



*Thousands of your potential customers—  
hard-to-reach diecutters, diemakers, foil stampers and  
embossers—are converging in the Chicago area ...*

**IF YOU'RE NOT HERE,  
HOW WILL THEY FIND  
YOU?**



**May 17, 18 & 19, 2017  
Renaissance Hotel & Convention Center  
Schaumburg (Chicago), IL, USA**

# DON'T MISS THIS OPPORTUNITY

**Your potential customers will be here ... you should be too!**



## THE ODYSSEY IS A UNIQUE, INDUSTRY-SPECIFIC VENUE

**IADD•FSEA Odyssey 2017** will combine problem solving for a wide array of hard-to-cut materials with advancements in converting, folding cartons and corrugated and key developments in foil stamping, embossing and bindery. The creative educational sessions go beyond mere theory and the talking heads seen at other seminars. Participants are seated inside a fully operational **Techshop**,™ where show-and-tell clinics are enhanced by **hands-on** diemaking, diecutting, foil stamping/embossing and specialty effects demonstrations using the latest high-tech equipment. The *Odyssey* is the only industry-specific trade show to offer:

- 38% of attendees are the president, vice president or owner
- 39% are managers, engineers and machine specialists
- 22% are press operators and diemakers
- 1 out of 2.8 attendees is responsible for making capital equipment purchases
- 1 out of 2 are major decision makers in their companies
- 89% come to learn about new technology; 78% for products and services; 41% to make purchasing decisions; 21% for price quotes
- 64% attend because of the unique real-time educational programs in the *Techshop*™



## SCHAUMBURG (CHICAGO) IS THE IDEAL LOCATION

Schaumburg, IL, USA is only 12 miles (20 minutes) from Chicago O'Hare International Airport and just 25 minutes from downtown Chicago. The award-winning Renaissance Schaumburg Convention Center Hotel is a **non-union**, 148,000 square foot facility offering 500 convenient hotel rooms connected to the Convention Center, **free parking** to all who attend and exhibit and great local dining and entertainment within 5 minutes of the hotel and convention center. An estimated 46 million people live within a one-day drive of Schaumburg, and it is no secret **there are many diecutting and diemaking hotbeds within a day's drive of Chicago**. Also, the right-to-choose facility provides exhibitors with the flexibility to transport and set up your booths without excessive or costly union intervention.



## YOUR COMPETITORS WILL BE THERE

Here's what past exhibitors had to say:

- "I am now known in different parts of the world as a technology leader."
- "The **quality of attendees** was the most rewarding aspect."
- "We appreciated the opportunity to meet and network with so many decision makers in the industry."
- "Visitors' response to our product was sensational."
- "We made **excellent contacts** at the Odyssey."
- "Odyssey is so much more than a trade show."
- "We found a whole new market for our product."
- "If we had known the *Odyssey* would be this good, we wouldn't have exhibited at [a well-known annual trade show]."



## WHAT ATTENDEES SAY ABOUT ODYSSEY

"New ideas, new technology, new products—I found everything I need in the industry in one place." "All programs, *Techshop*™ and vendors were so focused on our industry. The atmosphere was great—everyone seemed to be there to help. I had a great experience." "I've attended other trade shows, and this was much more organized and beneficial." "This is the best darn show I ever attended." "I networked with technology vendors as well as material/supply vendors." "The ability to compare machinery alternatives will help me greatly in my buying decisions." "Being able to compare vendors and products on the spot was most rewarding." "Seeing various machines running and discussing solutions to problems one-on-one was priceless."

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## ODYSSEY 2017 EXHIBIT BOOTHS

Present your products and services in one (or several) of the 170 exhibit booths. The main exhibit hall, with an expansive 97,200 square feet of space, will provide ample room for the exhibit booths and the operational diecutting, diemaking, foil stamping and embossing *Techshop*.™ The *Odyssey* will provide exhibitors an excellent opportunity to market to targeted, dedicated and focused individuals involved in all phases of diecutting, diemaking, foil stamping, embossing and bindery. Each booth space is 10 feet deep by 10 feet wide (3m x 3m), 100 square feet (9 square meters). Each exhibit booth will include the rental space, 8 feet (2.4 m) high draped backdrop, 3 feet (.9m) side rails and draping and a company sign which is 7 inches x 44 inches (177mm x 1,117mm) including the company name and booth number.



