



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. 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.

SPONSORSHIPS & ADVERTISING

What better way to grab attendees' attention than by taking advantage of the many sponsorship and advertising opportunities? As you can see from the attached flyer, we've got a great mix of old and new ideas—many of which should be perfect to accomplish your goals. If you've got other ideas you'd like us to explore, contact Cindy at info@OdysseyExpo.org.

IS YOUR MACHINE LISTED ONLINE?

There's no doubt that the promise of seeing machinery in action is a huge draw for Odyssey attendees. And whether it's in your booth or the Techshop, we want to give you the visibility you deserve in order to get the best return on your investment, which is why we promote it on the Odyssey website, in press releases and in other materials.

You can check to make sure you're included by going to the Odyssey website at www.OdysseyExpo.org and clicking on "Exhibitor List" and then clicking on "Equipment List." If yours is not listed—or is not listed the way you like it—contact Cindy today at info@OdysseyExpo.org.

HEADQUARTERS HOTEL IS SOLD OUT

Most exhibitors and a great number of attendees have already booked their hotel rooms, with many taking advantage of extra days so they can enjoy our excellent Schaumburg/Chicago location. We've now sold out most of our room block at the Renaissance Convention Center Hotel. Only a few miscellaneous rooms are available.

Anyone who has not yet made reservations can take advantage of our room block at the Hyatt House Hotel which of-

fers spacious studio and one- and two-bedroom suites, free shuttle service to the Schaumburg Convention Center, free high speed internet, fully equipped kitchens, a free full hot breakfast, complimentary evening social and complimentary remote parking. For reservations call 1-847-706-9007 or 1-800-993-0367 and use Group Code: ODYSSEY 2017 for our special rate of \$117 studio and \$134 one-bedroom or visit the reservation gateway on the Odyssey website. The room block ends April 10, 2017 or until rooms are sold out.

IMPORTANT NOTE: If you have reserved "extra" rooms or nights at the Renaissance that you don't think you will be using, **please adjust your reservations accordingly as soon as possible** so the rooms can go back into our room block and get picked up by other exhibitors and attendees. Also notify Sue that you have done so. Keep in mind that the Odyssey room block is subject to an attrition clause - if too many rooms get returned at the last minute, we do have to pay for them. That results in us having to increase fees in future years to make up for the added expense.

FREE "COMP" PASSES FOR CUSTOMERS

Don't forget to take advantage of your 15 COMPLIMENTARY VISITOR PASSES (per paid booth and Techshop space). 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. Just email their names, company name and email address to info@OdysseyExpo.org or fax us a list at 1-815-455-7510.

LEAD RETRIEVAL

We will again offer you a price conscious deal on the Odyssey Lead-In lead retrieval service. Look for more information beginning March 10, when you will be emailed information about our cost effective, "cloud" based system that provides real time data on all visitors and exhibitors at Odyssey. The advance price is only \$99 US.



REMINDER - 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 Wunderlich at 1-708-344-4111 Ext. 19 or email justine@sourceoneevents.com.

REMINDER - HAVE YOU SUBMITTED 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.

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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