

# International Association of Diecutting and Diemaking's

## **ODYSSEY EXPO 2023**

### **EXHIBITOR RULES & REGULATIONS**

#### **MANAGEMENT**

Odyssey Expo 2023 is an educational program produced by the International Association of Diecutting and Diemaking (IADD). The IADD serves as Show Management, but has contracted with Susan Corcoran to serve as Exhibit Coordinator to handle all matters concerning exhibits in the Technology Hall. Show Management will establish all exhibitor policies for the Odyssey Expo.

Odyssey Expo 2023 will take place at the Wisconsin Center (Convention Center). All matters not covered by these regulations or the Convention Center's Exhibitor Information website page (<https://wisconsincenter.com/exhibitor-information/>) are subject to a decision by Show Management.

These rules, regulations and schedules may be amended at any time by Show Management, and all amendments shall be equally binding to all parties affected by them, as are the original regulations. Show Management authorizes its Exhibit Coordinator to implement and manage all elements covered in this document in its name.

#### **ELIGIBILITY FOR PARTICIPATION**

Show Management determines the eligibility of a company or product for exhibition in the Odyssey Expo. Until an exhibitor's Booth and Techshop™ Space Application has been approved in writing by the Exhibit Coordinator, no rights to exhibit are granted.

Upon submitting a Booth and Techshop™ Space Application, the company requesting exhibit space certifies that they have read and will comply with the written rules and regulations as described in this document. Show Management may prohibit installation or request removal, wholly or in part, that in its opinion is not in keeping with the show's character or purpose.

#### **PAYMENT SCHEDULE**

An initial deposit of \$1,000.00 US for IADD member companies and prior Odyssey Expo exhibitor companies

(\$1,500.00 US for non-members) for each requested booth or Techshop™ space must either accompany the Space Application form or the Exhibit Coordinator will place the requested booth space(s) on hold for 7 working days pending the arrival of the deposit. Deposits are non-refundable for space confirmed at the 2021 rate and after December 1, 2022 for all other space. Final payment for all booth and Techshop™ space is due January 15, 2023. If the balance due is not received by that date, Show Management has sole discretion to reassign the space to applicants on the waiting list with no refund to the original exhibitor. Applications received after January 15, 2023 must be accompanied by payment in full.

All checks for payments of space must be made out to the International Association of Diecutting and Diemaking (IADD) and sent to: Odyssey Expo, 651 Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 U.S.A. There will be a \$50 US charge assessed on all returned checks.

#### **ASSIGNMENT OF BOOTH & TECHSHOP™ SPACE**

Booths will be assigned according to a point system which rewards support of previous shows and IADD membership (see exhibitor newsletter Vol. 2021-1), with previous exhibitors and IADD member companies receiving priority. Show Management reserves the right to modify the floor plan to accommodate safety considerations, space sales or make changes as necessary to avoid potential conflicts between competing exhibitors. Should conditions dictate, Show Management reserves the right to relocate exhibitors as necessary after consultation with the affected exhibitors.

#### **SHOW DATES AND HALL HOURS**

Wednesday	May 10, 2023 10:00 am - 5:00 pm
Thursday	May 11, 2023 10:00 am - 5:00 pm
Friday	May 12, 2023 10:00 am - 2:30 pm

#### **INSTALLATION/DISMANTLING**

Exhibitors shall move into the Exhibit Hall to set up booths 8:00 am to 4:30 pm on Sunday, May 7 (heavy machinery), Monday, May 8 (remaining heavy machinery) and Tuesday, May 9

(displays). Exhibitors will receive and follow a set-up/tear down schedule. All exhibits must be fully installed by 7:30 am on Wednesday, May 10. After that time, no installation work will be allowed without permission by the Exhibit Coordinator. If any exhibitor is not set up and in order by 7:30 am, Show Management reserves the right to direct the Official Exhibition Services Contractor to set up the booth at the sole expense of the exhibitor, or make such other use of the space as deemed necessary or appropriate, with no refund made to the original exhibitor.

Arrangement and payment for transporting goods to and from the Odyssey Expo, receiving, decorating and removal of exhibits are the responsibility of the exhibitor.

No exhibit shall be dismantled before the official closing of the Exhibit Hall at 2:30 pm on Friday, May 12, and NO PACKING of equipment and materials may begin until that time unless specially authorized by the Exhibit Coordinator. Violators may be subject to reduction of some or all of their exhibitor points accrued to date and/or be subject to loss of their right to participate in future Odyssey Expo events. All attempts will be made to caution exhibitors on site to return to compliance. Emails will be sent post-show informing exhibitors of their penalty.

