



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

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.

EXHIBITOR SERVICE MANUAL

Our official exhibit company is Shepard Exposition Services. Our contact is Sarah Cappuccitti, and she can be reached at 1-404-720-8600 or email scappuccitti@shepardes.com. She and her team look forward to making the Odyssey a huge success!

A link to download the Exhibitor Service Manual, from which you will order electricity, booth furnishings, and more, will be emailed to you in the next few weeks. Once it is published, you will be able to easily access the manual at any time from the Odyssey website. Go to www.OdysseyExpo.org and click on the "For Exhibitors" tab.

SPONSORSHIP OPPORTUNITIES

Within the next few weeks, you will receive a list of the sponsorship and advertising opportunities. We've worked hard to come up with some new ways to gain you the visibility you desire, but of course we're always open to creative ideas.

LET'S GET THE WORD OUT

Attendee registration is scheduled to begin mid-February. In the meantime, we've sent out two Save the Date reminders, and people who wish to attend Odyssey can opt in to further communications with the "Notify Me" form at www.OdysseyExpo.org/register-now.

As an exhibitor, you play a huge role in helping to get the word out. Along with this newsletter, we'll be sending you generic email signature "flairs" which we hope you will add to all of your email correspondence. We also offer flairs that

are personalized with your booth number; if you haven't already done so, send your request for a personalized flair to info@odysseyexpo.org. They will be sent out in the next few days.

Don't forget to add the show to your website as well! If you need Odyssey logos, you can find them under the "For Exhibitors/Promote Odyssey" drop down menu. You'll also see that you may access past issues of this newsletter and other information you will need as an exhibitor.

We're in the process of distributing more press releases and developing print ads for the major magazines. We've begun posting on social media and encourage you to do the same.

A cornerstone of our marketing continues to be reminding companies of the value of face-to-face networking and meetings. We're in the process of confirming those who wish to hold their leadership or sales meetings in conjunction with Odyssey—a win-win proposition that provides them with free meeting space along with education for their participants and which improves our attendance bottom line. Companies like WestRock are already on board, and American International Machinery is planning to hold an open house on the Tuesday night prior to Odyssey. Our intent is to convince additional companies of the benefits of face-to-face business. If you know of any converting or other companies who should be taking advantage of this amazing opportunity,



nity, please contact Jenny Holliday at 1-815-455-7519. All of these co-located activities are sure to attract additional attendees from coveted target markets.

REMEMBER TO DRIVE YOUR CUSTOMERS TO THE WEBSITE

Potential attendees can find all they need on the Odyssey website at www.OdysseyExpo.org. This powerful marketing tool is responsive to mobile devices, has a simple-to-use format and features the ability for users to click on a booth in the Technology Hall layout to pull up that exhibitor's contact information, booth numbers and a link to their website. Attendees can view your company's products, services and information prior to attending the show. Visitors to the website may also click for a printable PDF version of the floor plan and are able to click to see the current list of confirmed equipment which will be featured in the Techshop and booths. **Now is the time for you to review those lists to be sure your machinery is adequately represented.** If you haven't already notified Sue that you are planning to have machinery at OdysseyExo, please let her know as soon as possible.

MAKE YOUR HOTEL RESERVATIONS NOW

One of our hotel room blocks has sold out and the other is filling up quickly, so if you haven't already done so, we strongly urge you to **make your reservations now!**

There is still availability at the **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."

Be sure to note the hotel's 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 hotel's website.

SCAM ALERT - DON'T BE FOOLED

Leading up to our event, you may experience companies who contact our exhibitors directly and claim to have hotel room blocks or discounted rooms on behalf of the OdysseyExpo. THESE CALLS AND EMAILS ARE FROM FRAUDULENT PARTIES WHO ARE NOT AFFILIATED WITH NOR ASSOCIATED WITH THE SHOW OR IADD. Please do not give your personal or credit card information to anyone calling or emailing and claiming to be a travel agent for, or representative of, the OdysseyExpo. At best, you may receive an overpriced room in a suspect (and often geographically distant) location; at worst, they just take your money and provide no room reservation at all. If you have any doubt about whether reservations you have made through a third party are valid, you should contact the hotel directly. Be sure to alert your credit card company asap if you believe you have fallen victim to a scammer. There is no shame—their schemes have become very sophisticated over the years!

If you have not yet made your hotel room reservations, the Odyssey Expo room block is open and can be accessed through our website at <http://odysseyexpo.org/hotel/>. If you have any questions, don't hesitate to contact Jenny or Sue.

This is also 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.

Please be sure to alert others in your company to these scams.

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.

GOOD NEWS FOR TRADE SHOWS

The OdysseyExpo Planning Committee keeps a close eye on various trade shows and trends, and we're pleased to report the whopping success of the Consumer Electronics Show (CES) which was held in Las Vegas, NV, USA earlier

this month. It was the largest audited post-pandemic tech event since early 2020. After a difficult and greatly downsized show in 2022, exhibit space (total footprint) increased by 70% over 2022, and attendance was up 250% over 2022, exceeding all expectations and predictions.

“CES 2023 was the great reconnection and rocked by every measure - from attendance to the keynote stage to press conferences and product debuts on the exhibit floor – showing the entire world that in-person events are BACK!” said Gary Shapiro, president and CEO, CTA.

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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For more information on Odyssey Expo 2023 contact:

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Be sure to share your email flairs with your work colleagues!
(The files are attached to this newsletter’s cover email.)

