



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

SPONSORSHIPS - LAST CALL

Want to increase your impact at the show and attract more visitors to your booth? Last call for these cost-effective sponsorship options:

- **PUNCH PASS** - Ensure you get the best booth traffic! Every attendee is given a ticket for a chance at winning \$100 US cash which they validate by visiting specific exhibitors' booths to get their card punched. Be one of the few exhibitors whose name and booth number are included on the ticket. *Only 3 spots left - \$250 US*
- **OVERHEAD PROGRAM SCREENS** - All eyes will be on your company's information as it flashes on the on-site program screens mounted high in the Techshop™ all 3 days of the show. *Only 2 screens left - \$250 US*
- **HEADER BANNER IN EMAIL PROMOTION** - Reach over 8,000 potential attendees when your banner ad is included front and center, right under the Odyssey masthead on an email blast leading up to the show. *Final call - \$500 US*

To claim yours, contact Jenny at info@OdysseyExpo.org.

GET YOUR "COMP" PASSES IN NOW

Registration shifts to on-site on Tuesday and while we will continue to take comp passes, it is FAR EASIER to handle them this week! Plus, then you KNOW your best customers and prospects are sorted and will be at the show to meet with you!

What are comp passes? 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.**

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.

HOW TO REGISTER YOUR BOOTH PERSONNEL

You submitted your booth personnel on the proof sheet you completed. As a reminder, each paid booth and Techshop space includes two personnel; others may register for \$325 US each. If you have two booth personnel/space, you are all set and we are ready for them on-site. If you have 3 or more/space, you received an invoice last week.

Need to make changes or have questions about booth personnel? Contact Sue at exhibit@OdysseyExpo.org.

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.

Please submit your mandatory insurance certificate to info@OdysseyExpo.org.



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:



ATTENDANCE LIST

Due to the constant registration we are unable to pull the system down to provide a list in advance of the show. During the show all exhibitors should use the FREE lead retrieval to capture and access attendee information. We will provide a full attendee list, including those who registered but didn't attend, to all exhibitors after the show. We expect to make that available by May 20.

ON-SITE PARKING

While the Wisconsin Center itself does not have any parking available due to their ongoing expansion project, there is an abundance of parking options around the building and hotels. Attendees and exhibitors may use www.spothero.com and enter the center's address (400 W. Wisconsin Ave.) to find parking nearby, along with any size restrictions and cost. There is a parking structure attached to the Hilton for attendees and exhibitors who are staying there.



CONCESSIONS

For easy coffee and lunch options, a coffee stand will be on the second floor near the classroom sessions and lunch concessions will be available in the show hall each day. **Please remember Wisconsin Center is a cashless facility and plan accordingly.** There are also other food and beverage opportunities at the convention center, hotels and immediate surroundings.

REMINDER: BOOTH CONFIGURATION

Remember 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. Be sure you know what's allowed—and what is not—to save time, money and frustration. Take a moment to review the diagrams and be sure to call Sue if you have any questions.

SEE YOU SOON

We are excited to greet you on-site next week! If you have any questions in the meantime, or we can help in any way on-site, please don't hesitate to reach out. We look forward to having a great show together!

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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