All exhibits must be removed from the site by 4:00 pm on Saturday, May 13. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove their exhibit materials from the convention center before the end of dismantling as specified by Show Management.

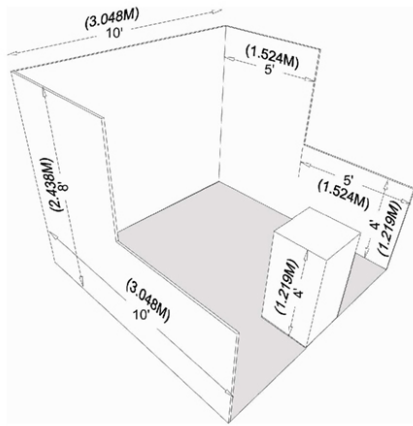
#### **STANDARD BOOTH EQUIPMENT**

Each 10 feet deep by 10 feet (3 meters x 3 meters) wide standard booth space includes an 8 feet (2.4 meters) high backdrape and 3 feet (9 meters) high side rails with draping. A company identification sign measuring 7 inches x 44 inches (177mm x 1,117mm) including the company name and booth number will be provided. 24-hour perimeter security will begin with set-up and conclude after all freight has been removed. The aisles will

be carpeted; all exhibitors are responsible for carpeting or providing flooring for their booths.

## BOOTH CONSTRUCTION AND DISPLAY ARRANGEMENT

A **standard/linear booth** (also called an “in-line booth”) is any booth that shares a common back wall and adjoins other exhibits on one or two sides. The size is 10 feet deep by 10 feet wide (3 meters x 3 meters) (100 square feet (9 square meters)). Standard in-line booths may not exceed a backwall height of 8 feet (2.4 meters), and no part of the equipment contained therein may exceed a height of 8 feet (2.4 meters) in the back half of the booth and 4 feet (1.2 meters) in the front half of the booth. Every attempt should be made to display items in the booth to allow visibility for neighboring booths.



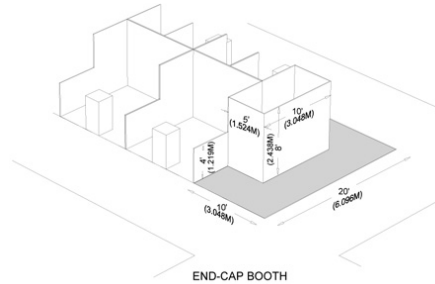
Exceptions are at the discretion of Show Management. Exhibitor must leave room for back pipe and drape to be shared between its booth and the booth behind it. Booth should not be set so that the plate for the pipe and drape is completely in a neighboring booth. All exposed parts of the display must be finished so as not to be objectionable to neighboring exhibitors. Hanging signs/graphics and/or ceilings or canopies are NOT permitted over standard/linear booths.

**Perimeter booths** are standard/linear booths that back to an outside wall of the exhibit facility rather than to another exhibit. The same regulations apply to these booths as to the standard/linear booths (see above).

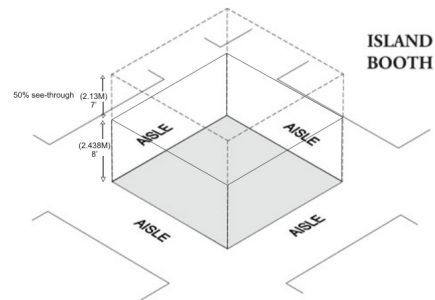
**End cap booths** are standard/linear booths located on either end of a row of standard/linear booths. Unless an exception is made by Show Management, the entrance of such booths must face in

the same direction as the others in the row. The same regulations apply to these booths as to the standard/linear booths (see above).

*Special exception:* If a rare exception is made and exhibitors are allowed to “turn” such booths 90 degrees, note in the diagram below how the same regulations are applied.



**Island booths** are any exhibit 20 feet x 20 feet (6 meters x 6 meters) or larger which is surrounded by aisles on four sides. The maximum height of an island booth is 15 feet (4.572 meters) in all areas of the booth; however, structures rising above the area of the booth between 8 feet and 15 feet (2.4 meters and 4.572 meters) must allow at least 50% (see-through) visibility (e.g., a solid wall would not be allowed in this area but solid posts that allow visibility in between would be allowed). Exceptions are at the discretion of Show Management.



