



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. It will be emailed 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 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.

LEAD RETRIEVAL - WE'RE SAVING YOU MONEY!!!

Odyssey Expo 2019 is pleased to offer you lead retrieval **at absolutely no cost to you!** We will be using a 100% free and GDPR-friendly lead capture app called BadgerScan.

BadgerScan, available for free for Apple and Android devices, captures contact information by using your device camera to read a two dimensional barcode called a QR code. Within the QR Code printed on every Odyssey attendee's badge will be contact information stored in standard vCard format. When a new contact is scanned by BadgerScan, the contact information is stored in a private database on your device. You then have the opportunity to add notes, tag favorites, call or email the attendee, or launch a survey.

You may choose to save a contact to your device's native contact list, or you can export your BadgerScan contacts to a CSV file so they can be imported into other software. Data remains on your device so there is no need for network, login or setup. Complete privacy. No cost.

You can test this system by downloading BadgerScan from your app store and scanning this sample QR Code:



We've been putting the app through different scenarios on a multitude of devices, and we find it robust, but easy to use. We'll provide reminder information prior to and at the show.

SAVING YOU MORE MONEY - PART 2

We have some great news for those of you who need to order electrical services. The Cobb Galleria has agreed to include on their published prices for electrical and compressed air, one hour of labor at no charge. This agreement is noted at the bottom of both the electrical and compressed air forms in your Exhibitor Service Catalog..

IMPORTANT NOTE ABOUT SHEPARD AND COBB GALLERIA ORDERS

Please remember to write your booth number on all Shepard and Cobb Galleria order forms! This is important so that Shepard 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 Susan Corcoran, Exhibit Coordinator.



One final note: please also pay attention to the Important Deadline Dates located at the beginning of your Odyssey Expo 2019 Exhibitor Service Catalog sent out a few weeks ago by Shepard. You don't want to miss out on the great Discount Pricing on Shepard services as well as discounts on electrical, compressed air, etc. through the Cobb Galleria! You can download your catalog (and order online) under the "For Exhibitors" tab at www.odysseyexpo.org.

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, press releases to use for your customer newsletters and a "Quick Promo" sheet that gives you additional language and resources in order to promote Odyssey to your customers and prospects.

YOUR FOUR 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 four things you can do right now:

1. Send us the names and email addresses of everyone to whom you have offered complimentary admission. (See below for more details.)
2. 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.
3. 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>). Be sure to use the Exhibitor Flair graphic in your email signature from now until May. Remember, it's been customized with your booth number, so they'll know where to find you!
4. Remember to use the hashtag #OdysseyExpo in all of your social media posts about the show. You ARE posting, aren't you?

Together we can make the Odyssey the most important industry event in 2019.

REMINDER - FREE "COMP" PASSES FOR CUSTOMERS

Just in case you missed the email sent on February 7, below is information on how you can obtain free 3-Day Visitor registration for some of your best customers and prospects.

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 (diemakers and diecutters only; not available for suppliers). Visitor passes entitle the holder to free admission to the Technology Hall for all three days, a copy of the program book and a special discount on programs.

We'll even do the work for you! Just email their name, 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 them a confirmation, adding "Compliments of " and your company name. Don't have all that info? **At a minimum we need a full name and individual email address for each potential attendee.**

Online registration is opened February 11. Be the first to invite your customers and prospects to the show!

Please note that exhibitor's employees 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 online at www.OdysseyExpo.org for paid Visitor passes. A one-day pass is \$40 and includes 2 free seminar programs and a three-day pass is \$79 and includes 4 free seminar programs. Visitor personnel will not be allowed to work in your booth; this will be strictly enforced on site.

REMINDER - HOW TO REGISTER YOUR BOOTH PERSONNEL; TICKETS TO GOLD LEAF AWARDS RECEPTION AND/OR BIG BIG BIGGER BASH!

You should have received and returned a Company Description Form to provide information for the Odyssey Program Guide and which also included a form to register the employees who will be working in your booth. This same form has check boxes to order tickets for the FSEA Gold Leaf Awards Reception (\$69 per person) and the Big Big BIGGER BASH (\$125).

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

HAVE YOU SENT US 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 April 27-May 4, 2019. 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 at 1-212-986-2822 or email kar@buttine.com for more information.

DON'T BE FOOLED!

This is the time of year when you may be inundated with emails from shady "business lead" companies, trying to sell you lists of attendees from legitimate shows like PACK EXPO, ICE and even our own Odyssey Expo. Don't fall for this scam! Show organizers do NOT make these valuable contact lists available to outside groups. These swindlers troll the internet and put together bogus lists which they sell to unsuspecting and trusting companies. Also beware of companies that falsely claim to be the official exhibitor services provider or official hotel of such trade shows. Always check the show website and when in doubt, email info@odysseyexpo.org to verify such claims.

SPONSORSHIP OPPORTUNITIES

There are still some great sponsorship opportunities available. But you need to act fast! One popular item is inserting something into the Program Guide or even into the registration bags. For \$600 you can put your printed promo piece or giveaway (stress ball, flash drive, keychain, etc.) into every attendee's hands before they even step into the Technology Hall. The Punch Pass (\$250) helps drive people to your booth. Overhead screens (\$250) keep your name and logo in sight throughout the show. Ads in the Program Guide help you stand out. Contact cccrouse@iadd.org if you'd like to learn 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:

Susan M. Corcoran, Exhibit Coordinator
Odyssey Expo 2019
20 Winter St., Kingston, MA 02364 USA
Phone: 1-617-840-7202
Fax: 1-781-582-3944
Email: exhibit@OdysseyExpo.org

For more information on Odyssey Expo 2019, contact:

Cindy C. Crouse, CAE, CEO
International Association of Diecutting and Diemaking
651 Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 USA
Phone: 1-815-455-7519 or 1-800-828-4233
Fax: 1-815-455-7510
Email: info@OdysseyExpo.org