



*The premiere education and technology expo uniquely focused on diemaking, converting, foil stamping, embossing, and bindery...*

**May 17-19, 2017 • Renaissance Convention Center • Schaumburg (Chicago), IL, USA**

### **EXHIBITOR NEWSLETTER**

Welcome to your first IADD•FSEA Odyssey 2017 Exhibitor Newsletter! This newsletter will be mailed to you periodically to keep you up-to-date on all aspects of the show. Your name has been given to us as your company representative and contact for this show. If this information is *not* correct, email us at [exhibit@OdysseyExpo.org](mailto:exhibit@OdysseyExpo.org) or call Sue Corcoran at 1-617-840-7202.

### **OUR JOURNEY CONTINUES ...**

We are excited to return Odyssey to Schaumburg, IL, USA in 2017. It was here that in 2015 we held the largest Odyssey show ever, and we look forward to continuing this trend. In 2015, we had 163 exhibitors, 30 running machines in the hall and a record number of attendees. With the help of you, our great exhibitors, we can continue to grow.

Odyssey will be May 17-19, 2017, and is again held at the award winning Renaissance Schaumburg Convention Center and Hotel. Just 25 minutes from downtown Chicago, this non-union, 148,000 square foot facility offers 500 convenient hotel rooms connected to the Convention Center. Those of you with a lot of trade show experience recognize how beneficial the non-union Convention Center is during your setup and teardown and the free parking for all exhibitors and attendees makes life so much easier for all.

There are multiple reasons why we had record attendance in Schaumburg in 2015. One, exhibitor participation was at an all-time high, and each of you took advantage of your complimentary attendee invitations. Two, the number of diemakers and diecutters within a day's drive is quite high as an estimated 46 million people live within a one day drive of Schaumburg. And three, Renaissance Schaumburg Convention Center and Hotel is just 12 miles from O'Hare International Airport, which is attractive for our International attendees and assists us with making Odyssey more global.

A number of Odyssey veterans from the previous Odyssey Committees will serve again, but we also have added mul-

tiple new members to the planning team. With fresh faces come new ideas. The combination of experience and feedback of eight prior Odysseys along with the freshness of new sets of eyes gives us a team focused on building off of 2015's great success.

One change from previous Odysseys is the Awards Banquet. While the event itself is still in the creation stage, we recognize the need for this event to evolve. Think heavy hors d'oeuvres, cocktails, networking and fun. As always though, Odyssey relies heavily on volunteers and we welcome the assistance from anyone who would like to be a part of planning and organizing this great event.

Education is once again a focus of our programming committee. We constantly strive to offer what is fresh and new in the world of diecutting, diemaking, foil and engraving, and our programming committee is also looking to diversify the content. We will continue to focus on corrugated, folding carton, foil and engraving while looking for new, cutting edge, educational opportunities in plastics, foams, gaskets and perhaps something we do not even know about yet. If you have any ideas for Odyssey programming, please contact us immediately.



**Odyssey Exhibitor Newsletter, Volume 2017, No. 1**



Many of our educational programs will again take place in the Techshop.™ The Techshop offers attendees a one-of-a-kind experience with live, operating equipment available for informative and educational programs and hands-on teaching. Last Odyssey, our Techshop space was filled with more equipment than ever before.

In order for Odyssey to continue growing, we will always need the continued support of you, the exhibitors. Your exhibit booth rentals, sponsorships and attendee invitations are keys to this event's success. Our Committee understands it is important for you, the exhibitor, to receive value for this investment of both time and finances. If you have any ideas, questions or comments on how you believe we can better serve you in 2017, please let us know.

*Jeremy Guest & Shaun Larson*  
Odyssey 2017 Co-Chairs

### **ODYSSEY 2017: BE THE BEST**

Our theme for the 2017 Odyssey will focus on each company's and individual's quest for success and fulfillment, utilizing the tools they'll find at Odyssey to be the BEST that they can be. Various versions of the theme will appear throughout the marketing process.