A sketch of island booths should be submitted to the Exhibit Coordinator at least 60 days prior to the show for approval of design. If not submitted, and the construction is determined to be in violation of the above restrictions or detrimental to other exhibits, Show Management reserves the right to prohibit assembly, or direct revisions, at the exhibitor’s expense, to comply with these regulations. Hanging signs, ceilings and/or canopies are permitted over island booths as long as they conform to the above regulations.

**Miscellaneous.** Cylinders containing oxygen, compressed air or other gases must be secured by a strap, stand or cart in an upright position to prevent tipping.

## HANGING SIGNS & GRAPHICS

**Hanging signs** are permitted in island booths with dimensions of 20 feet x 20 feet (6 meters x 6 meters) or larger. Hanging signs are NOT permitted in standard/linear booths, the Techshop or to be displayed over booths other than your own. At the discretion of Show Management, hanging signs may be allowed over common areas (e.g., the concession stand or entryway). No lighting or spotlighting of hanging signs is allowed.

All sides of hanging signs and graphics must be covered or finished in such a manner as not to detract from those booths behind it. All hanging signs and graphics, regardless of size, should be constructed of lightweight, flameproof materials.

Certain physical limitations of the exhibit facility may prohibit hanging signs. The maximum allowable height of hanging signs is also dependent on the ceiling load limits.

Exhibitors are responsible for notifying Show Management if they are planning on hanging signs in their exhibit booth design. Exhibitors must send this written notification to the Exhibit Coordinator within 60 days of the show. If written notification is not received, Show Management cannot guarantee the hanging of the sign or graphic. All overhead hanging signs must be assembled, installed, removed and disassembled by the Official Exhibition Services Contractor. Exhibitors, display companies and/or I&D representatives may supervise their respective rigging activities but will not be allowed to assemble/disassemble or install/remove rigging. All rigging must conform to show rules, regulations and exhibit facility limitations. Hanging anchor points must be pre-fabricated and ready to use. No hang point may support over 250 pounds (113 kg). Exhibitor is responsible for providing the Official Exhibition Services Contractor with a placement diagram of the hanging sign including the number of feet from each side of the exhibit space that the sign is to be placed. The ceiling structure and relations to the support beams may require exhibitor’s sign to be moved from the requested location.

Exhibitor is also responsible for providing the Official Exhibition Services Contractor with the type of sign (cloth, metal, wood, other), shape (square, triangle, rectangle, other), size (height, length, width) and weight.

Overhead hanging signs are to be sent in separate containers directly to the Official Exhibition Services Provider. All containers must arrive no later than one week prior to the first exhibitor move-in day.

All hanging signs are subject to Show Management inspection and may require on-site modification.

Any **booth signage** extending higher than the external booth wall and visible to those viewing booths in the aisles behind it must remain stationary (no rotating signs), with the rear of the sign covered and/or finished in such a manner as not to detract from those booths behind it. All materials must be contained within the contracted booth space.

Exhibitors in the Techshop are allowed one stationary sign or monitor per machine. **Techshop signs or monitors** may not exceed 8 feet high x 4 feet wide (2.4 meters x 1.2 meters). Signs may be lighted or use electricity.

Permanent facility graphics, signs or displays may not be blocked in any manner.

#### **LIGHTING OF MACHINERY IN BOOTHS AND TECHSHOP**

Exhibitors are precluded from hanging (or making arrangements to hang) lighting from ceiling trusses over booths and Techshop space.

#### **CANCELLATION/REDUCTION/RELOCATION OF SPACE**

Notification of space cancellation or reduction must be made in writing to Show Management. After December 1, 2022, deposits paid for assigned spaces are non-refundable, and there are no refunds for cancellations or reductions received after this date. Show Management assumes no responsibility for having included the name of the cancelled exhibitor or description of their products in program materials. Exhibitors who request booth relocation after January 15, 2023 will incur a \$200 US service fee per booth affected.

#### **MATERIAL HANDLING AND EXHIBITOR SERVICES**

Shepard Exposition Services is the Official Exhibition Services Contractor. A link to the Exhibitor Service Kit containing information and order forms for furnishings, freight handling, labor, and ancillary services will be sent to exhibitors 120 days prior to the start of the program.

