

ODYSSEY EXPO

May 19–21, 2021 • Wisconsin Center • Milwaukee, WI USA

EXHIBITOR NEWSLETTER

Welcome to your first Odyssey Expo 2021 Exhibitor Newsletter! This newsletter 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 this information is *not* correct, email us at exhibit@OdysseyExpo.org or call Sue Corcoran at 1-617-840-7202.

PLANNING DURING A PANDEMIC

Event planning is challenging during the best of times—but the uncertainty and unique problems of putting on an event like Odyssey Expo during or after a global pandemic are simply enormous.

Looking forward, we can anticipate a different landscape for live events that will have a greater focus on social distancing, sanitization and communication that put the safety and well-being of our exhibitors, attendees, service providers, staff and others as a priority. This means revising some of our traditional processes in order to build in flexibility. For example, you'll note that a number of booths in the Technology Hall layout will remain unavailable for selection until we are certain that they can be added in safely. Similarly, the main aisles are currently marked as one-directional; there are separately designated entrance and exit doors; and attendees may be asked to register for particular days and times in order to maintain control of building occupancy. Program session rooms may become more spacious and registration systems may be more self-serve and touch-free.

Rest assured that Show Management will continue to monitor developments and will create and distribute to all exhibitors a Safe Event Playbook (SEP) which aligns with then-current recommendations of the US Centers for Disease and Prevention (CDC), World Health Organization (WHO), Wisconsin Department of Health Service (WisDHS) and the US Occupational Safety and Health Administration (OSHA).

We recognize that with the constantly changing COVID-19 situation around the world, this is a time that, for many, is filled with uncertainty. As always, we will remain flexible in an attempt to provide you with the best return on your investment possible. Your exhibit booth rentals, sponsorships and attendee invitations are keys to this event's success. After 10 successful Odyssey Expos, our Committee understands how important it is 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 2021, please let us know. We look forward to working with you, and appreciate your support of Odyssey Expo 2021.

Gino Gualtieri

Chair, Odyssey Expo 2021

Cindy C. Crouse

IADD CEO

FROM CHALLENGE COMES OPPORTUNITY

The coronavirus pandemic has a lot of dark sides. But it's not all bad news. There are bright spots to uncover and lessons to be learned from this crisis. For Odyssey Expo, this means an incredible opportunity to create a better, more resilient version of our former event—a bolder, more agile expo that will be stronger than the previous version was.



With a small measure of luck, the timing should be perfect in May 2021 for us to get back together, face-to-face, to reconnect as well as establish new relationships. We anticipate reaching out to new and untapped markets, adding new topics, presenting best business practices, livestreaming selected programs, offering online programming, establishing new ways to network and collaborate, providing additional ways to gain visibility and creating an exciting and much-needed communication opportunity.

What won't change is our commitment to bring you the business marketplace your company needs for recovery. Capitalizing on the pent-up demand for machinery, products and services, together we can make Odyssey Expo the go-to event of early 2021.

ODYSSEY COMMITTEE, SHOW PLANNING & ADMINISTRATION

Our Odyssey Committee, chaired by IADD President Gino Gualtieri of Central Die Supplies, continues to be a good mix of veterans and newer faces. Let us know if you are interested in assisting. The committee is responsible for creation of the show and development of the educational programs. IADD CEO Cindy Crouse and her staff support the committee and provide show management and administration. 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.

Our programming committee has begun identifying what is fresh and new in our industry and is open to ideas of ways we might 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. We've already received a number of inquiries from companies who wish to place equipment in the Techshop; this is always one of the big draws for Odyssey.

BOOTH SPACE RESERVATIONS

The booth selection and reservation process will begin in early August. 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 2021 is again based on a point system used throughout the trade

show industry. It rewards support of previous shows and IADD 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 for being an IADD member
- 1 point for IADD Patron membership
- 1 point for Diamond or Platinum level sponsorship of the IADD Corporate Leader Program

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 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 August 1 and October 1, 2020, 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 at 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 it to exhibit@OdysseyExpo.org or fax it to 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 August 6, 2020) 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 incur a \$35 US fee. 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, 2021.

8. Booth location changes must be made by the designated contact person and must be in writing. Location changes made after January 15, 2021 are subject to a \$200 US fee per booth change.

9. Notification of space cancellation or reduction must be made in writing to Show Management. After December 1, 2020, deposits paid for assigned spaces are non-refundable, and there are no refunds for cancellations or reductions received after this date.

10. Circumstances may arise which require an exception to these rules. The IADD 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 Exhibit Coordinator Sue Corcoran.

DO YOU REQUIRE 480V OR 208V POWER?

If you plan to showcase equipment or machinery that uses 480V or 208V power, please let Sue Corcoran know as soon as possible. Note that such equipment or machinery MUST be placed within the green areas on the Technology Hall layout in order to access the special power bus ducts. You will want to keep this in mind when selecting your booth space.

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 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 hotels, the Hyatt Regency Milwaukee and the Hilton Milwaukee City Center, are attractively priced at \$159 US. Most importantly, we've connected again with Shepard Exposition Services, our previous event services provider and partner for six expos, and we've secured competitive material handling, labor and machine handling rates.

EXHIBITOR RULES & REGULATIONS

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.

WATCH FOR NEW INFORMATION

For continuous updates on Odyssey Expo 2021, visit www.OdysseyExpo.org. Be sure to tell your customers, too!

QUESTIONS? SUGGESTIONS?

Do you have a suggestion on how to make Odyssey Expo 2021 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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