## ALWAYS IN DEMAND - YOUR EQUIPMENT IN THE TECHSHOP™

*Odyssey* offers IADD and FSEA members an alternative choice to showcase your equipment in the Techshop,™ rather than your company booth(s). Companies who have purchased at least one standard booth space also may rent space in the Techshop for equipment placement. Exhibitors are responsible for all associated costs, such as drayage, installation, waste disposal, electrical, air and other operating and maintenance expenses. Access to equipment will be ample, but will be regulated by *Odyssey*. This offer is available only to IADD and FSEA members. Additional rules and regulations may apply. Since space is limited, *Odyssey* reserves the right to approve or decline space applications.



## ODYSSEY 2017 OFFERS YOU A VARIETY OF CUSTOMER OPPORTUNITIES

With the partnership between the IADD and FSEA, the *Odyssey* appeals to an even wider segment of the diecutting converting, foil stamping and special effects markets. One set of programs will focus on cutting materials such as gaskets, plastics, films, magnetics, abrasives, pressure sensitive and paper, including thick and hard materials. Another two sets of programs will cover cutting edge topics in the traditional folding carton and corrugated areas, which are a sure draw for these segments of the industry. In addition, programs will address foil stamping and embossing, other specialty effects, hard anvil rotary, into versus onto cutting, alternative methods of cutting and trimming, heat assisted diecutting, and more. Marketing for the *Odyssey* will reflect this expanded scope and will reach out to new attendees who are your potential new customers.



## HOW TO RESERVE BOOTH OR TECHSHOP™ SPACE

Complete the attached Space Application form. Visit the *Odyssey* website at [www.OdysseyExpo.org](http://www.OdysseyExpo.org) for more information and Exhibitor Rules & Regulations. You will receive confirmation of booth and Techshop assignments once the space has been accepted in accordance with the Exhibitor Rules & Regulations. Initial space deposits are due within 7 days of application. All exhibitors will receive copies of the *Odyssey* Exhibitor Newsletters to keep them informed of the latest developments in substantive programming, marketing plans, *Techshop*, exhibit hall operations, etc.

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### Cost of Exhibit Space

IADD and FSEA members	US \$2,660 per booth or 10 x 10 ft (3m x 3m) Techshop™ space
<i>Early bird special (before 8/1/16)</i>	US \$2,160 per booth or 10 x 10 ft (3m x 3m) Techshop™ space
Non-member companies	US \$3,570 per booth space
<i>Early bird special (before 8/1/16)</i>	US \$3,070 per booth space
Premium Locations	There is an additional US \$200 charge for premium booth locations, designated by shading on the Technology Hall layout.

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### *For more information on exhibiting at the IADD•FSEA Odyssey 2017, contact:*

Susan M. Corcoran, CMP; Exhibit Coordinator; IADD•FSEA Odyssey 2017; 20 Winter St., Kingston, MA 02364 U.S.A.; Phone: 1-617-840-7202; Fax: 1-781-582-3944; Email: [exhibit@odysseyexpo.org](mailto:exhibit@odysseyexpo.org); Website: [www.odysseyexpo.org](http://www.odysseyexpo.org)





**IADD•FSEA  
ODYSSEY**

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



## TECHSHOP

250' x 140' (76.2M x 42.7M)

ENTRANCE

ENTRANCE



937	1036	1037	1136	1137
935	1034	1035	1134	1135
933	1032	1033	1132	1133
931	1030	1031	1130	1131
				1129
927	1026	1027	1126	1127
925	1024	1025	1124	1125
				1123
921	1020	1021	1120	1121
919	1018	1019	1118	1119
				1117
				1115
				1113
				1111
				1109
				1107
				1105
				1103

