



EXHIBITOR NEWSLETTER

Welcome to your first Odyssey Expo 2019 Exhibitor Newsletter! This newsletter will be mailed 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 this information is *not* correct, email us at exhibit@OdysseyExpo.org or call Sue Corcoran at 1-617-840-7202.

ODYSSEY ROAD TRIP

Our Odyssey journey brings us back to Atlanta, GA, USA, and the Cobb Galleria Centre, a **non-union** facility which is less than a one-day drive for 72 million people! Nestled among **many diecutting and diemaking hotbeds**, this right-to-choose facility provides exhibitors with the flexibility to transport and set up your booths without excessive or costly union intervention. It also provides great local dining and entertainment within 5 minutes, is only 10 minutes from downtown Atlanta and from the city's fashionable Buckhead community and 20 minutes from Hartsfield-Jackson Atlanta International Airport, a key element to keeping our show globally convenient.

Attendees will love that they are within striking distance of many Atlanta destinations, from world-class museums and sports venues to popular entertainment spots and fascinating historic landmarks. Cobb Galleria connects directly to the 522-room, four-star, four-diamond Renaissance Atlanta Waverly Hotel. Shopping and dining variety are as convenient as the Cobb's on-site specialty mall; Cumberland Mall, directly across the street and accessible by a pedestrian bridge; and The Battery Atlanta, connected via pedestrian bridge.

The Battery—a new development and exciting change since our last time in Atlanta in 2009—was built with SunTrust Park, home of the Atlanta Braves. The Battery Atlanta is a mix of shops, dining, living and work in the area surrounding the park. Sure to add to attendees' Odyssey experience and conveniently located within walking distance of the

Cobb Galleria (at the intersection of I-75 and I-285) in the bustling Cumberland area, The Battery Atlanta offers an unprecedented entertainment experience 365 days a year, not just on game days.

Visitors can wine and dine at restaurants where Atlanta's most acclaimed chefs and mixologists are found. Culinary options to please foodies and families alike include Terra-pin, Fox Bros. Bar-B-Q, Wahlburgers, PBR Bar & Grill, Antico, Goldberg's Bagel Company & Deli, and Cru Food & Wine Bar.

Demolished in the early 1970s, Atlanta's Roxy Theatre is resurrected as the Coca-Cola Roxy Theatre for music lovers to enjoy live entertainment. See a show headlined by your favorite artist at this 4,000-capacity venue for a fun night out.

Attendees can shop at stores like the trendy and affordable DressUp boutique or the sports fan-focused Mizuno Experience Center or the Harley-Davidson retail store for street bikers or Sugarboo Designs for whimsical home decor. There's something for everyone. See more at <http://batteryatl.com/#top>.

As you can see from the above new logo, we've changed our "road sign" to reflect a new name and modern look for the show. The new logo capitalizes on the Odyssey Expo brand



which we've been building since 2001 and eliminates the mouthful of letters, "IADD/FSEA Odyssey." In marketing the 2019 Odyssey Expo we intend to build upon our "Road Trip" theme and incorporate the message that VALUE is the true destination for all who travel to Odyssey.

Our Odyssey Committee continues to be a good mix of veterans and newer faces; let us know if you are interested in assisting. In order to use everyone's time wisely, we're restructuring our calls to be more focused and include only those whose input is needed.

Our programming committee has begun identifying what is fresh and new in the world of diecutting, diemaking, foil and engraving, and our programming committee is also looking to diversify the content. We will continue to focus on corrugated, folding carton, foil and engraving while looking for new, cutting edge, educational opportunities in plastics, foams, gaskets and perhaps something we do not even know about yet. If you have any ideas for Odyssey programming, please contact us immediately.

Many of our educational programs will again take place in the Techshop.™ The Techshop offers attendees a one-of-a-kind experience with live, operating equipment available for informative and educational programs and hands-on teaching. Last Odyssey, our Techshop space was filled with more equipment than ever before.

We've said before that in order for Odyssey to continue growing, we will always need the continued support of you, the exhibitors. Your exhibit booth rentals, sponsorships and attendee invitations are keys to this event's success. Our Committee understands it is important for you, the exhibitor, to receive value for this investment of both time and finances. If you have any ideas, questions or comments on how you believe we can better serve you in 2019, please let us know.

Jeremy Guest & Shaun Larson
Odyssey Expo 2019 Co-Chairs

SHOW PLANNING & ADMINISTRATION

The Odyssey Planning Task Force, co-chaired by Jeremy Guest of Diansuply and Shaun Larson of Jonco, is responsible for creation of the show and development of the educational programs. IADD CEO Cindy Crouse and her staff support the Task Force and provide show management and administration, with assistance from FSEA Executive Director Jeff Peterson and his staff. Susan Corcoran has been hired as Exhibit Coordinator to handle the Technology Hall logistics. She is responsible for all exhibitor services from freight through personnel. She will be your primary contact for exhibitor information. We're all delighted at the opportunity to work with you to make this show a success for all.

BOOTH SPACE RESERVATIONS

The booth selection and reservation process kicked off on May 1. We have developed a system to make this process as fair to everyone as possible, using the following guidelines:

1. The Booth Selection Process for Odyssey Expo 2019 is again based on a point system used throughout the trade show industry. It rewards support of previous shows and IADD and FSEA membership and sponsorships. Exhibitors receive the following points:

- 1 point for each 10' x 10' booth occupied at previous Odyssey shows
- 1 bonus point for supporting selected Odyssey shows
- 1 point each for being an IADD and/or FSEA member
- 1 point for IADD Patron membership
- 1 point for Platinum level sponsorship of the FSEA Gold Leaf Awards Competition

Those companies who have the highest number of points will have first choice on their booth selection(s).

