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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. 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.

EXHIBITOR MANUALS AVAILABLE

Our official exhibit company is SourceOne Events, the Midwest's premier event and trade show planning company. Our contact is Justine Wunderlich, and she can be reached at 1-708-344-4111 Ext. 19 or email justine@sourceoneevents.com. She and her team look forward to making the Odyssey a huge success!

A PDF of the Exhibitor Manual was emailed to you on February 7. If you have not received it—or if you misplaced it—you can easily access the manual at any time from the Odyssey website. Go to www.OdysseyExpo.org, click on the "For Exhibitors" tab, click on Convention Services (SourceOne) and you'll see the manual listed in the drop down menu.

On February 15 SourceOne emailed all exhibitors a username and link to their online storefront. If you did not receive this email, contact Justine.

IMPORTANT NOTE ABOUT SOURCEONE ORDERS

Please remember to write your booth number on all SourceOne order forms! This is important so that SourceOne can match your orders to your location. For exhibitors with more than one booth, use the lowest number in your grouping. Exhibitors placing orders for machinery in the Techshop should write the word TECHSHOP instead of a booth number so there will be no confusion on which orders are for your booth and which orders are for your machinery in the Techshop. Otherwise there could be confusion on site during installation regarding what power goes to which location, etc.

We don't want anyone to experience a delay because of order problems. If you have any questions, please don't hesitate to contact Justine.

MORE HELP FOR YOU ON THE WEBSITE

Also under the "For Exhibitors" tab you will find access to past issues of this newsletter, Exhibitor Rules & Regulations and—new this year—a "Promote Odyssey" section where you can download Odyssey logos and press releases to use for your customer newsletters. Soon we'll be adding a "Quick Promo" sheet that gives you additional language and resources in order to promote Odyssey to your customers and prospects.

ODYSSEY BROCHURE IS AVAILABLE IN PDF FORMAT

The Odyssey Program Task Force has put together 25 hard-hitting programs—you can see a list of all the descriptions on the website, along with a Program Matrix that lays out the entire schedule.

Also on the website is a PDF of the most current Odyssey brochure. You may wish to **send an email to all of your customers and prospects letting them know that they can download a PDF of the Odyssey brochure** from the Attendee Center at www.OdysseyExpo.org. Or if you'd like to be extra helpful, you can download it yourself and attach it to your email. Just be sure to follow Can-Spam Act regulations when sending any unsolicited emails (see <http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>).

This Monday over 30,000 printed brochures were mailed to prospective attendees. We do have several thousand "overs" available. If you would be willing to mail or ship them out to your customers, please contact Cindy at cccrouse@iadd.org. They are 8.5" x 5.5", weigh 8 oz. and would cost \$0.46 each to mail in the US.



FREE “COMP” PASSES FOR CUSTOMERS

Just in case you missed the email earlier this week, below is information on how you can obtain free 3-Day Visitor registration for some of your best customers and prospects. Your participation in this process is key to meeting our attendance goals.

Members of the Odyssey Planning Committee are available to help make sure you have everything you need to promote Odyssey. You may receive calls from Tom Feigl (Everett Graphics) or Nicole Mercer (UEI Group) or possibly from David Bialoglow (National Steel Rule) and other members of our Sales & Marketing Committee. Please don't hesitate to ask them questions or let them know your needs.

We're happy to make it easier for you to bring more attendees to the show floor. As an exhibitor, your company is entitled to 15 COMPLIMENTARY VISITOR PASSES per paid booth and/or Techshop space to make available to your customers. Visitor passes entitle the holder to free admission to the Technology Hall for all three days, as well as a copy of the program book.

We'll even do the work for you! Just email their names, title, company name, address, telephone, fax, and email to info@OdysseyExpo.org or fax us a list at 1-815-455-7510.

We will then send a confirmation to your customers, adding “Compliments of” and your company name.

Please note that your company's personnel are NOT eligible to receive complimentary Visitor passes. If you have staff from your company who will not be working in your booth but who would like to walk the show floor, they should register for paid Visitor passes. A one-day pass is \$40 and includes 1 free seminar program and a three-day pass is \$79 and includes 2 free seminar programs. They may do so online at www.OdysseyExpo.org or by downloading the brochure and registration form. They will not be allowed to work in your booth; this will be strictly enforced on site.

REGISTERING YOUR BOOTH PERSONNEL

Registration for Odyssey attendees is open and online - and registrations are pouring in! But what about your booth personnel? Not to worry - within the next two weeks we will be sending all exhibitors a Company Description Form that you will use to provide information that appears in the Odyssey Program Guide and which also has the form you will use to register the employees who will be working in your booth.

As a reminder, each paid booth and Techshop space includes two personnel; others may register for \$230 each.

DO YOU HAVE YOUR MANDATORY CERTIFICATE OF INSURANCE?

Odyssey requires all exhibitors to carry commercial general liability insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event May 14-20, 2017. If you don't want to use your own insurance or need a provider, we have partnered with Buttine Underwriters Purchasing Group, LLC to offer basic insurance for only \$65. Apply online at <http://www.buttine.com/eventExhibitor.html> or contact Kendra Reilly Monahan at 1-212-867-3642 or kar@buttine.com for more information.

SPONSORSHIP OPPORTUNITIES

Also within the next two weeks, you will receive a list of the sponsorship and advertising opportunities. We've worked hard to come up with some new ways to gain you the visibility you desire, but of course we're always open to creative ideas.

REMINDER - HOTEL RESERVATIONS

The Renaissance Hotel room block is filling up quickly - if you haven't yet made your reservations, we urge you to do so as soon as possible.

We have negotiated a great room rate of \$179.00 single/double. For reservations call the Marriott's toll-free number 1-877-303-0104 or direct number 1-847-303-4100. Mention our group code: Odyssey, to get this special rate! Or if you prefer, you can use the following online reservation gateway:

<https://aws.passkey.com/event/15536206/owner/27662/home>

Note that all reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. While you may cancel your reservation(s) for no charge until April 13, 2017 11:59 central, we discourage holding onto and then releasing large numbers of rooms as it negatively affects the Odyssey's room block attrition penalties.

REMINDER - 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](#) 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 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.

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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