IADD	215	314	315	414	415	514	515	614	615	714	715	814	815	914	915	1014	1015	1114	1115
	213	312	313	412	413	512	513	612	613	712	713	812	813	912	913	1012	1013	1112	1113
	211	310	311	410	411	510	511	610	611	710	711	810	811	910	911	1010	1011	1110	1111
							509	608	609	708	709	808	809	908					1109
FSEA	207	306	307	406	407	506									907	1006	1007	1106	1107
	205	304	305	404	405	504	505	604	605	704	705	804	805	904	905	1004	1005	1104	1105
	203	302	303	402	403	502	503	602	603	702	703	802	803	902	903	1002	1003	1102	1103

SPECIAL FUNCTIONS

PREMIUM BOOTHS

TECHSHOP EQUIPMENT



**IADD•FSEA Odyssey – May 17, 18 & 19, 2017**  
**Schaumburg Convention Center – Schaumburg, IL USA**



Wednesday - Thursday - Friday May 17, 18 & 19, 2017  
Renaissance Hotel & Convention Center  
Schaumburg (Chicago), IL USA

## 2017 Booth and Techshop™ Space Application Form

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_  
Telephone number ( ) \_\_\_\_\_ FAX number ( ) \_\_\_\_\_

### INDIVIDUAL (CONTACT) TO RECEIVE ALL ODYSSEY INFORMATION

Name \_\_\_\_\_ Email \_\_\_\_\_

**EXHIBIT PERSONNEL** Two company personnel are included with each booth space reserved. Additional exhibit personnel is \$230.00 per person. Exhibit personnel have access to all educational sessions. The joint IADD/FSEA awards banquet is separately ticketed. Exhibitor personnel registration will begin December 1, 2016.

### BOOTH PREFERENCES *10 feet (3.0m) wide x 10 feet (3.0m) deep; sold on a first come, first served basis*

**US \$2,660 per booth for IADD & FSEA members**

*Early Bird - US \$2,160 before 8/1/16*

**US \$3,570 per booth for non-member companies**

*Early Bird - US \$3,070 before 8/1/16*

**Premium Locations: US\$200 extra** (*premium locations are shaded on the Technology Hall layout*)

First Choice(s) \_\_\_\_\_ Second Choice(s) \_\_\_\_\_ Third Choice(s) \_\_\_\_\_

### TECHSHOP™ SPACE (*available only to IADD and FSEA members purchasing at least one booth*)

**US \$2,660 per space for IADD & FSEA members**

*Early Bird - US \$2,160 before 8/1/16*

Please reserve \_\_\_\_\_ 10 x 10 feet Techshop spaces (3m x 3m). List equipment type and footprint on a separate page.

### Authorized Signature:

Sign and return this application form with an initial \$500 deposit for members (\$750 for non-members) for each booth or Techshop™ space reserved. Requested space is on hold for 7 working days pending the arrival of the deposit. A second equal deposit is due on September 1, 2016. Deposits are non-refundable. Final payment for all space is due January 15, 2017. If the balance due is not received by that date, the IADD/FSEA has sole discretion to reassign the space with no refund to the original exhibitor. Applications received after January 15, 2017 must be accompanied by payment in full. Make checks payable to the IADD or complete credit card section. Signing this Space Application Form signifies that the signer has read and understands the published Rules & Regulations for the IADD•FSEA Odyssey 2017.

Complete this section to charge your space deposit.



\_\_\_\_\_ Card Number

Expiration Date: (mm/yyyy) \_\_\_\_ / \_\_\_\_  
Security Code\* \_\_\_\_\_

\* LAST 3 OR 4 DIGITS ON BACK OF CARD ON SIGNATURE PANEL

Zip/Postal Code \_\_\_\_\_

\_\_\_\_\_ Print Name As it Appears on Card

## IADD•FSEA ODYSSEY 2017

651 W. Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 U.S.A.

Telephone: 1-800-828-4233 or 1-815-455-7519 Fax: 1-815-455-7510 Email: [exhibit@odysseyexpo.org](mailto:exhibit@odysseyexpo.org)

**International Association of Diecutting and Diemaking and  
Foil and Specialty Effects Association's**

***ODYSSEY 2017***

**EXHIBITOR RULES & REGULATIONS**

**SPONSORSHIP  
AND MANAGEMENT**

IADD/FSEA Odyssey 2017 is an educational program produced by the International Association of Diecutting and Diemaking (IADD) and the Foil and Specialty Effects Association (FSEA). The IADD serves as Show Management, but has contracted with Susan Corcoran to serve as Exhibit Coordinator to handle all matters concerning exhibits in the Technology Hall. The IADD/FSEA will establish all exhibitor policies for the Odyssey.

