



May 10-12, 2023 • Wisconsin Center • Milwaukee, WI USA

EXHIBITOR NEWSLETTER

Welcome to your first Odyssey Expo 2023 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.

ODYSSEY EXPO IS BAAAAAACK!

After three years of anticipation and pent-up demand, our industry is getting visibly excited to reconnect under one roof in May, 2023. Odyssey booths are close to sold out, attendee pre-registration notifications and inquiries are strong and inside experts point out that trade shows have excitedly rebounded in recent months to near pre-pandemic levels. Fueled by new technologies, growing networks and more of a focus on quality, the exhibit industry is expected to continue to grow through the first half of next year. Good news for all of us!

We're so pleased that you've chosen to join your industry colleagues for what is looking to be the most exciting event in our industry in 2023. We are **READY** to provide you with the best return on your investment possible. We anticipate reaching out to new and untapped markets, adding new topics, presenting best business practices, establishing new ways to network and collaborate, providing additional ways to gain visibility and creating an exciting and much-needed communication opportunity.

Your exhibit booth rentals, sponsorships and attendee invitations are keys to this event's success. After 10 successful Odyssey Expos, our planning 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 2023, please let us know. We look forward to working with you and appreciate your support of Odyssey Expo 2023.

Gino Gualtieri

Chair, Odyssey Expo 2023

Jenny Holliday

IADD CEO

ODYSSEY COMMITTEE, SHOW PLANNING & ADMINISTRATION

Our Odyssey planning 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 Jenny Holliday and her staff support the committee and provide show management and administration. Sue 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 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.

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, contact Sue Corcoran.

WILL YOU HAVE MACHINERY IN THE TECHSHOP™ OR IN YOUR BOOTH?

Even with our ample space, we can see already that the **Techshop is going to be chock full of machinery!** If you're considering bringing equipment for the Techshop, please let Sue know asap so that we can include you in the floor plan.

If you're more inclined to place your machinery in your booth(s), it would still be a great idea to let Sue know this information as soon as possible. We may choose to give you extra exposure in our promotional materials and on the website.

DO YOU REQUIRE 480V OR 208V POWER?

If you plan to showcase equipment or machinery that uses 480V or 208V power, please let Sue 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 planning your booth space.

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 \$165 US and \$159 US, respectively. 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.

MAKE YOUR HOTEL RESERVATIONS NOW

We strongly urge you to **make your reservations now** if you are planning to stay at one of the two headquarters hotels!

Elevate your stay at **Hyatt Regency Milwaukee**. This downtown hotel next to the Wisconsin Center convention facility offers pet-friendly rooms and suites, market-to-table dining and an onsite Starbucks®. Experience the best of Milwaukee with easy access to nearby attractions. Parking is \$18 per day for parking at the 310 W structure (747 N Old World 3rd St.). Valet parking is available for \$31 per day. Our special room rate is \$165US single/double (plus applicable state and local taxes). For reservations, call toll-free at 1-888-591-1234 or locally at 1-414-276-1234 and mention you are with Odyssey. Or click on the hotel gateway link located at www.OdysseyExpo.org under "Hotels & Transportation."

Hilton Milwaukee City Center is an Art Deco landmark hotel in downtown Milwaukee, built in 1927. It retains many of its original features and is connected by skywalk to the Wisconsin Center convention facility. It's located within a mile of the Pabst Theater, Milwaukee Art Museum, Fiserv Forum, and Deer District. Enjoy four dining options including the Miller Time Pub. Our special room rate is \$159US single/double (plus applicable state and local taxes). For reservations, call toll-free at 1-800-774-1500 or locally at 1-414-271-7250 and mention you are with Odyssey. Or click on the hotel gateway link located at www.OdysseyExpo.org under "Hotels & Transportation."

Be sure to note both hotels' deposit and cancellation policies: A credit card is required to guarantee all guest room reservations. All arriving guests must present a valid credit card upon check in. Room, taxes and fees will be authorized against the card. On Wednesday, April 5, 2023 all reservations for which a deposit has not already been collected will be charged a non-refundable deposit of two nights' room and tax. For any reservation canceled after 11:59pm central time on Tuesday, April 4, 2023, the deposit will be forfeited and not returned. All reservations are subject to an early departure fee of one night's room and tax if a guest checks out prior to the confirmed checkout date. Other cancellation policies are located on the hotels' websites.

EXHIBITOR RULES & REGULATIONS

A copy of the Rules & Regulations was provided to you along with your invitation to exhibit and is available on the Odyssey website at www.OdysseyExpo.org. We urge you to review these carefully and let us know if you have any questions.

ARE YOU THINKING ABOUT HOSTING A PARTY OR AN EVENT?

Please contact Sue right away if your company is considering hosting a party or other type of event during Odyssey either at the Wisconsin Center or offsite. We're working on some contractual items that may be of benefit to both of us, and it would help us to know your potential plans now, even if they are not confirmed. We'd also like to share additional dates/times that have become available so you don't have to worry about conflicting schedules.

WATCH FOR NEW INFORMATION

For continuous updates on Odyssey Expo 2023, visit www.OdysseyExpo.org. Be sure to tell your customers, too!

QUESTIONS? SUGGESTIONS?

Do you have a suggestion on how to make Odyssey Expo 2023 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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