



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

### HAVE YOU ORDERED ELECTRICAL?

**Advance Pricing ends TODAY, at 11:59pm on April 5, so act fast to ensure you get your best value!** Other Wisconsin Center services impacted by that deadline include: air/gas/water, hanging signs, exhibitor A/V and any food/refreshments.

Also note that **480v electrical services MUST be ordered by April 22**; this service is NOT available to order from the floor!

All of the above services must be ordered directly from the Wisconsin Center. For full details, view the Exhibitor Manual at any time from the Odyssey website. Go to [www.OdysseyExpo.org](http://www.OdysseyExpo.org) and click on the "For Exhibitors" tab.

### HAVE YOU ORDERED CARPET & FURNISHINGS?

Order by April 19 to receive a discount on your standard orders! For full details, view the Exhibitor Manual at any time from the Odyssey website. Go to [www.OdysseyExpo.org](http://www.OdysseyExpo.org) and click on the "For Exhibitors" tab.

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](mailto:scappuccitti@shepardes.com). She and her team look forward to making the Odyssey a huge success!

### 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](mailto:exhibit@odysseyexpo.org) or by cell at 1-617-840-7202.

### LEAD RETRIEVAL - WE'RE SAVING YOU MONEY!!!

Odyssey Expo 2023 is pleased to offer you lead retrieval **at absolutely no cost to you!** We will again use a 100% free and GDPR-friendly lead capture app called BadgerScan.

BadgerScan, available for free for Apple and Android devices, captures contact information by using your device camera to read a two dimensional barcode called a QR code. Within the QR Code printed on every Odyssey attendee's badge will be contact information stored in standard vCard format. When a new contact is scanned by BadgerScan, the contact information is stored in a private database on your device. You then have the opportunity to add notes, tag favorites, call or email the attendee, or launch a survey.

You may choose to save a contact to your device's native contact list, or you can export your BadgerScan contacts to a CSV file so they can be imported into other software. Data remains on your device so there is no need for network, login or setup. Complete privacy. No cost.

You can test this system by downloading BadgerScan from your app store and scanning this sample QR Code:



### HAVE YOU SENT US 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](mailto:kmonahan@riskstrategies.com) for more information.

### HOW TO REGISTER YOUR BOOTH PERSONNEL

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.

### YOUR FOUR SIMPLE ACTION ITEMS

The only way to ensure that the Odyssey message reaches everyone is if YOU help get it out there. You spend a lot of time and money on exhibiting—let’s work together to boost attendance so you can maximize your ROI. There are four things you can do right now:

1. Send us the names and email addresses of everyone to whom you have offered complimentary admission. (See below for more details.)
2. We urge you to [put a link on your website home page](#) directly to the Odyssey website <[www.OdysseyExpo.org](http://www.OdysseyExpo.org)> and to include short articles on the Odyssey in your company newsletters and marketing pieces.
3. Send an email to all of your customers and prospects letting them know that they can download a PDF of the Odyssey brochure from the Attendee Center at [www.OdysseyExpo.org](http://www.OdysseyExpo.org). Or if you’d like to be extra helpful, you can download it yourself and attach it to your email. Just be sure to follow Can-Spam, GDPR and other privacy laws when sending any unsolicited emails. Be sure to use the Exhibitor Flair graphic in your email signature from now until May. Remember, if you haven’t already done so, you can request a personalized flair with your booth number! Just email [info@odysseyexpo.org](mailto:info@odysseyexpo.org).
4. Remember to use the hashtag #OdysseyExpo in all of your social media posts about the show. You ARE posting, aren’t you?

Together we can make the Odyssey the most important industry event in 2023.

### FREE “COMP” PASSES FOR CUSTOMERS

With attendee registration open, 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](mailto: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.**

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](http://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.

### SPONSORSHIP & ADVERTISING OPPORTUNITIES

Want to increase your impact at the show and attract more visitors to your booth? Be sure to review our sponsorship and advertising options emailed to you April 3! There are still some great sponsorship opportunities available.

But you need to act quickly - **with the high level of interest and deadlines starting April 10, these opportunities are going fast!** Popular items include:

- Insert your already created promotional flyer into the Program Guide (\$600US) used by everyone on site! Or stand out with an ad in the Guide (starting at \$350).
- Put your printed promo piece or giveaway (stress ball, flash drive, keychain, etc.) into every attendee’s hands before they even step into the Technology Hall with a Registration Bag Insert (\$600US).
- Drive attendees to your booth with the Punch Pass (\$250US).
- Keep your name and logo in sight throughout the show with an Overhead Program Screen (\$250US).

Contact [jholliday@iadd.org](mailto:jholliday@iadd.org) to learn more or claim your top picks today!

## BOOTH CONFIGURATION

Now is the time to review the Rules & Regulations regarding your booth's construction and display arrangement. Go to [www.OdysseyExpo.org](http://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.

## 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 Mike Anderson from Convention Experts calling exhibitors and claiming they are handling all accommodations for Odyssey—**this is a scam!**
- Another individual from a company with "Convention" in the name calling exhibitors to "confirm" participation, and saying without this participation may be cancelled—**this is definitely a scam!**
- An individual named Nancy or Nancy Wilson emailing exhibitors regarding an attendee list from Odyssey—**this is another 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](http://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](mailto:exhibit@OdysseyExpo.org) or call Sue at 1-617-840-7202.

## 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](mailto:exhibit@OdysseyExpo.org)

### ***For more information on Odyssey Expo 2023 contact:***

Jenny Holliday, CEO  
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