



May 7-9, 2025 • Cobb Galleria Centre • Atlanta, GA, USA

## EXHIBITOR NEWSLETTER

Welcome to your first Odyssey Expo 2025 Exhibitor Newsletter! This newsletter 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 this information is *not* correct, email us at [exhibit@OdysseyExpo.org](mailto:exhibit@OdysseyExpo.org) or call Sue Corcoran at 1-617-840-7202.

## ODYSSEY EXPO IS RARING TO GO

After a successful Odyssey Expo 2023, we are eager to achieve even more in 2025! You'll notice a fresh look and expanded opportunities. While the pace of change in the industry only seems to accelerate, we aim to greet it by pairing our key capabilities—in-depth technical education and access to industry decision makers—with new initiatives.

You've chosen to join your industry colleagues for what is looking to be the most exciting event in our industry in 2025. We are **READY** to provide you with the best return on your investment possible. We anticipate reaching out to new and untapped markets, adding new topics, presenting best business practices, establishing new ways to network and collaborate, providing additional ways to gain visibility and creating an exciting and much-needed communication opportunity.

Your exhibit booth rentals, sponsorships and attendee invitations are keys to this event's success. After 12 successful Odyssey Expos, our planning committee understands how important it is for you, the exhibitor, to receive value for this investment of both time and finances. If you have any ideas, questions or comments on how you believe we can better serve you in 2025, please let us know. We look forward to working with you and appreciate your support of Odyssey Expo 2025.

*Rob McCann*

Chair, Odyssey Expo 2025

*Jenny Holliday*

IADD CEO

## ODYSSEY COMMITTEE, SHOW PLANNING & ADMINISTRATION

The Odyssey Planning Committee chaired by Rob McCann of Bobst North America Inc., is responsible for creation of the show and development of the educational programs. IADD CEO Jenny Holliday and her staff support the Committee and provide show management and administration. Susan Corcoran has been hired as Exhibit Coordinator to handle the Technology Hall logistics. She is responsible for all exhibitor services from freight through personnel. She will be your primary contact for exhibitor information. We're all delighted at the opportunity to work with you to make this show a success for all.

### Odyssey Planning Committee

Volunteers and staff who plan and implement the biennial Odyssey Expo trade show, including site selection, programming, registration, exhibits, etc.



**Robert McCann**  
Head of Service  
Product Portfolio,  
Bobst North America  
Inc.

Committee Chair



**Jenny Holliday**  
Chief Executive Officer,  
International  
Association of  
Diecutting and  
Diecasting

Odyssey Organizer



**Sue Corcoran**  
Exhibit Coordinator,  
Odyssey Expo 2025

Odyssey Organizer



**Darrel Griffin**  
Operations Manager,  
Stafford Cutting Dies,  
Inc.

Committee Member



**Jeremy T. Guest**  
President, Diansuply,  
Inc.

Committee Member



**Rick Harbaugh**  
Technical Sales,  
Michigan Lasercut

Committee Member



**Chris Leary**  
Director of Sales, Gietz-  
Vinfoil Americas

Committee Member



**Mark Pierce**  
President, Davis &  
Pierce Die Service, Inc.

Committee Member



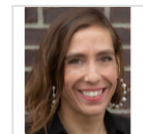
**Rick Ruckh**  
Equipment Sales  
Representative,  
Serviform America

Committee Member



**Brent Stephens**  
VP Diecasting Division,  
SDS Automation

Committee Member



**Jennifer Thoroe**  
Director of Customer  
Services & Business  
Dev. Manager, National  
Steel Rule Co.

Committee Member



**Steve Young**  
Vice President of Sales,  
voestalpine Precision  
Strip LLC Brunswick

Committee Member



Odyssey Exhibitor Newsletter, Volume 2025, No. 1

Our Odyssey Committee continues to be a good mix of veterans and newer faces; let us know if you are interested in assisting. Our Committee has begun identifying what is fresh and new in the world of diecutting, diemaking, foil and engraving, and our programming subgroup is also looking to diversify the content. We will continue to focus on corrugated, folding carton, foil and engraving while looking for new, cutting edge, educational opportunities in plastics, foams, gaskets and perhaps something we do not even know about yet. If you have any ideas for Odyssey programming, please contact us immediately.

We again plan to hold some educational programs in the Techshop.™ The Techshop offers attendees a one-of-a-kind experience with live, operating equipment available for informative and educational programs and hands-on teaching. We've already received a number of inquiries from companies who wish to place equipment in the Techshop; this is always a draw for Odyssey attendees.



### **WILL YOU HAVE MACHINERY IN THE TECHSHOP™ OR IN YOUR BOOTH?**

In addition to the equipment used during the educational sessions, this year's Techshop™ will feature ample space for more exhibitors to showcase their equipment. Our goal is to create an exciting and dynamic area, and the Odyssey Planning Task Force reserves the right to approve selections to provide as wide a diversity of equipment as possible.

**If you're considering bringing equipment**—for the Techshop or to place in your booth—**please let Sue know ASAP** so that we can include you in the floor plan and marketing materials.



