

ODYSSEY EXPO

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

EXHIBITOR SERVICES AVAILABLE

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 access the full Exhibitor Manual was emailed to you on February 14. If you have not received it—or if you misplaced it—you can easily access the manual at any time from the Odyssey website. Go to www.OdysseyExpo.org and click on the “For Exhibitors” tab.

Note some services are provided by the Wisconsin Center, such as electrical, air/gas/water, hanging signs, exhibitor A/V and any food/refreshments, and need to be ordered directly from them.

Please review all the important deadlines for services.

For Wisconsin Center services, **ordering before 11:59pm on April 5 gives you Advanced Pricing rates**, your best value. Also note that **480v electrical services MUST be ordered by April 22**; this service is NOT available to order from the floor!

IMPORTANT NOTE ABOUT SERVICES ORDERS

Please remember to write your booth number on all Shepard and Wisconsin Center order forms! This is important so that they 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 Sue Corcoran at exhibit@odysseyexpo.org or by cell at 1-617-840-7202.

HOW TO REGISTER YOUR BOOTH PERSONNEL

Registration for Odyssey attendees will open soon! But what about your company's booth personnel? Not to worry - on February 27 we sent all exhibitors a Company Description Form that you will use to provide information that appears in the Odyssey Program Guide and which also has the form you will use to register the employees who will be working in your booth.

As a reminder, each paid booth and Techshop space includes two personnel; others may register for \$325 US each.

LET'S GET THE WORD OUT

Attendee registration is scheduled to begin this week. In the meantime, we've sent out Save the Date reminders, and people who wish to attend Odyssey have been opting 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. Requests are typically fulfilled in 1-3 business days.



FREE “COMP” PASSES FOR CUSTOMERS

With attendee registration set to begin this week, 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, diecutters and print finishers only; not available for suppliers). Visitor passes entitle the holder to free admission to the Technology Hall for all three days and a special discount on programs.

We'll even do the work for you! Just email their name, title, company name, address, phone and email to info@OdysseyExpo.org. 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.**

Be the first to invite your customers and prospects to the show!

Please note that exhibitors' 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 \$50 US and includes 2 free seminar programs and a three-day pass is \$99 US and includes 4 free seminar programs. Visitor personnel will not be allowed to work in your booth; this will be strictly enforced on site.

BOOTH CONFIGURATION

Now is the time to review the Rules & Regulations regarding your booth's construction and display arrangement. Go to www.OdysseyExpo.org and click on the “For Exhibitors” tab. Knowing in advance what's allowed—and what is not—will save you time, money and frustration. Take a moment to review the diagrams and be sure to call Sue if you have any questions.

DEMO OPPORTUNITIES

On February 13, you received information by email on booking promoted demos (both live and pre-recorded). Be sure to respond quickly, as these are limited opportunities.

More advertising and sponsorship options will be available soon!

DO YOU HAVE YOUR MANDATORY CERTIFICATE OF INSURANCE?

Odyssey requires all exhibitors to carry commercial general liability insurance with limits of at least \$1,000,000 US per occurrence, \$2,000,000 US aggregate. IADD and Wisconsin Center shall be named as Additional Insured. This insurance must be in force during the lease dates of the

event May 7-13, 2023. View the details at www.OdysseyExpo.org by choosing “Insurance” under the “For Exhibitors” tab.

If you don't want to use your own insurance or need a provider, we have partnered with Risk Strategies / Buttine Underwriters Purchasing Group, LLC to offer basic insurance for only \$80 US. Apply by April 12 online at <https://bua.undtec.com/?domex=yes> or contact Kendra Reilly Monahan at 1-212-867-3642 or email kmonahan@riskstrategies.com for more information.

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, discounted exhibit space or show attendee lists. **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 Odyssey Expo. 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 any questions, don't hesitate to contact Jenny or Sue.

The **latest scams** we are aware of include:

- An individual named Andrew Martinez (sometimes says he is with Trade Show Planners) calling exhibitor booth contacts from our website, mentioning booth numbers to imply legitimacy and offering discounts for registering, exhibiting or booking hotel rooms—**this is a scam!**
- An individual named Esther Perel or entity named DataConnect Expo emailing contacts within the industry and offering a database or visitor list for Odyssey Expo—**this is also a scam!**

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. Past newsletters are always available under the “For Exhibitors” tab at www.OdysseyExpo.org.

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 at 1-617-840-7202.

WATCH FOR THIS INFORMATION

Future Exhibitor Newsletters will include information about how you can promote Odyssey attendance, lead retrieval, networking events and more.

REMINDERS

- **Book your hotel room.** With attendee registration opening this week, we are expecting to see a surge in hotel bookings! Don't miss out on your chance to be at the headquarters hotel. Visit www.OdysseyExpo.org and choose the "Hotel & Travel" tab.
- **Bringing equipment?** Contact Sue ASAP if you haven't already. We want to ensure your machinery gets the promotion and set up it deserves!
- **Hosting a social event or meeting during the show?** Contact Sue ASAP if you haven't already. We aim to make sure your planning goes off without a hitch.

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:

Susan M. Corcoran, Exhibit Coordinator
Odyssey Expo 2023
20 Winter St., Kingston, MA 02364 USA
Phone: 1-617-840-7202
Fax: 1-815-455-7510
Email: exhibit@OdysseyExpo.org

For more information on Odyssey Expo 2023 contact:

Jenny Holliday, CEO
International Association of Diecutting and Diemaking
651 Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 USA
Phone: 1-815-455-7519
Fax: 1-815-455-7510
Email: info@OdysseyExpo.org

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

