



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

YOU'RE THE DESIGNATED CONTACT

You're the only one from your company receiving this Exhibitor Newsletter—feel free to share it with appropriate coworkers. It will be emailed 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 someone other than you should be your company's designated contact, email us at exhibit@OdysseyExpo.org or call Sue Corcoran at 1-617-840-7202.

THE BOLD PRINT SAYS IT ALL ...

Imagine this: You are exhibiting at the biggest tradeshow in your industry. If you are driving, then you have **great Interstate access** to the convention center and if you must fly, you find very **reasonable rates and non-stop options** due to the amount of choices in this city's airports.

You drive to the Convention Center to set up for the show. When you arrive, there is no parking attendant and **parking is free**. You drive right into the parking lot of the Convention Center, follow the signs to the Loading Docks, back up to the loading dock, unload your tradeshow booth and equipment and deliver everything to your booth yourself. You notice that there are **no columns to obstruct views**.

You begin setting up your booth with **no union workers hassling you**. Finally, you are almost finished. You just need to plug everything in to make sure it all works. You are supposed to meet some fellow exhibitors in an hour for dinner and drinks and you need to clean up. Who do you call about plugging something in? No one, you plug it in!

Now you are off to the hotel to check-in. What if the hotel were attached to the Convention Center and you could just leave your car parked there at the Convention Center for free? **In minutes you are in your hotel room** freshening up.

Finally, **time for some fun!** Meet your group at the hotel lounge or out on the terrace for a cocktail before dinner. Long day? Then have **dinner just a few steps away** at one of

the area's best steakhouses. If getting out and about is more your style, then take the hotel's **complimentary shuttle** service to the nearby Mall and downtown area that features **dozens of dining and entertainment options**.

We just described to you your 2017 Odyssey experience in Schaumburg, IL, USA at the Schaumburg Convention Center and Renaissance Schaumburg Convention Center Hotel. This **non-union facility** offers you free parking, full access to the loading docks, independent load-in, setup and load-out; and it is attached to a 500 room hotel with all the benefits and perks tradeshow exhibitors need.

We appreciate your early commitment to exhibiting in Schaumburg at the 2017 Odyssey, and if you have any ideas, questions or comments on how you believe we can better serve you the exhibitor in 2017, please let us know.

Jeremy Guest & Shaun Larson
Odyssey 2017 Co-Chairs

BE THERE

The Odyssey Planning Committee realizes that plenty of quality attendees is what you, as exhibitors, expect when



you choose to place a booth at this or any other industry show. That's why we plan to use many marketing methods to make sure that everyone in the various industries related to diecutting, diemaking, foil stamping and specialty effects are exposed to the Odyssey details. Accomplishing this feat is the crux of marketing the show.

Our theme for this year's Odyssey is "Be Here," with the primary focus on educating our industry colleagues that they must be involved and be informed in order to be successful. Our message is that Odyssey is the converging and print finishing industries' premier three-day event, bringing solutions to improve productivity and efficiency.

We've already kicked off this year's promotion with several press releases and teasers. In the next week, a "Save the Date" HTML email will be sent to over 14,000 prospective attendees. We've begun handing out our companion postcard at key trade shows and will be mailing it to approximately 20,000 prospects over the next few weeks. A sample of our print ad appears on the last page of this newsletter, and tradeout agreements are being negotiated with key industry magazines for show promotion. Other promotional methods will include some of the best things that worked in the past, such as direct mail; HTML email; press releases; trade show attendance; and social networking sites like LinkedIn, Twitter and Facebook. This year we've developed a list of social media specific teasers which will be posted on an ongoing basis.

With the explosion in popularity of such sites, again we find ourselves in the position of not only promoting the value of the show itself, but actually educating and reminding possible attendees of the value of face-to-face networking and meetings. We're in the process of contacting companies who may hold their leadership or sales meetings in conjunction with Odyssey—a win-win proposition that provides them with free meeting space along with education for their participants and which improves our attendance bottom line. Our intent is to convince additional companies of the benefits of face-to-face business. We will focus on the fact that face-to-face builds trust and relationships; can save time and money; results in a more effective exchange of ideas; provides the human connection that powers business; creates jobs and powers the economy; and education and training most often are more effective in a live setting.

