



ODYSSEY EXPO 2025

EXHIBITOR INVITE

Your potential customers—**hard-to-reach diecutters, diemakers, foil stampers, finishers and embossers**—will be at the show.

IF YOU AREN'T HERE, HOW WILL THEY FIND YOU?



MAY 7-9, 2025 • COBB GALLERIA CENTRE • ATLANTA, GA, USA

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ODYSSEY OVERVIEW

DIECUTTING & DIEMAKING FOCUSED

Odyssey Expo 2025 will combine problem solving for a wide array of hard-to-cut materials with advancements in converting, folding cartons and corrugated and key developments in foil stamping, embossing and finishing.

UNIQUE & INDUSTRY SPECIFIC

Creative educational sessions go beyond mere theory and talking heads seen at other seminars. Participants receive up-close training in show-and-tell clinics that are enhanced by hands-on diemaking, diecutting, foil stamping/embossing and specialty effects demonstrations.

SHOW STATS

1,200+

Average attendance



50%

Are major decision makers in their company



1 OUT OF 2.6

Are responsible for making capital equipment purchases

30+

Technical sessions

100%

Focused on the global diemaking, diecutting converting industry.

61%

Attend because of the unique, real-time educational programs

22%

Press Operators & Diemakers

39%

President, Vice President or Owner



41%

Managers, Engineers & Machine Specialists

Reasons for Attending

91%

To learn about new technology

82%

For products and services

49%

To make purchasing decisions

24%

For price quotes

4



SATISFIED ATTENDEES & EXHIBITORS

"Odyssey Expo 2023 was a hit!"

"We consider our participation in Odyssey a success."

"Long time coming and so worth the wait!"

"This was without a doubt one of the best quality attended shows I have ever been in."

"The exhibition was a great success."

"We are really happy with the Odyssey Show."

"It was great to share all the exciting solutions we are here to supply the industry with!"

"Three successful and exciting days at the Odyssey Expo."

"The number of visitors exceeded all our expectations."

"Great to catch up with so many at the IADD Odyssey."

"We enjoyed many inspiring conversations."

"The perfect opportunity to meet new customers and collect their requests and points of view."

"I feel like I'm making a difference in the industry."

"Always a source of research and innovation."

"Our industry is alive and well."

"A great week at the IADD."





ATLANTA OPPORTUNITY

THE IDEAL LOCATION

Cobb Galleria Centre is a non-union facility located in Northwest Atlanta, less than a one-day drive for 72 million people! Nestled among **many diecutting and diemaking hotbeds** close by, the right-to-choose facility provides exhibitors with the flexibility to transport and set up your booths without excessive or costly union intervention. It also provides great local dining and entertainment within 5 minutes, is only 10 minutes from downtown Atlanta and from the city's fashionable Buckhead community and 20 minutes from **Hartsfield-Jackson Atlanta International Airport**. Attendees will love that they are within striking distance of many Atlanta destinations, from world-class museums and sports venues to popular entertainment spots and fascinating historic landmarks.

Cobb Galleria connects directly to the 522-room, four-star, four-diamond **Renaissance Atlanta Waverly Hotel**. Shopping and dining variety are as convenient as the Cobb's on-site specialty mall; **Cumberland Mall**, directly across the street and accessible by a pedestrian bridge; and **The Battery Atlanta**, connected via pedestrian bridge.

BOOTH & TECHSHOP DETAILS

EXHIBIT BOOTHS

Present your products and services in one (or several) of the 120+ exhibit booths. The main exhibit hall, with an expansive 72,000 square feet (6,689 square meters) of space, will provide ample room for the exhibit booths and the operational diecutting, diemaking, foil and special effects Techshop.™ The Odyssey Expo will provide exhibitors an excellent opportunity to market to targeted, dedicated and focused individuals involved in all phases of diecutting, diemaking, foiling, embossing and bindery. Each booth space is 10 feet deep by 10 feet wide (3m x 3m), 100 square feet (9 square meters). Each exhibit booth will include the rental space, 8 feet (2.4m) high draped backdrop, 3 feet (.9m) side rails and draping and a company sign which is 7 inches x 44 inches (177mm x 1,117mm) including the company name and booth number.

ALWAYS IN DEMAND - YOUR EQUIPMENT IN THE TECHSHOP

Odyssey Expo offers an alternative choice to showcase your equipment in the Techshop,™ rather than your company booth(s). Companies who have purchased at least one standard booth space also may rent space in the Techshop for equipment placement. Exhibitors are responsible for all associated costs, such as drayage, installation, waste disposal, electrical, air and other operating and maintenance expenses. Access to equipment will be ample, but will be regulated by Odyssey Expo. Additional rules and regulations may apply. Since space is limited, Odyssey Expo reserves the right to approve or decline space applications.