#### **SHOW PLANNING & ADMINISTRATION**

The Odyssey Planning Task Force, co-chaired by Jeremy Guest of Diansuply and Shaun Larson of Jonco, is responsible for creation of the show and development of the educational programs. IADD CEO Cindy Crouse and her staff support the Task Force and provide show management and administration, with assistance from FSEA Executive Director Jeff Peterson and his staff. Susan Corcoran has been hired as Exhibit Coordinator to handle the Technology Hall logistics. She is responsible for all exhibitor services from freight through personnel. She will be your primary contact for exhibitor information. We're all delighted at the opportunity to work with you to make this show a success for all.

#### **BOOTH SPACE RESERVATIONS**

The booth selection and reservation process kicked off on April 25. We have developed a system to make this process as fair to everyone as possible, using the following guidelines:

1. The Booth Selection Process for Odyssey 2017 is again based on a point system used throughout the trade show industry. It rewards support of previous shows and IADD and FSEA membership and sponsorships. Exhibitors receive the following points:

- 1 point for each 10' x 10' booth occupied at previous Odyssey shows
- 1 bonus point for supporting selected Odyssey shows
- 1 point each for being an IADD and/or FSEA member
- 1 point for IADD Patron membership
- 1 point for Platinum level sponsorship of the FSEA Gold Leaf Awards Competition

Those companies who have the highest number of points will have first choice on their booth selection(s).

All companies must be paid in full from previous Odyssey programs before they will be allowed to reserve space in the current program, and the IADD•FSEA reserves the right to request payment in advance where appropriate.

2. We will *email* the Booth & Techshop™ Space Application Form and Layout to you sometime between April 25 and July 4, 2016, depending on the number of points your company has earned. Please let us know immediately if someone else from your company should receive this email instead of you. Contact Sue Corcoran by email ([exhibit@OdysseyExpo.org](mailto:exhibit@OdysseyExpo.org)) if you would like to review your earned points to date.

3. The first wave of emails will be sent to a set of companies with the highest number of points. They will have 5 working days to select their booth location(s), complete the Booth & Techshop™ Space Application Form, and email or fax it back to us at 1-815-455-7510 (no phone submissions will be accepted). Their selections will be added to the layout, which will be revised and emailed to the next set of companies, who also will have 5 working days to respond. This process will be repeated until all previous exhibitors have received the Application and Layout.

4. It is to your advantage to return your completed form within the designated 5 working day period. Booth assignments are given priority by the number of points a company has earned. However, in the case of a point tie, they are assigned on a first-come, first-served basis.

5. All Exhibitor Application Forms must be fully completed, including designating one contact per company. We will phone the company contact listed on the Booth & Techshop™ Space Application Form to confirm assignment



of the booth location(s). A written confirmation will also follow by email or fax. This process may take at least 7-10 days after your application is received. We ask for your patience while the enormous task of assigning space is taking place and regret that we cannot respond to inquiries regarding assignments while they are being made. We will, of course, answer other inquiries.

**6. If your company plans to group together with others to form a “block” location of 4 or more booths,** you should contact Sue Corcoran by phone, fax or email ASAP (preferably by May 9, 2016) and advise her who will be serving as the coordinator for the group. One application form and contact name is needed per group. Groups of companies who block 4 or more booth locations will receive a higher selection priority than smaller locations.

7. Once your booth application has been received, a deposit will be due within 7 days to hold your space. MasterCard, VISA, Amex, and Discover cards will be accepted. Checks must be drawn on a US Bank and in US Funds and be mailed directly to the IADD. Wire transfers must cover all bank fees deducted from the IADD account. If no payment is received within the 7 days, the booth location(s) will be made available to other companies wishing to participate in the Technology Hall.

8. A second, final deposit is due on September 1, 2016 (a statement reminder will be sent). If no payment is received, the booth location(s) will be made available to other companies wishing to participate in the Technology Hall. The balance on the space will be due by January 15, 2017.