All matters not covered by these regulations or the Renaissance Schaumburg Convention Center Hotel Production Guidelines are subject to a decision by the IADD/FSEA and the Exhibit Coordinator.

These regulations may be amended at any time by the IADD/FSEA, and all amendments that may be so made shall be equally binding to all parties affected by them, as are the original regulations. IADD/FSEA authorizes its Exhibit Coordinator to implement and manage all elements covered in this document in its name.

**ELIGIBILITY FOR PARTICIPATION**

IADD/FSEA determines the eligibility of a company or product for exhibition in the program. Until an exhibitor's Booth and Techshop™ Space Application has been approved in writing by the Exhibit Coordinator, no rights to exhibit are granted.

Upon submitting a Booth and Techshop™ Space Application, the company requesting exhibit space certifies that they have read and will comply with the written rules and regulations as described in this document. The IADD/FSEA may prohibit installation or request removal, wholly or in part, that in its opinion is not in keeping with the Association's character or purpose.

**PAYMENT SCHEDULE**

An initial deposit of \$500.00 for IADD or FSEA member companies (\$750.00 for

non-members) for each requested booth or Techshop™ space must accompany the Space Application form. The Exhibit Coordinator will place requested booth spaces on hold for 7 working days pending the arrival of the deposit for the requested booth space(s). Deposits are non-refundable. A second equal deposit is due on September 1, 2016. Final payment for all booth and Techshop™ space is due January 15, 2017. If the balance due is not received by that date, the IADD/FSEA has sole discretion to reassign the space to applicants on the waiting list with no refund to the original exhibitor.

Applications received after January 15, 2017 must be accompanied by payment in full.

All checks for payments of space must be made out to the International Association of Diecutting & Diemaking (IADD) and will be sent to: IADD/FSEA Odyssey, 651 Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 U.S.A. There will be a \$50.00 charge assessed on all returned checks.

**ASSIGNMENT OF BOOTH &  
TECHSHOP™ SPACE**

Booths will be assigned according to a point system which rewards support of previous shows and IADD or FSEA membership (see exhibitor newsletter Vol. 2017-1), with previous exhibitors and IADD/FSEA member companies receiving priority. The IADD/FSEA reserves the right to modify the floor plan to accommodate space sales or make changes as necessary to avoid potential conflicts between competing exhibitors. Should conditions dictate, the IADD/FSEA reserves the right to relocate exhibitors as necessary after consultation with the affected exhibitors.

**SHOW DATES AND HALL HOURS**

Wednesday	May 17, 2017 10:00 am - 5:00 pm
Thursday	May 18, 2017 10:00 am - 5:00 pm
Friday	May 19, 2017 10:00 am - 2:30 pm

**INSTALLATION/DISMANTLING**

Exhibitors shall move into the Exhibit Hall to set up booths 8:00 am to 4:30 pm on Sunday, May 14 (heavy machinery by invite only), Monday, May 15 (remaining heavy machinery) and Tuesday, May 16

(displays). Exhibitors will receive and follow a set-up/tear down schedule. All exhibits must be fully installed by 7:30 am on Wednesday, May 17. After that time, no installation work will be allowed without permission by the Exhibit Coordinator. If any exhibitor is not set up and in order by 7:30 am, the IADD/FSEA reserves the right to direct the official service contractor to set up the booth at the sole expense of the exhibitor, or make such other use of the space as deemed necessary or appropriate, with no refund made to the original exhibitor.

Arrangement and payment for transporting goods to and from the Odyssey, receiving, decorating and removal of exhibits are the responsibility of the exhibitor.

