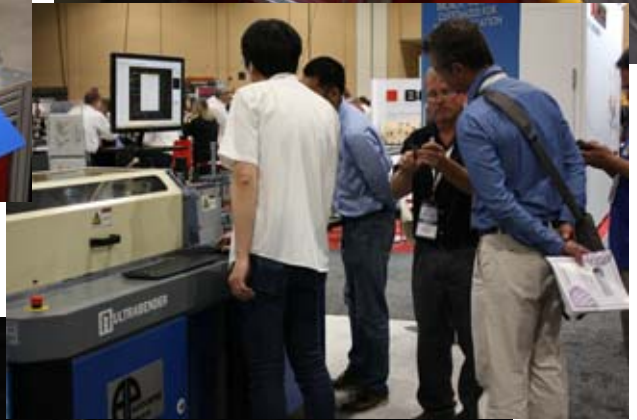




Thousands of your potential customers—hard-to-reach diecutters, diemakers, foil stampers, finishers and embossers—are coming together in Milwaukee May 10-12, 2023 ...

IF YOU AREN'T HERE, HOW WILL THEY FIND YOU?



ODYSSEY EXPO IS A UNIQUE, INDUSTRY- SPECIFIC VENUE

Odyssey Expo 2023 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. Creative educational sessions go beyond mere theory and 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 Expo* is the only industry-specific trade show to offer:

- 39% of attendees are the president, vice president or owner
- 41% are managers, engineers and machine specialists
- 22% are press operators and diemakers
- 1 out of 2.6 attendees is responsible for making capital equipment purchases
- 1 out of 2 are major decision makers in their companies
- 91% come to learn about new technology; 82% for products and services; 49% to make purchasing decisions; 24% for price quotes
- 61% attend because of the unique real-time educational programs in the *Techshop*™

DON'T MISS THIS OPPORTUNITY

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



WHAT ATTENDEES SAY ABOUT ODYSSEY EXPO

If the attendees are happy, everyone is happy:

- "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."
- "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."



MILWAUKEE IS A PRIME LOCATION

The Wisconsin Center is a premier **non-union** convention facility located in affordable, easy-to-get-to Milwaukee, which is just 90 minutes north of Chicago, within a day's drive of one-third of the US population! Milwaukee's strong industrial ethos is still alive today, with **many diecutting and diemaking hotbeds** close by. The 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. Wisconsin Center connects directly via skywalks to the award-winning Hyatt and Hilton Hotels. Just eight miles from downtown, Mitchell International (MKE) is the only airport in Wisconsin or Illinois with service from all major domestic carriers, which helps keep airfares low. The savings continue once you reach your destination. From a variety of free or inexpensive attractions, performances and events to top-notch dining with an affordable price tag, you get more for your money in Milwaukee.



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 Expo."
- "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]."



EXHIBIT BOOTHS

Present your products and services in one (or several) of the 120+ exhibit booths. The main exhibit hall, with an expansive 94,000 square feet (8,733 square meters) of space, will provide ample room for the exhibit booths and the operational diecutting, diemaking, foil and special effects *Techshop*.™ The *Odyssey Expo* will provide exhibitors an excellent opportunity to market to targeted, dedicated and focused individuals involved in all phases of diecutting, diemaking, foiling, 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 Expo offers 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 Expo*. Additional rules and regulations may apply. Since space is limited, *Odyssey Expo* reserves the right to approve or decline space applications.



A VARIETY OF CUSTOMER OPPORTUNITIES

The *Odyssey Expo* appeals to a wide segment of the diecutting converting, foil stamping and specialty 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. Additional 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, business management and more. Marketing for the *Odyssey Expo* 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 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 Expo* Exhibitor Newsletters to keep them informed of the latest developments in substantive programming, marketing plans, *Techshop*, exhibit hall operations, etc.

Cost of Exhibit Space

| | |
|-------------------------------|--|
| IADD members/prior exhibitors | US \$3,730 per 10 x 10 ft (3m x 3m) booth or Techshop™ space |
| Special - Confirm by 9/1/22 | US \$3,160 per 10 x 10 ft (3m x 3m) booth or Techshop™ space |
| Non-member companies | US \$4,770 per 10 x 10 ft (3m x 3m) booth space |
| Special - Confirm by 9/1/22 | US \$4,200 per 10 x 10 ft (3m x 3m) booth space |
| Premium Locations | There is an additional US \$200 charge for premium booth locations, designated by shading on the Technology Hall layout. |

For more information on exhibiting at the Odyssey Expo 2023, contact:

Susan M. Corcoran
Exhibit Coordinator, Odyssey Expo
20 Winter St., Kingston, MA 02364 USA
Phone: 1-617-840-7202
Fax: 1-815-455-7510
Email: exhibit@odysseyexpo.org
Website: www.OdysseyExpo.org



Wednesday - Thursday - Friday May 10, 11 & 12, 2023
Wisconsin Center
Milwaukee, WI USA

2023 Booth and Techshop™ Space Application Form

Company _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ Email _____ Website _____
Phone 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 US \$325.00 per person. Exhibit personnel have access to all educational sessions. All other events are separately ticketed. Exhibitor personnel registration will begin December 1, 2022.

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

US \$3,730 per booth for IADD members/prior exhibitors **US \$4,770 per booth for non-member companies**
Confirm by 9/1/22 - US \$3,160 Confirm by 9/1/22 - US \$4,200

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

US \$3,730 per space for IADD members/prior exhibitors Confirm by 9/1/22 - US \$3,160

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 **US \$1,000 deposit** for IADD members and prior exhibitors (US \$1,500 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. Deposits are non-refundable after October 1, 2022. Final payment for all space is due January 15, 2023. If the balance due is not received by that date, the IADD has sole discretion to reassign the space with no refund to the original exhibitor. Applications received after January 15, 2023 must be accompanied by payment in full. Make checks payable to the IADD or complete credit card section. Wire transfers incur a US \$35 fee. Signing this Space Application Form signifies that the signer has read and understands the published Rules & Regulations for the Odyssey Expo 2023.

Complete this section to charge your space deposit. **Note:** A 2.45% surcharge will be added to partially offset expenses incurred by Odyssey for discount fees, reward card fees and other credit card processing fees.



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

ODYSSEY EXPO 2023

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