

# Exhibitor Marketing Information Reference

*Making it easier for you to promote Odyssey  
to customers and prospects*



**What:** Odyssey Expo 2019

**When:** May 1-3, 2019

**Where:** Cobb Galleria Centre, Atlanta, Georgia

**Industries Served:** diecutting, diemaking, folding cartons, foil stamping, engraving, corrugated, folding/gluing

**Expected Number of Attendees:** 1,600+

**Expected Number of Exhibitors:** 100+

**Expected Pieces of Equipment Performing Live Demonstrations:** 50+

**Scheduled Number of Techshop™ and Classroom Workshops:** 25

**What is the Techshop™:** The Techshop offers attendees a one-of-a-kind experience with live, operating equipment available to simulate a working production ship floor for informative programs and hands-on teaching. Live-action video feeds allow attendees to see all action on the presses up close.

**Experts Available to Solve Production Challenges:** From the tradeshow floor and the classrooms to the Techshop, Odyssey Expo provides opportunities to get your production questions answered! From show-and-tell clinics to question-and-answer sessions, the industry finds answers at Odyssey.

**FREE VISITORS PASSES – Invite Your Customers and Prospects:** 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](mailto: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.

**Odyssey RoadTrip:** To promote the Odyssey Expo and build excitement as the event approaches, we're going on a virtual "Road Trip" – and we'd like to stop at your facility! Selected exhibitors will choose one day to be the #OdysseyRoadTrip virtual stop. On that day, the exhibitor will post about plans for Odyssey 3-4 times via social media and Odyssey staff will post, too – giving both your company AND Odyssey an extra boost in exposure on that day.

**Hashtags:** Use #OdysseyExpo and #OdysseyRoadTrip to promote Odyssey Expo 2019 on social media and follow along as IADD and FSEA staff share information and build excitement.

### Quotes from Odyssey Leadership:

“No other tradeshow or conference in the graphics finishing industry offers on-press classroom demonstrations. At Odyssey, attendees learn from the experts in all sectors of the industry, and they leave the tradeshow with the answers they need to solve challenges in their own shops.” – *Jeff Peterson, executive director, Foil & Specialty Effects Association (FSEA)*

“We’re proud to partner with the best suppliers in the industry to bring more than 50 pieces of machinery to the show floor. Attendees can see the latest technology, all in one place, while also networking with their peers and learning in the Odyssey classrooms.” – *Cindy Crouse, CEO, International Association of Diecutting and Diemaking (IADD)*

### Quotes from Previous Attendees:

I was there all three days and was exposed to so much new equipment and technology that it made my head spin. It is a good thing the boss didn't give me the checkbook or we'd be in trouble right now. The show was well planned out and, from my opinion, a terrific success. – *Mike Nowakowski, Integrity Steel Rule Die Company, Inc.*

Attending the Odyssey is a great experience. First, it is a refreshment of ideas – from new tooling to materials and equipment. It’s amazing what can be seen in one floor with all that knowledge gathered under one roof. The show gives us ideas on new equipment we can use to make our company flourish and allows us to exchange ideas with our industry peers to solve problems that we have on a daily basis. Our company usually sends three or four of us to the show, including at least one person who hasn’t been before, and that person always is impressed with how professional the show is and the difference it makes in his work from the new knowledge that is acquired. – *Carlos Lopez, Advance Paper Box Company*

Access to information is important to us. Access to the right people and other companies to help solve our problems is very important to us. We send people to Odyssey to learn what trends are being followed and to learn where the industry is heading. We meet with suppliers to resolve issues or learn about new technologies that may be coming soon from them, and we want to be familiar with our suppliers so when we engage them, they know who it is they are working with. We like to be as current as possible so we can stay ahead of our customers. – *Greg Greenwald, Scarab Printing Arts*

### HOW TO USE THIS INFORMATION SHEET

- Add information about Odyssey to your company email signatures and ads.
- Use a quote about the Odyssey in your customer newsletters.
- Send a custom email to your top prospects and invite them to Odyssey – for free!
- Give this Information Sheet to your salespeople and customer service representatives so they can talk to customers and prospects about the Odyssey and your presence at the show.
- Pair this information with logos/graphics (downloadable from the "For Exhibitors" section at [www.OdysseyExpo.org](http://www.OdysseyExpo.org)).

For example, add this to your emails:

- Join 1,600 of your diemaking, diecutting and print finishing peers at Odyssey Expo 2019 in Atlanta, Georgia. Ask us how you can get a visitor’s pass for FREE!