No exhibit shall be dismantled before the official closing of the Exhibit Hall at 2:30 pm on Friday, May 17, and NO PACKING of equipment and materials may begin until that time unless specially authorized by the Exhibit Coordinator. Violators may be subject to reduction of some or all of their exhibitor points accrued to date and/or be subject to loss of their right to participate in future Odyssey events. All attempts will be made to caution exhibitors on site to return to compliance. Emails will be sent post-show informing exhibitors of their penalty.

All exhibits must be removed from the site by 4:00 pm on Saturday, May 16. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove their exhibit materials from the convention center before the end of dismantling as specified by the Show Management.

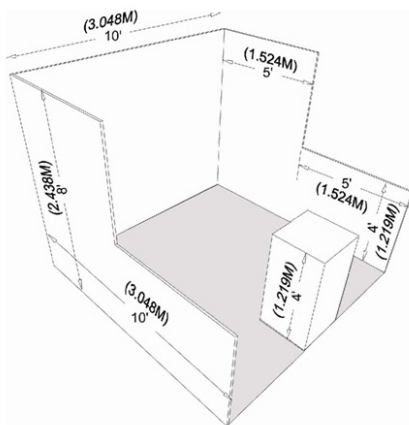
**STANDARD BOOTH EQUIPMENT**

Each 10 feet deep by 10 feet (3 meters x 3 meters) wide standard booth space includes an 8 feet (2.4 meters) high backdrape and 3 feet (9 meters) high side rails with draping. A company identification sign measuring 7 inches x 44 inches (177mm x 1,117mm) including the company name and booth number will be provided. 24-hour perimeter security will begin with set-up and conclude after all freight has been removed. The aisles will

be carpeted; all exhibitors are responsible for carpeting their booths.

## BOOTH CONSTRUCTION AND DISPLAY ARRANGEMENT

A **standard/linear booth** (also called an “in-line booth”) is any booth that shares a common back wall and adjoins other exhibits on one or two sides. The size is 10 feet deep by 10 feet wide (3 meters x 3 meters) (100 square feet (9 square meters)). Standard in-line booths may not exceed a backwall height of 8 feet (2.4 meters), and no part of the equipment contained therein may exceed a height of 8 feet (2.4 meters) in the back half of the booth and 4 feet (1.2 meters) in the front half of the booth. Every attempt should be made to display items in the booth to allow visibility for neighboring booths.



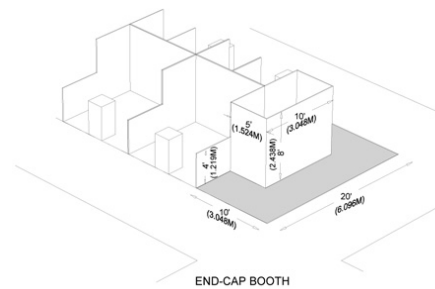
Note: When two or more linear booths are used in combination as a single exhibit space, the height limitations are applied only to that portion of exhibit space which is within 5 feet (1.525 meters) of an adjoining booth.

Exceptions are at the discretion of Show Management. Exhibitor must leave room for back pipe and drape to be shared between its booth and the booth behind it. Booth should not be set so that the plate for the pipe and drape is completely in a neighboring booth. All exposed parts of the display must be finished so as not to be objectionable to neighboring exhibitors. Hanging signs/graphics and/or ceilings or canopies are NOT permitted over standard/linear booths.

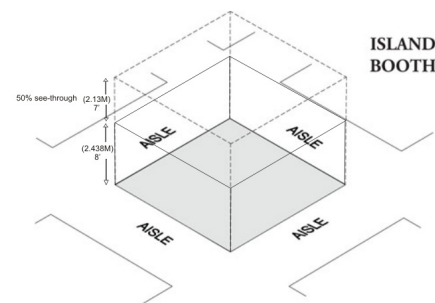
**Perimeter booths** are standard/linear booths that back to an outside wall of the exhibit facility rather than to another exhibit. The same regulations apply to these booths as to the standard/linear booths (see above).