BE Involved
Informed
Here.

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OdysseyExpo.org

GET FAMILIAR WITH THE WEBSITE

Potential attendees are already visiting the Odyssey website at www.OdysseyExpo.org. The software driving the Technology Hall Floor Plan has been upgraded to allow the user to use controls to zoom in and out, click and drag the background to pan and click on an individual booth to pull up that exhibitor's contact information, booth numbers and a link to their website. Attendees can view your company's products, services and information prior to attending the show. Visitors to the website may also click for a printable PDF version of the floor plan and click to see the current list of confirmed Techshop equipment.

The alphabetic list of exhibitors includes phone, fax, email, website, and booth numbers, with quick links to the email and website. For your protection from Internet spambots, all of this information has been encrypted.

You may use the "For Exhibitors" drop down menu to access past issues of this newsletter and other information you will need as an exhibitor.

YOUR TWO SIMPLE ACTION ITEMS

The only way to ensure that the Odyssey message reaches everyone is if YOU help get it out there. You spend a lot of time and money on exhibiting—let's work together to boost attendance so you can maximize your ROI. There are two things you can do right now:

We urge you to [put a link on your website home page](http://www.OdysseyExpo.org) directly to the Odyssey website <www.OdysseyExpo.org> and to include short articles on the Odyssey in your company newsletters and marketing pieces.

We also ask that you use the attached Exhibitor Flair graphic in your email signature from now until May. At your request, we can even customize it with your booth number!

Together we can make the Odyssey the most important industry event in 2017.

WATCH FOR THIS INFORMATION

Future Exhibitor Newsletters will include information about special showcase programs, 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:

Susan M. Corcoran, Exhibit Coordinator
IADD•FSEA Odyssey
20 Winter St., Kingston, MA 02364 USA
Phone: 1-617-840-7202
Fax: 1-781-582-3944
Email: exhibit@OdysseyExpo.org

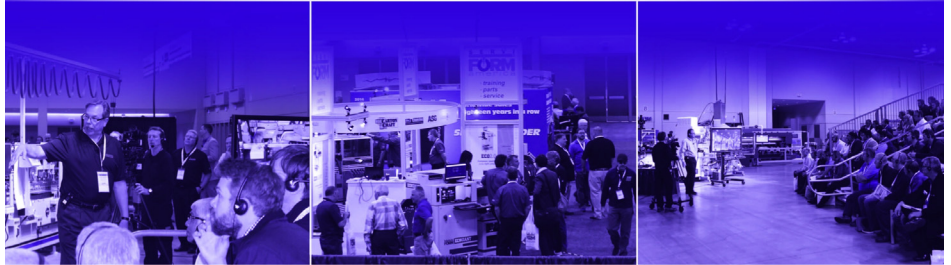
For more information on IADD•FSEA Odyssey 2017, contact:

Cindy C. Crouse, CAE, CEO
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Technology, Education and Information for those in the diecutting, diemaking, print finishing, digital, folding carton, corrugated or specialty marketplace.

The 2017 IADD•FSEA Odyssey is the converting and print finishing industries' premier three-day event – bringing solutions to improve productivity and efficiency to Chicagoland!

Be Involved.

- Technology Hall Showcasing Hundreds of Converting and Finishing Experts
- Networking and Problem-Solving with Industry Peers and Suppliers

Be Informed.

- 20 On-Press Techshop™ and Classroom Sessions
- Special Skills Workshops for Apprentices and Newer Employees

Be Here.

- Ideally Located in the Chicago Area for Easy Travel
- YOUR Opportunity to Take the Next Step for Your Business



More Information: www.OdysseyExpo.org

Questions: Call 815.455.7519 or email info@OdysseyExpo.org