



May 7-9, 2025 • Cobb Galleria Centre • Atlanta, GA, 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 screen mounted high in the Techshop™ all 3 days of the show. *Only 2 screens left - \$250 US*
- **BANNER AD or FEATURE IN COUNTDOWN EMAIL PROMOTION and SOCIAL MEDIA** - Reach over 8,000 potential attendees when your ad or featured item is included in an email blast that is also posted on social media 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,

all 25 regular program sessions and BONUS Session Resources (\$49 value).

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 Attendee passes. As an Attendee, they receive hall access all 3 days and 25 regular program sessions - FREE before May 1, and \$49 after. Those with Attendee badges will not be allowed to work in your booth; this will be strictly enforced on site.

HOW TO REGISTER YOUR BOOTH PERSONNEL; TICKETS TO IADD MEMBER PARTY

We listened to your feedback, and with the aim of providing your company with the most ROI and a cost-effective show, **exhibit booth staff passes are at no cost until May 1.**

Please make sure you register all of your booth staff ASAP! As the exhibit contact, you are the only person at your company who has access to register your company's booth staff at www.OdysseyExpo.org. Each person who needs to represent your exhibiting company in your booth should be registered.

You can also choose to add on tickets to the IADD Member Party (\$49 per person) the evening of Wed., May 7. Enjoy drinks, food and networking while celebrating those making a difference in our industry. Includes special recognition of Unsung Achievement Award recipient Joe Adkison.

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 Cobb Galleria Centre shall be named as Additional Insured. This insurance must be in force during the lease dates of the event May 3-10, 2025. View the details at www.OdysseyExpo.org by choosing "Insurance" under the "For Exhibitors" tab.

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

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

Odyssey Expo 2025 is pleased to offer you lead retrieval at **absolutely no cost to you!** We are using a 100% free and GDPR-friendly lead capture app called BadgeScanner.

BadgeScanner by ATIV Software is available for free for Apple and Android devices and 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 BadgeScanner, the contact information is stored in a private database on your device. You then have the opportunity to update information and add notes.

You can export your BadgeScanner 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 BadgeScanner from your app store and scanning the sample QR Code on this page.



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 19.

ON-SITE PARKING

Cobb Galleria parking is \$10 daily rate (no in out priviledges) with full details at <https://cobb Galleria.com/attend/getting-here/>.

For those staying at the connected Renaissance Atlanta Waverly Hotel, parking is \$30 per overnight, \$20 per day (rates subject to change).

CONCESSIONS

For easy coffee, breakfast and lunch options, concessions will be available in the show hall each day starting at 10am. **Please remember Cobb Galleria is a cashless facility and plan accordingly.** There are also other food and beverage opportunities at the convention center, hotels and immediate surroundings, including a Starbucks. Please note the pedestrian walkway to Cumberland Mall and the Sheraton is closed and a detour is offered at: <https://cobb Galleria.com/cobb-parkway-pedestrian-bridge-detour/>.

REMINDER: FOOD & BEVERAGE

Cobb Galleria exclusively provides all food and beverage services, and exhibitors may only distribute food and/or non-alcoholic beverage products within their guidelines and only upon written authorization. This includes coffee, bottled water and samples. For questions, contact Sue at exhibit@OdysseyExpo.org.

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:

Susan M. Corcoran, Exhibit Coordinator
Odyssey Expo 2025
Phone: 1-617-840-7202
Email: exhibit@OdysseyExpo.org

For more information on Odyssey Expo 2025 contact:

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