All companies must be paid in full from previous Odyssey Expos before they will be allowed to reserve space in the current program, and the IADD•FSEA reserves the right to request payment in advance where appropriate.

2. We will *email* the Booth & Techshop™ Space Application Form and Layout to you sometime between May 1 and July 4, 2018, depending on the number of points your company has earned. Please let us know immediately if someone else from your company should receive this email instead of you. Contact Sue Corcoran by email (exhibit@OdysseyExpo.org) if you would like to review your earned points to date.

3. The first wave of emails will be sent to a set of companies with the highest number of points. You will have 5 working days to select your booth location(s), complete the Booth & Techshop™ Space Application Form, and email or fax it back to us at 1-815-455-7510 (no phone submissions will be accepted). Your selections will be added to the layout, which will be revised and emailed to the next set of companies, who also will have 5 working days to respond. This process will be repeated until all previous exhibitors have received the Application and Layout.

4. It is to your advantage to return your completed form within the designated 5 working day period. Booth assignments are given priority by the number of points a company has earned. However, in the case of a point tie, they are assigned on a first-come, first-served basis.

5. All Exhibitor Application Forms must be fully completed, including designating one contact per company. We will email the company contact listed on the Booth & Techshop™ Space Application Form to confirm assignment of the booth location(s). This process may take at least 7-10 days after your application is received. We ask for your patience while the enormous task of assigning space is taking place and regret that we cannot respond to inquiries regarding assignments while they are being made. We will, of course, answer other inquiries.

6. If your company plans to group together with others to form a “block” location of 4 or more booths, you should contact Sue Corcoran by phone, fax or email ASAP (preferably by May 9, 2018) and advise her who will be serving as the coordinator for the group. One application form and contact name is needed per group. Groups of companies who block 4 or more booth locations will receive a higher selection priority than smaller locations.

7. Once your booth application has been received, a deposit will be due within 7 days to hold your space. MasterCard, VISA, Amex and Discover cards will be accepted. Checks must be drawn on a US Bank and in US Funds and be mailed directly to the IADD. Wire transfers must cover all bank fees deducted from the IADD account. If no payment is received within the 7 days, the booth location(s) will be made available to other companies wishing to participate in the Technology Hall. The balance on the space will be due by January 15, 2019.

8. Booth location changes must be made by the designated contact person and must be in writing. Location changes made after January 15, 2019 are subject to a \$200 fee per booth change.

9. Cancellation of booth space(s) must be made in writing by the designated contact no later than November 1, 2018. All deposits are non-refundable.

10. Circumstances may arise which require an exception to these rules. The IADD•FSEA reserves the right to assign booths and make other decisions which are in the best interests of the exhibitors and show at large.

Questions or concerns regarding any of the above information should be directed to Sue Corcoran.

BONUS OPPORTUNITY - TECHSHOP™ SPACE

In addition to the equipment used during the educational sessions, this year's Techshop™ will feature ample space for more exhibitors to showcase their equipment. Our goal is to create an exciting and fully functional die shop, and the Odyssey Planning Task Force reserves the right to approve selections to provide as wide a diversity of equipment

as possible. Due to the exceptional opportunity for selected companies, the costs of drayage, installation, waste disposal, electrical, air and other operating and maintenance expenses incurred during the show are the responsibility of the participating companies. Techshop space is available only to IADD and FSEA members in 10' x 10' blocks, at the same rate as booth space. Exhibitors must also contract for a minimum of one exhibit booth to be eligible for Techshop space. To take advantage of this opportunity, complete the Booth & Techshop Space portion of the Application Form which you will be receiving.

KEEPING THE COSTS DOWN

We understand that it is important for us to help you contain costs. We are pleased to note that exhibit space at the Odyssey again costs less than other comparable industry shows, while providing a directly targeted audience and measurable return on investment. Room rates at our headquarters, the Renaissance Waverly Hotel and the Sheraton Suites Galleria are competitively priced at (\$189 and \$185, respectively). Most importantly, we've connected again with Shepard, our previous event services provider and partner for the five shows from 2005 to 2013, and we've secured material handling, labor and machine handling rates that are 2%-32% lower than what we've experienced the last two shows.

We also hope to use previous show profits to provide monetary incentives to exhibitors willing to bring particular types of equipment to the Techshop floor. Specifically, we'd like to see a flatbed diecutter, rotary diecutter, rubbering robot and select new technology for diemakers. If you're interested in showcasing this type of equipment, please contact Shaun Larson at <slarson@joncodie.com>. Having such equipment on the show floor to attract additional attendees benefits ALL exhibitors.

EXHIBITOR RULES & REGULATIONS

In 2017, based on exhibitor feedback, a number of revisions were made to the Exhibitor Rules & Regulations, especially as they relate to booth construction and display, sight lines in the Technology Hall, signage and material handling. This year only minor changes have been made. A copy of the Rules & Regulations is provided to you along with your invitation to exhibit. We urge you to review these carefully and let us know if you have any questions.

PREVIEW OF EXCITING CHANGES FOR 2019

We're in the process of completely revamping both the look and the function of the Odyssey Expo website—soon it will be reactive (more easily navigated) for all mobile devices. If we're able to add all the bells and whistles we hope, it may also serve in place of a dedicated meeting app. We hope to unveil the new website by June 1.

At least one local exhibitor is committed to providing a complementary Open House prior to the start of the show

in order to attract additional attendees. Plans are being discussed to set up additional tours that may be available to non-US attendee contingents. And thought is being given to setting up a working futuristic dieshop within our Techshop space.

For continuous updates on Odyssey Expo 2019 log on to www.OdysseyExpo.org. Be sure to tell your customers, too!

WATCH FOR THIS INFORMATION

Future Exhibitor Newsletters will include information about move-in and move-out, 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 Odyssey Expo 2019 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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