**End cap booths** are standard/linear booths located on either end of a row of standard/linear booths. Unless an exception is made by Show Management, the entrance of such booths must face in the same direction as the others in the row. The same regulations apply to these booths as to the standard/linear booths (see above).

*Special exception:* If a rare exception is made and exhibitors are allowed to “turn” such booths 90 degrees, note in the diagram below how the same regulations are applied.



**Island booths** are any exhibit 20 feet x 20 feet (6 meters x 6 meters) or larger which is surrounded by aisles on four sides. The maximum height of an island booth is 15 feet (4.572 meters) in all areas of the booth; however, structures rising above the area of the booth between 8 feet and 15 feet (2.4 meters and 4.572 meters) must allow at least 50% (see-through) visibility (e.g., a solid wall would not be allowed in this area but solid posts that allow visibility in between would be allowed). Exceptions are at the discretion of Show Management.



A sketch of island booths should be submitted to the Exhibit Coordinator at least 60 days prior to the show for approval of design. If not submitted, and the construction is determined to be in violation of the above restrictions or detrimental to other exhibits, the IADD/FSEA reserves the right to prohibit assembly, or direct revisions, at the

exhibitor's expense, to comply with these regulations. Hanging signs, ceilings and/or canopies are permitted over island booths as long as they conform to the above regulations.

**Miscellaneous.** Cylinders containing oxygen, compressed air or other gases must be secured by a strap, stand or cart in an upright position to prevent tipping.

## HANGING SIGNS & GRAPHICS

**Hanging signs** are permitted in island booths with dimensions of 20 feet x 20 feet (6 meters x 6 meters) or larger. Hanging signs are NOT permitted in standard/linear booths, the Techshop or to be displayed over booths other than your own. At the discretion of Show Management, hanging signs may be allowed over common areas (e.g., the concession stand or entryway). No lighting or spotlighting of hanging signs is allowed.

All sides of hanging signs and graphics must be covered or finished in such a manner as not to detract from those booths behind it. All hanging signs and graphics, regardless of size, should be constructed of lightweight, flameproof materials.

Certain physical limitations of the exhibit facility may prohibit hanging signs. The maximum allowable height of hanging signs is also dependent on the ceiling load limits.

Exhibitors are responsible for notifying Show Management if they are planning on hanging signs in their exhibit booth design. Exhibitors must send this written notification within 60 days of the show. If written notification is not received, Show Management cannot guarantee the hanging of the sign or graphic. All overhead hanging signs must be assembled, installed, removed and disassembled by Official Exhibit Service Provider exhibit services. Exhibitors, display companies and/or I&D representatives may supervise their respective rigging activities, but will not be allowed to assemble/disassemble or install/remove rigging. All rigging must conform to show rules, regulations and exhibit facility limitations. Hanging anchor points must be pre-fabricated and ready to use. No hang point may support over 250 pounds. Exhibitor is responsible for providing Official Exhibit Service Provider with a placement diagram of the hanging sign including the number of feet

from each side of the exhibit space that the sign is to be placed. The ceiling structure and relations to the support beams may require exhibitor's sign to be moved from the requested location. Exhibitor is also responsible for providing Official Exhibit Service Provider with the type of sign (cloth, metal, wood, other), shape (square, triangle, rectangle, other), size (height, length, width) and weight.

Overhead hanging signs are to be sent in separate containers directly to the Official Exhibit Service Provider. All containers must arrive no later than one week prior to the first exhibitor move-in day.

All hanging signs are subject to Show Management inspection and may require on-site modification.

Any **booth signage** extending higher than the external booth wall and visible to those viewing booths in the aisles behind it must remain stationary (no rotating signs), with the rear of the sign covered and/or finished in such a manner as not to detract from those booths behind it. All materials must be contained within the contracted booth space.

Exhibitors in the Techshop are allowed one stationary sign or monitor per machine. **Techshop signs or monitors** may not exceed 8 feet high x 4 feet wide (2.4 meters x 1.2 meters). Signs may be lighted or use electricity.