In order to provide greater accuracy and stability when moving machinery and materials, use of a Versa Lift is often preferred to a regular forklift. The Official Exhibition Services Contractor will make all attempts to give those who require this service a quote prior to the show; however, they reserve the right to make such a determination on-site, depending on the circumstances.

#### **SUBLETTING SPACE**

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

#### **USE OF SPACE**

Exhibitors are encouraged to offer information that is educational, professional and instructional. All exhibitors must conduct exhibits in a dignified and professional manner. All activities must be limited to the confines of the rented space and must not impede traffic or interfere with the activity of other exhibitors. Unless part of the Odyssey Expo program and approved by Show Management, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations or displays away from the exhibit area during exhibit hours or program hours is not permitted. Dissemination of food or beverages is allowed only if they are purchased from the convention center and may be subject to additional rules and regulations.

#### **EXHIBITOR BADGES**

Exhibitors will be furnished with two exhibitor badges for company personnel for each 10 x 10 feet (3 m x 3 m) booth or Techshop space leased/paid. Additional exhibitor booth personnel are required to register as Exhibitor Personnel at the reduced registration fee of \$275.00 US per

person. This registration allows the individual to attend all education sessions. Other events will be ticketed separately.

#### **STAFFING**

Exhibitors must open their exhibit on time and staff the booth at all times during show hours. A designated booth manager shall represent the exhibitor in connection with set-up, operation, and dismantling of the exhibit. Only representatives who are employed by the exhibiting company and who are working in the booth are to be registered as booth personnel. False certification of individuals as exhibitor's representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the program. All exhibitors must be 18 years of age or older.

#### **ADVERTISING**

Exhibitors are invited to advertise in the Odyssey Expo Show Guide and/or the IADD's publication, *The Cutting Edge* magazine. Information on rates, mechanical specifications and copy deadline may be obtained from the IADD by phoning 1-815-455-7519, by faxing 1-815-455-7510 or by email at [advertising@iadd.org](mailto:advertising@iadd.org).

#### **USE OF ODYSSEY EXPO LOGO**

Exhibitors wishing to use the Odyssey Expo logo in any promotion, newsletter, etc. must first have written permission from the Exhibit Coordinator and may be asked to provide a sample of its intended use.

#### **AUXILIARY AIDS OR SERVICES**

In compliance with the Americans with Disabilities Act (ADA), Show Management wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services as needed.

#### **MUSIC AND VISUAL EFFECTS**

Exhibitors' use of music and audiovisual devices with sound are permitted only in

those locations and at such decibel density as not to interfere with the activities of other exhibitors. The International Association of Exhibitions and Events (IAEE) states that music should not exceed 85 decibels.

License agreements covering recorded music are the responsibility of the exhibitor, and each exhibitor is required to indemnify and hold the IADD harmless from any liability arising out of the use of copyrighted music.

#### **HAZARDOUS WASTE DISPOSAL**

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death, or pollutes the air, water or land. Exhibitors who generate hazardous waste material must conform to requirements of all regulatory agencies having jurisdiction in the location of the hazardous waste and make appropriate arrangements for proper disposal thereof.

#### **PHOTOGRAPHY**

Picture taking other than by official photographers is subject to approval by Show Management or the Exhibit Coordinator, including during set-up and dismantling. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

#### **SMOKING**

The Odyssey Expo program is designated as a non-smoking meeting. Smoking is prohibited in meeting rooms, the exhibit hall and social functions.

#### **LABOR/SAFETY/FIRE CODES**

The safety of Odyssey Expo's exhibitors, attendees, service providers, staff and others is of utmost concern to Show Management. In response to the COVID-19 pandemic and the unforeseeable future of in-person events, Show Management will continue to monitor developments and will create a Safe Event Playbook (SEP) which aligns with current recommendations of the US Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), Wisconsin Department of Health Services (WisDHS) and the US Occupational Safety and Health Administration (OSHA). The SEP may include additional rules, regulations and guidelines in the areas of, but not limited to: sanitation, face

coverings and PPE, screening and temperature checks, capacity management, physical distancing, seating, food service, HVAC/ventilation, isolation protocol and more.

In addition to the above, each exhibitor is responsible for knowledge of and compliance with all union/non-union requirements and fire and safety codes established by the Wisconsin Center. Booth decorations must be flameproofed. Electrical wiring must conform with all federal, state and municipal government requirements and to the National Electrical Safety Code (NESC®). If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel at exhibitor's expense all or such part of the exhibit as may be irregular.

