by arranging social time with customers after the published scheduled event times, this includes meals and educational programs. No event may be scheduled which is in conflict with the published schedule without prior approval of show management.**

Exhibitor Rules & Regs.

- * Exhibitor Rules & Regs. Separate document

Exhibitor Schedule of Events

Exhibitor Schedule of Events located at the end of packet and separate document

Food Sponsor

- * The added extras that our vendors provide for our show help to enhance our "family" atmosphere and the strong sense of community surrounding our show.
Please consider: Seminar Snacks, Infused Water Station, Beverage Service-bottled/boxed water, teas, coffees, soda, condiments, prepackaged breakfast or snack items Sunday Box Lunch, Saturday President's/Hospitality Reception, Saturday Host Bar.
- * This is advertised in the show directory.
- * Deadline for submission is **6/10**.

Hotel

- * Hilton Columbus At Easton 3900 Chagrin Drive
Columbus, Ohio 43219
Tel: 1-614-414-5000 Group Code: **TBA**

Keynote Speakers & Educational Sessions

- * At the beginning of each session, someone will introduce the speaker using the information submitted on the speaker bio. If you require inclusion of additional information please notify Marcy or Diane, prior to the session.

Keynote Speaker Review/Evaluation Forms

* Review/Evaluation Forms are given to every attendee upon registration. All forms are reviewed and tallied within two weeks of the show to plan for next year's show. If you wish information regarding an Evaluation Form please notify Marcy or Diane.

Links

MAHO attempts to post an Exhibitor List on the website once 80% of all exhibiting company information has been received. Please be certain to provide a company logo and web address as this information is used in the listing.

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) 8' x 10' booths around the perimeter of the show room floor, surrounding islands and blocks of 3' x 8' tabletop spaces. Pull-up Banners are **NO LONGER PERMITTED** on the show floor.

- * Only 8' 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 placed 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**. Two (2) spots available Left and/or Right.
- * Deadline for submission is **6/10**.

LOGOs

Please submit JPEG or PNG logos when possible.

MAHO Expo

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

Sunday: Noon - 4:00 p.m.

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

<https://maho4health.org/trade-show/>

MAHO Expo Exhibit Set-up

Friday: 5:00 - 9:00 p.m.

Saturday: 8:00 a.m. - 2:00 p.m.

Sunday: 8:00 - 11:00 a.m.

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

Your NPD items are featured in the concourse area of the venue. Each exhibiting company is entitled to a maximum of two (2) Items or lines **FREE** if submitted by **6/10**.

- * 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 NPD table by 2:00 p.m. on Saturday before the show floor opens.
- * Each company will receive two (2) printed tent signs, placed alphabetically, early Saturday afternoon, displaying the name of the NPD item.
- * A very brief (max 20 word) description can be used for the New Product Display page in the directory.
- * This is advertised in the show directory.
- * This is included on the All Advertising Forms
- * Deadline for submission is **6/10**.

Order Forms and Documentation

MAHO does not take responsibility for placing orders nor advertising or disseminating any order forms.

Pictures

We welcome any photos of the Expo that you may wish to share for publication.

Payment for Exhibit Space

Our platform does not offer any e-commerce services. You can direct all payment by phone, fax or email to our office @ 1-800-795-6246; FAX: 614-798-1118; marcy@maho4health.org or diane@maho4health.org.

Retail Bag Sponsor

Minimum 300 bags to stuff Retail Bag Samples given to attending retailers upon badge pick up AT the show registration area.

Retail Bag Samples \$75/Item

There is no limit on samples or literature. Multiple Items Can Be Bagged To Reduce Per/ item Charge And Product Info Can Be Stapled To Items. The MAHO office storage space is very small and we typically hire FERN Exposition Services to store RBS at their climate controlled warehouse.

- * Please Be Sure To Send A Minimum Of 300 Sample Product Items or Discount Coupons.
- * All RBS Items Must Be Received at the FERN Warehouse No Later Than **6/20**
- * Magazines Or Printed Material/Storage is limited! Printed material should arrive between **6/20-7/1**
- * Labels will be provided to ship directly to our Advance Warehouse. Retail Bag items must be shipped separately from your booth materials.
- * This is advertised in the show directory and found on all Advertising Forms
- * Deadline for submission is **6/10**.

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 complete one or both to be included in the respective publication.
- * This is included on the All Advertising Forms
- * Deadline for submission is **6/10**.

Sponsor-A-Retailer AND/OR Transportation Sponsor

This is your opportunity to provide gas card(s), hotel rooms and/or cash sponsorship to be rebated to a pre-registered retailer's room cost or offset travel 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.
- * Room Rebate: The cost is \$250 for 1 night, \$500 for 2 nights. (Actual rate may be slightly lower due to contracted room rate with the Hilton Columbus at Easton, Columbus, OH). You or your reps may choose the store, OR our MAHO Staff will make the selection from our database.
- * Gas Cards: \$50.00 and/or \$100.00.
- * This is advertised in the show directory and found on the MAHO Expo Sponsorship Opportunities Form. Sponsorship Charge will be listed on the Exhibitor Sponsorship Confirmation/invoice.
- * Deadline for submission is **6/10**.

Show Day(s)

With a two-day show every exhibitor and attendee has the opportunity to meet face-to-face, in a relaxed atmosphere. You will be less rushed with more opportunities for in-depth conversations and engagement with retailers. A show on both Saturday and Sunday offers varied attendance options which positively affect religious holidays and/or store coverage. There is ample time to view booths, NPD and additional buying if a retailer attends on both days. This will also give you more quality time to educate your customers.

Show Specials and Discounts

All Specials & Discounts should be "Show Only" and made available to retailers attending the MAHO Expo, during show hours and 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.

- * This is advertised in the show directory.
- * This is included on the All Advertising Forms
- * Deadline for submission is **6/10**.

Speaker Form

- * This is located on the Speaker Forms
- * Deadline for submission is **ASAP**

Speakers

All Speakers will have a minimum one (1) hour time slot to include Q+A. This show is conducted with guidance cognizant of every individuals' ability to stay engaged in a "class-room" type setting.

Sponsorship Opportunities

- * Sponsorship levels are noted on signage at the MAHO Expo.
- * Sponsor recognition on MAHO social media - Facebook, Twitter - must send a request (diane@maho4health.org) with your company name and SHORT blurb as a MAHO Exhibitor.
- * This is advertised in the show directory.
- * This is included on the All Advertising Forms
- * Deadline for submission is **6/10**.

Social Media Videos / 5 Minute **FREE**

- * This video should include the opening statements your company rep. would say to all attendees visiting your booth/tabletop when the show floor opens.
- * Include any info you want to highlight about your company or company products-it is an additional sales tool.
- * Please submit the video to diane@maho4health.org.
- * Videos can be created with cell phones, iPads, professional camera equipment or a tech department. Even cell phone cameras in a quiet area can produce good footage.
- * Remember that we want to hear the presenter clearly. Be mindful of audio issues such as HVAC, wind, traffic, office noise, etc.
- * Preferred video file format is .mp4.
- * File size must be under 1 GB to upload

Sustaining Sponsor

This category is a 4-year commitment of \$10,000/year to maintain a high level of opportunity, education, and excitement for not only retailers, but all attendees.

Video File Transfer

Your company may already have a paid subscription to transfer files. If not...

- * WeTransfer.com is free, 2GB limit with a message option so please identify your company.
- * SPAM and Fraud are rampant right now and we are wary of emails we can't identify.

MAHO (Mid American Health Organization)
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