Permanent facility graphics, signs or displays may not be blocked in any manner.

#### **LIGHTING OF MACHINERY IN BOOTHS AND TECHSHOP**

Exhibitors are precluded from hanging (or making arrangements to hang) lighting from ceiling trusses over booths and Techshop space.

#### **CANCELLATION/REDUCTION OF SPACE**

Notification of space cancellation or reduction must be made in writing to the Show Management Company. Deposits paid for assigned spaces are non-refundable. There are no refunds for cancellations or reductions received after November 1, 2016. The IADD/FSEA assumes no responsibility for having included the name of the cancelled

exhibitor or description of their products in program materials.

#### **MATERIAL HANDLING AND EXHIBITOR SERVICES**

IADD/FSEA will announce an Official Service Contractor. A link to the Exhibitor Service Kit containing information and order forms for furnishings, freight handling, labor, and ancillary services will be sent to exhibitors 120 days prior to the start of the program.

A number of factors—such as truck size, dock limitations or the height, weight and overall size of **heavy equipment and machinery**—will determine whether unloading can be handled on the dock versus through the large “elephant door” at ground level. Exhibitors will be directed to the appropriate area. In many cases, use of a Versa Lift is preferred to a regular forklift in order to provide greater accuracy and stability. SourceOne will make all attempts to give those who require this service a quote prior to the show; however, they reserve the right to make such a determination on-site, depending on the circumstances.

#### **SUBLETTING SPACE**

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

#### **USE OF SPACE**

Exhibitors are encouraged to offer information that is educational, professional and instructional. All exhibitors must conduct exhibits in a dignified and professional manner. All activities must be limited to the confines of the rented space, and must not impede traffic or interfere with the activity of other exhibitors. Unless part of the Odyssey program and approved by the IADD/FSEA, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations or displays away from the exhibit area during exhibit hours or program hours is not permitted. Dissemination of food or beverages is allowed only if they are purchased from the convention center and may be subject to additional rules and regulations.

#### **EXHIBITOR BADGES**

Exhibitors will be furnished with two exhibitor badges for company personnel for each 10 x 10 feet (3 m x 3 m) booth or Techshop space leased/paid. Additional exhibitor booth personnel are required to register as Exhibitor Personnel at the reduced registration fee of \$250.00 per person. This registration allows the individual to attend all education sessions. The Awards Banquet is ticketed separately.

#### **STAFFING**

Exhibitors must open their exhibit on time and staff the booth at all times during show hours. A designated booth manager shall represent the exhibitor in connection with set-up, operation, and dismantling of the exhibit. Only representatives who are employed by the exhibiting company and who are working in the booth are to be registered as booth personnel. False certification of individuals as exhibitor's representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the program. All exhibitors must be 18 years of age or older.

#### **ADVERTISING**

Exhibitors are invited to advertise in the Odyssey Show Guide, the IADD's publication “The Cutting Edge,” or the FSEA's publication “PostPress News.” Information on rates, mechanical specifications and copy deadline may be obtained from the IADD by phoning 1-800-828-4233 or 1-815-455-7519, by faxing 1-815-455-7510 or by email at [cccrouse@iadd.org](mailto:cccrouse@iadd.org). Information may be obtained from the FSEA at 1-785-271-5816, faxing 1-785-271-6404 or by email at [jeff@fsea.com](mailto:jeff@fsea.com).

#### **USE OF ODYSSEY LOGO**

Exhibitors wishing to use the Odyssey logo in any promotion, newsletter, etc. must first have written permission from the Exhibit Coordinator and may be asked to provide a sample of its intended use.

#### **GIVEAWAYS**

Novelty giveaways, souvenirs and drawing awards must be submitted to the IADD/FSEA for review and approval no



later than 30 days prior to the show. The IADD/FSEA encourages prudent use and distribution of giveaways.

#### **AUXILIARY AIDS OR SERVICES**

In compliance with the Americans with Disabilities Act, the IADD/FSEA wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services as needed.