9. Booth location changes must be made by the designated contact person and must be in writing.

10. Cancellation of booth space(s) must be made in writing by the designated contact no later than November 1, 2016. All deposits are non-refundable.

11. Circumstances may arise which require an exception to these rules. The IADD•FSEA reserves the right to assign booths and make other decisions which are in the best interests of the exhibitors and show at large.

Questions or concerns regarding any of the above information should be directed to Sue Corcoran.

### **BONUS OPPORTUNITY - TECHSHOP™ SPACE**

In addition to the equipment used during the educational sessions, this year's Techshop™ will feature ample space for more exhibitors to showcase their equipment. Our goal is to create an exciting and fully functional die shop, and the Odyssey Planning Task Force reserves the right to approve selections to provide as wide a diversity of equipment

as possible. Due to the exceptional opportunity for selected companies, the costs of drayage, installation, waste disposal, electrical, air and other operating and maintenance expenses incurred during the show are the responsibility of the participating companies. Techshop space is available only to IADD and FSEA members in 10' x 10' blocks, at the same rate as booth space. Exhibitors must also contract for a minimum of one exhibit booth to be eligible for Techshop space. To take advantage of this opportunity, complete the Booth & Techshop Space portion of the Application Form which you will be receiving.

### **KEEPING THE COSTS DOWN**

We understand that it is important for us to help you contain costs. We are pleased to note that exhibit space at the Odyssey again costs less than other comparable industry shows, while providing a directly targeted audience and measurable return on investment. Room rates at our headquarters, the Renaissance Schaumburg Convention Center Hotel, have been held to the 2015 rates, which themselves were 6% LOWER than they were in 2013. And we've negotiated with SourceOne Events (our exposition services provider) to secure deep discounts on normal Chicago-area exhibit fees.

### **REVISED RULES & REGULATIONS**

Based on exhibitor feedback, a number of revisions were made to the Exhibitor Rules & Regulations, especially as they relate to booth construction and display, sight lines in the Technology Hall, signage and material handling. Diagrams have been added to aid in planning the configuration of your booth space. A copy of the Rules & Regulations is provided to you along with your invitation to exhibit, or you can visit the Odyssey website at [www.OdysseyExpo.org](http://www.OdysseyExpo.org) and click on the “For Exhibitors” tab to view them now. We urge you to review these carefully and let us know if you have any questions.

### **PREVIEW OF EXCITING CHANGES FOR 2017**

We're committed to making Odyssey “the” pivotal industry event for 2017. In addition to the exciting metamorphosis of the traditional sit-down awards banquet into an interactive, free-flowing, gotta-be-there, fun, networking PARTY, other changes are planned. We hope to introduce a meeting app designed to enhance exhibitors' and attendees' Odyssey experience; creative new sponsorships will be made available to increase your visibility and name recognition; related associations will be invited to become our marketing partners; additional program topic tracks are under consideration; and various mechanisms for increasing attendees and participatory activity within the Techshop are being explored.

For continuous updates on IADD•FSEA Odyssey 2017 log on to [www.OdysseyExpo.org](http://www.OdysseyExpo.org). Be sure to tell your customers, too!

## **WATCH FOR THIS INFORMATION**

Future Exhibitor Newsletters will include information about improvements to this year's Odyssey, move-in and move-out, convention center and hotel details, exhibitor kits, program brochures, the draft program schedule, the special networking events and more.

## **QUESTIONS? SUGGESTIONS?**

Do you have a suggestion on how to make IADD•FSEA Odyssey 2017 even better? Or maybe you have an idea for making your Exhibitor Newsletter more "user friendly?" We welcome suggestions, no matter how big or small. Remember, this is your show, and your opinions count!

***For more information on the Technology Hall (exhibits), booth space, or logistics, contact:***

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***For more information on IADD•FSEA Odyssey 2017, contact:***

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