A VARIETY OF CUSTOMER OPPORTUNITIES

The Odyssey Expo appeals to a wide segment of the diecutting converting, foil stamping and specialty effects markets. One set of programs will focus on cutting materials such as gaskets, plastics, films, magnetics, abrasives, pressure sensitive and paper, including thick and hard materials. Another two sets of programs will cover cutting edge topics in the traditional folding carton and corrugated areas, which are a sure draw for these segments of the industry. Additional programs will address foil stamping and embossing, other specialty effects, hard anvil rotary, into versus onto cutting, alternative methods of cutting and trimming, heat assisted diecutting, business management and more. Marketing for the Odyssey Expo will reflect this expanded scope and will reach out to new attendees who are your potential new customers.

HOW TO RESERVE BOOTH OR TECHSHOP SPACE

Complete the attached Exhibit Application Form. Visit the Odyssey website at www.OdysseyExpo.org for more information and Exhibitor Rules & Regulations. You will receive confirmation of booth and Techshop assignments once the space has been accepted in accordance with the Exhibitor Rules & Regulations. Initial space deposits are due within 7 days of application. All exhibitors will receive copies of the Odyssey Expo Exhibitor Newsletters to keep them informed of the latest developments in substantive programming, marketing plans, Techshop, exhibit hall operations, etc.

**BOOK BY 10/1/2024 AND
SAVE US \$500 PER SPACE!**

Cost of Exhibit Space

- IADD members/prior exhibitors.....US \$3,800 per booth or 10 x 10 ft (3m x 3m) Techshop™ space
- Non-member companies.....US \$4,800 per booth space
- Premium Locations.....There is an additional US \$200 charge for premium booth locations, designated by shading on the Technology Hall layout.



For more information on exhibiting at the Odyssey Expo 2025, contact:

Susan M. Corcoran
Exhibit Coordinator, Odyssey Expo

Phone: 1-617-840-7202
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www.OdysseyExpo.org



ODYSSEY EXPO 2025

Wednesday - Thursday - Friday
May 7, 8 & 9, 2025
Cobb Galleria Centre
Atlanta, GA, USA

2025 EXHIBIT APPLICATION FORM

Company & Contact Info (will appear in Show Guide)

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Company Email _____

Phone () _____ Website _____

Individual (Contact) to Receive All Odyssey Information

Name _____ Email _____

EXHIBIT PERSONNEL

Two company personnel are included with each booth space reserved. Additional exhibit personnel is US \$325 per person. Exhibit personnel have access to all educational sessions. All other events are separately ticketed. Exhibitor personnel registration will begin December 1, 2024.

Booth Preferences 10 feet (3.0m) wide x 10 feet (3.0m) deep; sold on a first come, first served basis

US \$3,800 per booth for IADD members/prior exhibitors **US \$4,800 per booth for non-member companies**
Early Bird - US \$3,300 before 10/1/2024 *Early Bird - US \$4,300 before 10/1/2024*

Premium Locations: US \$200 extra (premium locations are shaded on the Technology Hall layout)

First Choice(s) _____ Second Choice(s) _____ Third Choice(s) _____

Techshop™ Space (exhibitors must reserve at least 1 booth space to be eligible for Techshop space)

US \$3,800 per space for IADD members/prior exhibitors **US \$4,800 per space for non-member companies**
Early Bird - US \$3,300 before 10/1/2024 *Early Bird - US \$4,300 before 10/1/2024*

Please reserve _____ 10 x 10 feet Techshop spaces (3m x 3m). List equipment type and footprint on a separate page.

Authorized Signature:

Sign and return this application form with an initial US \$1,000 deposit for IADD members and prior exhibitors (US \$1,500 for non-members) for each booth or Techshop™ space reserved. Requested space is on hold for 7 working days pending the arrival of the deposit. Deposits are non-refundable after October 1, 2024. Final payment for all space is due January 15, 2025. If the balance due is not received by that date, the IADD has sole discretion to reassign the space with no refund to the original exhibitor. Applications received after January 15, 2025 must be accompanied by payment in full. Make checks payable to the IADD or complete credit card section. Wire transfers incur a US \$35 fee. Signing this Exhibit Application Form signifies that the signer has read and understands the published Rules & Regulations for the Odyssey Expo 2025.

Payment By:

Check ACH Wire Transfer Credit Card

Complete this section to charge your space deposit:

Card Number

Expiration Date: (mm/yyyy) ____ / ____
Security Code* _____

* LAST 3 OR 4 DIGITS ON BACK OF CARD ON SIGNATURE PANEL

Zip/Postal Code _____

Print Name As it Appears On Card

ODYSSEY EXPO 2025