#### **LIABILITY**

Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to exhibitor's displays, equipment and other property brought upon the premises of Wisconsin Center, and shall indemnify and hold harmless the IADD, the Wisconsin Center and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the exhibitor or their assigns. The exhibitor must surrender space occupied by them in the same condition as it was in the commencement of occupation. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. In holding the Odyssey Expo program, the Association does not act as the agent of the exhibitor, the Wisconsin Center, the Exhibit Coordinator, the Exhibition Services Contractor or any other party providing services to the program. Claims against any other party other than the IADD are to be submitted directly to the party involved.

#### **INSURANCE**

Exhibitors must make provision for safeguarding their materials, equipment and displays at all times. Exhibitors are required to carry special insurance to cover exhibit materials against loss or damage, and public liability insurance

against injury to the persons and property of others. As a courtesy to exhibitors, perimeter security for the exhibit hall will be furnished during installation, dismantling and show days. This is not to be interpreted as a guarantee against loss or theft of any kind.

#### **USE OF EXHIBITOR APPOINTED CONTRACTORS**

Exhibitors choosing to use labor services other than those provided through the Official Exhibition Services Contractor must notify the Exhibit Coordinator at least 30 days in advance of the first day of move-in.

#### **SOCIAL FUNCTIONS**

Only exhibiting companies may request the use of function rooms in the Wisconsin Center. Breakfast functions must end at least 15 minutes prior to the opening of the official program each day. All uses of meeting rooms in the Wisconsin Center must be approved by Show Management. Hospitality rooms may not open prior to 5:00 pm in the evening on evenings when the IADD does not have scheduled events. Any function not approved by Show Management which would compete for attendee's time, either during the hours of the exhibition hall or other IADD programs is strictly prohibited.

#### **TERMINATION OF RIGHT TO EXHIBIT**

Show Management reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fails to observe the conditions of this contract, or in the opinion of Show Management or its Exhibit Coordinator, conducts themselves in an unethical manner. Such exhibitors will be dismissed without refund.

#### **DATA PRIVACY**

By contracting to exhibit at Odyssey Expo, you have opted in to receive emails from Odyssey Expo (and our official vendors) about our events, products, services and Odyssey Expo-related logistics. We do not share, sell or rent email addresses. The European Union General Data Protection Regulation (GDPR) provides protection of natural persons with regard to the processing of personal data and on the free movement of such data, effective May 25, 2018. GDPR sets new standards and

compliance requirements for every company that holds or processes personal data. Show Management is committed to high standards of information security, data privacy and transparency, and to managing data in accordance with legislation and regulation, including but not limited to GDPR. Show Management attests that it will comply with applicable GDPR regulations, and we encourage our exhibitors to become familiar with GDPR and to adapt their business processes, data management practices and integrations to meet their GDPR obligations. Questions can be directed to [privacy@iadd.org](mailto:privacy@iadd.org), and the full IADD Privacy Policy is available at [www.iadd.org/docs/Privacy\\_Policy.pdf](http://www.iadd.org/docs/Privacy_Policy.pdf).

#### **ODYSSEY EXPO PROGRAM CANCELLATION**

If any part of the Exhibit Hall is damaged, or if circumstances make it impossible for Show Management to permit an exhibitor to occupy the space assigned during a portion or entirety of the period covered, the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and the IADD releases any and all claims for damages caused by such action.

#### **GENERAL**

All matters and questions not covered by these regulations are subject to the decision of Show Management. These regulations may be amended at any time by Show Management and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations.

#### **For further information contact:**

Cindy C. Crouse, CAE, Odyssey Expo  
Manager

#### **International Association of Diecutting and Diemaking**

651 Terra Cotta Ave., Suite 132

Crystal Lake, IL 60014 USA

Phone: 1-815-455-7519

Fax: 1-815-455-7510

Email: [info@OdysseyExpo.org](mailto:info@OdysseyExpo.org)

#### **For exhibiting information contact:**

Susan M. Corcoran, Odyssey Expo Exhibit  
Coordinator

20 Winter St., Kingston, MA 02364 USA

Phone: 1-617-840-7202

Fax: 1-774-297-2650

Email: [exhibit@OdysseyExpo.org](mailto:exhibit@OdysseyExpo.org)

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