### **ATLANTA IS THE IDEAL LOCATION**

Our Odyssey journey brings us back to Atlanta, GA, USA, and the Cobb Galleria Centre, a **non-union** facility which is less than a one-day drive for 72 million people! 80% of the entire U.S. population lives within a direct 2-hour flight from Atlanta. Nestled among **many diecutting and diemaking hotbeds**, this 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, a key element to keeping our show globally convenient.

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 Truist Park and The Battery Atlanta, connected via pedestrian bridge. The latter complex is sure to add to attendees' Odyssey experience, including the state-of-the-art ballpark for the Atlanta Braves, the Coca-Cola Roxy Theater, as well as an array of shopping, dining and entertainment destinations.

### **KEEPING THE COSTS DOWN**

We understand that it is important for us to help you contain costs. We are pleased to note that exhibit space at the Odyssey again costs less than other comparable industry shows, while providing a directly targeted audience and measurable return on investment. Room rates at our headquarters hotel, the Renaissance Atlanta Waverly, are attractively priced at \$239 US. Most importantly, we've connected again with Shepard Exposition Services, our previous event services provider and partner for seven expos, and we've secured competitive material handling, labor and machine handling rates.

### **MAKE YOUR HOTEL RESERVATIONS NOW**

We strongly urge you to **make your reservations now** if you are planning to stay at the headquarter hotel!



Embrace the modern spaces and superb service at **Renaissance Atlanta Waverly Hotel and Convention Center**. Our hotel in Cobb County, GA, places you in a coveted location adjacent to the Cobb Galleria Centre and within walking distance to The Battery Atlanta and Truist Park, home of Atlanta's baseball team. Parking is \$30 US per overnight, \$20 US per day (rates subject to change).

Our special room rate is \$239 US single/double (plus applicable state and local taxes). For reservations, call toll-free at 1-800-468-3571 or locally at 1-770-953-4500 and mention you are with Odyssey. Or click on the hotel gateway link located at [www.OdysseyExpo.org](http://www.OdysseyExpo.org) under "Hotel & Travel" to reserve online.

Be sure to note the hotel's deposit and cancellation policies: All reservations will require an advance payment equal to two nights' room & tax that will be charged on April 2, 2025. This advance payment will be non-refundable for any reason. Reservations may be cancelled without penalty until 11:59 pm on April 1, 2025. All reservations must be guaranteed with a valid credit card. Reservations may be cancelled without penalty until April 2, 2025. Cancellations made after April 1, 2025 will forfeit the advance payment of two nights' room and tax charged to the credit card on file. This payment is non-refundable for any reason. No-show reservations will also forfeit the advance payment. Other cancellation policies are located on the hotel's website.

### EXHIBITOR RULES & REGULATIONS

A copy of the Rules & Regulations will be provided to you along with your invitation to exhibit and is available on the Odyssey website at [www.OdysseyExpo.org](http://www.OdysseyExpo.org). We urge you to review these carefully and let us know if you have any questions.



### PROMOTIONAL OPPORTUNITIES

Sponsorship and advertising options are coming soon! In the meantime, the following 3 great opportunities are already available—if you act now! **Two are complimentary!**

### ADVERTISE IN ODYSSEY ISSUES OF THE CUTTING EDGE MAGAZINE

With additional distribution at the show, get seen in our April and May issues! For as little as \$258 USD/ad, get into the hands of show attendees AND IADD members, subscribers and other recipients. Full details and rates are at <https://library.iadd.org/cutting-edge> or email [advertising@iadd.org](mailto:advertising@iadd.org). Book now before the issue deadlines!

**April issue** - order and ad file deadline Jan 20

**May issue** - deadline Feb 20

### BE INTERVIEWED IN THE CUTTING EDGE MAGAZINE

We have a new—and complimentary—opportunity for you! In *The Cutting Edge* issues leading up to the show, we are featuring interviews with Odyssey Expo 2025 exhibitors. This is a great way to boost your visibility and give the magazine's wide audience a preview of the show with perspective on the current industry trends. With only 8 questions to answer, this is a quick and easy promotion!

To participate, be sure to submit your form quickly or email [info@odysseyexpo.org](mailto:info@odysseyexpo.org) for the details. Space in remaining

issues is limited and scheduled on a first come, first served basis!

### PROMOTE WITH SHOW LOGOS AND EMAIL FLAIR

To help in your marketing efforts, show logos and graphics to use in email signatures are available at [www.odysseyexpo.org/promote-odyssey](http://www.odysseyexpo.org/promote-odyssey). The email flair can be personalized with your booth number like this example—just contact us at [info@odysseyexpo.org](mailto:info@odysseyexpo.org) to request yours!



SEE US IN BOOTH #509

MAY 7-9 • ATLANTA  
[OdysseyExpo.org](http://OdysseyExpo.org)

### 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 Cobb 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.

### WATCH FOR NEW INFORMATION

For continuous updates on Odyssey Expo 2025, visit [www.OdysseyExpo.org](http://www.OdysseyExpo.org). Be sure to tell your customers, too!

### QUESTIONS? SUGGESTIONS?

Do you have a suggestion on how to make Odyssey Expo 2025 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 2025  
Phone: 1-617-840-7202  
Email: [exhibit@OdysseyExpo.org](mailto:exhibit@OdysseyExpo.org)

### For more information on Odyssey Expo 2025 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  
Email: [info@OdysseyExpo.org](mailto:info@OdysseyExpo.org)