#### **MUSIC AND VISUAL EFFECTS**

Exhibitors' use of music and audiovisual devices with sound are permitted only in those locations and at such decibel density as not to interfere with the activities of other exhibitors. IAEE states that music should not exceed 85 decibels.

License agreements covering recorded music are the responsibility of the exhibitor, and each exhibitor is required to indemnify and hold the IADD/FSEA harmless from any liability arising out of the use of copyrighted music.

#### **HAZARDOUS WASTE DISPOSAL**

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death, or pollutes the air, water or land. Exhibitors who generate hazardous waste material must conform to requirements of all regulatory agencies having jurisdiction in the location of hazardous waste and make appropriate arrangements for proper disposal thereof.

#### **PHOTOGRAPHY**

Picture taking other than by official photographers is subject to approval by Show Management or the Exhibit Coordinator, including during set-up and dismantling. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

#### **SMOKING**

The Odyssey program is designated as a non-smoking meeting. Smoking is prohibited in IADD/FSEA meeting rooms, the exhibit hall and social functions.

#### **LABOR/SAFETY/FIRE CODES**

The exhibitor is responsible for knowledge of and compliance with all union/non-union requirements and fire and safety codes established by the Renaissance Schaumburg Convention Center Hotel. Booth decorations must be flameproofed. Electrical wiring must conform with all federal, state and municipal government requirements and to the National Electric Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel at exhibitor's expense all or such part of the exhibit as may be irregular.

#### **LIABILITY**

Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to exhibitor's displays, equipment and other property brought upon the premises of the Renaissance Schaumburg Convention Center Hotel, and shall indemnify and hold harmless the IADD/FSEA, the Renaissance Schaumburg Convention Center Hotel and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the exhibitor or his assigns. The exhibitor must surrender space occupied by him in the same condition as it was in the commencement of occupation. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. In holding the Odyssey program, the Associations do not act as the agent of the exhibitor, the Renaissance Schaumburg Convention Center Hotel, the Exhibit Coordinator, the Exhibition Services Company, or any other party providing services to the program. Claims against any other party other than the Associations are to be submitted directly to the party involved.

#### **INSURANCE**

Exhibitors must make provision for safeguarding their materials, equipment and displays at all times. Exhibitors are required to carry special insurance to cover exhibit materials against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to exhibitors, perimeter security for the exhibit hall will

be furnished during installation, dismantling and show days. This is not to be interpreted as a guarantee against loss or theft of any kind.

#### **USE OF EXHIBITOR APPOINTED CONTRACTORS**

Exhibitors choosing to use labor services other than those provided through the Exhibition Services Contractor must notify the Exhibit Coordinator at least 30 days in advance of the first day of move-in.

#### **SOCIAL FUNCTIONS**

Only exhibiting companies may request the use of function rooms in the Renaissance Schaumburg Convention Center Hotel. Breakfast functions must end at least 15 minutes prior to the opening of the official program each day. All uses of meeting rooms in the Renaissance Schaumburg Convention Center Hotel must be approved by the IADD/FSEA. Hospitality rooms may not open prior to 5:00 pm in the evening on evenings when the IADD/FSEA does not have scheduled events. Any function not approved by the IADD/FSEA which would compete for attendee's time, either during the hours of the exhibition hall or other association programs, is strictly prohibited.

#### **TERMINATION OF RIGHT TO EXHIBIT**

As the organizer, the IADD/FSEA reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of his representatives fails to observe the conditions of this contract, or in the opinion of the IADD/FSEA or its Exhibit Coordinator, conducts themselves in an unethical manner. Such exhibitors will be dismissed without refund.

#### **ODYSSEY PROGRAM CANCELLATION**

If any part of the Exhibit Hall is damaged, or if circumstances make it impossible for the IADD/FSEA to permit an exhibitor to occupy the space assigned during a portion or entirety of the period covered, the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and the IADD/FSEA releases any and all claims for damages caused by such action.

## GENERAL

All matters and questions not covered by these regulations are subject to the decision of the IADD/FSEA and the Exhibit Coordinator. These regulations may be amended at any time by the IADD/FSEA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations.

### **For further information contact:**

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### **For exhibiting information contact:**

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