

**International Association of Diecutting and Diemaking and  
Foil and Specialty Effects Association's**

**ODYSSEY 2017**

**EXHIBITOR RULES & REGULATIONS**

**SPONSORSHIP  
AND MANAGEMENT**

IADD/FSEA Odyssey 2017 is an educational program produced by the International Association of Diecutting and Diemaking (IADD) and the Foil and Specialty Effects Association (FSEA). 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. The IADD/FSEA will establish all exhibitor policies for the Odyssey.

All matters not covered by these regulations or the Renaissance Schaumburg Convention Center Hotel Production Guidelines are subject to a decision by the IADD/FSEA and the Exhibit Coordinator.

These regulations may be amended at any time by the IADD/FSEA, and all amendments that may be so made shall be equally binding to all parties affected by them, as are the original regulations. IADD/FSEA authorizes its Exhibit Coordinator to implement and manage all elements covered in this document in its name.

**ELIGIBILITY FOR PARTICIPATION**

IADD/FSEA determines the eligibility of a company or product for exhibition in the program. 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. The IADD/FSEA may prohibit installation or request removal, wholly or in part, that in its opinion is not in keeping with the Association's character or purpose.

**PAYMENT SCHEDULE**

An initial deposit of \$500.00 for IADD or FSEA member companies (\$750.00 for

non-members) for each requested booth or Techshop™ space must accompany the Space Application form. The Exhibit Coordinator will place requested booth spaces on hold for 7 working days pending the arrival of the deposit for the requested booth space(s). Deposits are non-refundable. A second equal deposit is due on September 1, 2016. Final payment for all booth and Techshop™ space is due January 15, 2017. If the balance due is not received by that date, the IADD/FSEA 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, 2017 must be accompanied by payment in full.

All checks for payments of space must be made out to the International Association of Diecutting & Diemaking (IADD) and will be sent to: IADD/FSEA Odyssey, 651 Terra Cotta Ave., Suite 132, Crystal Lake, IL 60014 U.S.A. There will be a \$50.00 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 or FSEA membership (see exhibitor newsletter Vol. 2017-1), with previous exhibitors and IADD/FSEA member companies receiving priority. The IADD/FSEA reserves the right to modify the floor plan to accommodate space sales or make changes as necessary to avoid potential conflicts between competing exhibitors. Should conditions dictate, the IADD/FSEA reserves the right to relocate exhibitors as necessary after consultation with the affected exhibitors.

**SHOW DATES AND HALL HOURS**

Wednesday	May 17, 2017 10:00 am - 5:00 pm
Thursday	May 18, 2017 10:00 am - 5:00 pm
Friday	May 19, 2017 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 14 (heavy machinery by invite only), Monday, May 15 (remaining heavy machinery) and Tuesday, May 16

(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 17. 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, the IADD/FSEA reserves the right to direct the official service 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, 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 19, 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 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 20. 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 the Show Management.

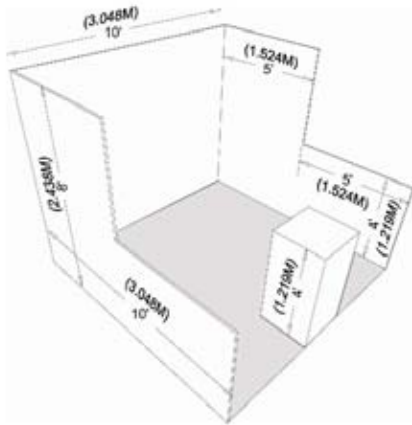
**STANDARD BOOTH EQUIPMENT**

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 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.



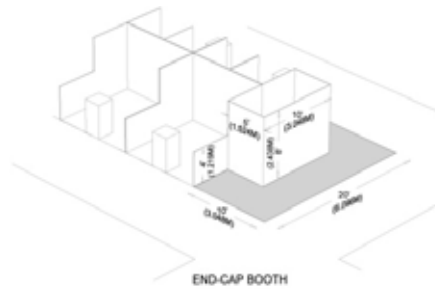
Note: When two or more linear booths are used in combination as a single exhibit space, the height limitations are applied only to that portion of exhibit space which is within 5 feet (1.525 meters) of an adjoining booth.

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.

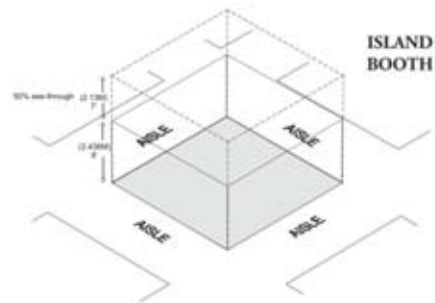
**Perimeter booths** are standard/linear booths that back to an outside wall of the exhibit facility rather than to another exhibit. The same regulations apply to these booths as to the standard/linear booths (see above).

**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, the IADD/FSEA 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 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 Official Exhibit Service Provider exhibit services. 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. Exhibitor is responsible for providing Official Exhibit Service Provider 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 Official Exhibit Service Provider 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 Exhibit Service 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 OF SPACE**

Notification of space cancellation or reduction must be made in writing to the Show Management Company. Deposits paid for assigned spaces are non-refundable. There are no refunds for cancellations or reductions received after November 1, 2016. The IADD/FSEA assumes no responsibility for having included the name of the cancelled

exhibitor or description of their products in program materials.

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

IADD/FSEA will announce an Official Service 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.

A number of factors—such as truck size, dock limitations or the height, weight and overall size of **heavy equipment and machinery**—will determine whether unloading can be handled on the dock versus through the large “elephant door” at ground level. Exhibitors will be directed to the appropriate area. In many cases, use of a Versa Lift is preferred to a regular forklift in order to provide greater accuracy and stability. SourceOne 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 program and approved by the IADD/FSEA, 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 \$250.00 per person. This registration allows the individual to attend all education sessions. The Awards Banquet is 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 Show Guide, the IADD's publication “The Cutting Edge,” or the FSEA's publication “PostPress News.” Information on rates, mechanical specifications and copy deadline may be obtained from the IADD by phoning 1-800-828-4233 or 1-815-455-7519, by faxing 1-815-455-7510 or by email at [ccrouse@iadd.org](mailto:ccrouse@iadd.org). Information may be obtained from the FSEA at 1-785-271-5816, faxing 1-785-271-6404 or by email at [jeff@fsea.com](mailto:jeff@fsea.com).

### **USE OF ODYSSEY LOGO**

Exhibitors wishing to use the Odyssey 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.

### **GIVEAWAYS**

Novelty giveaways, souvenirs and drawing awards must be submitted to the IADD/FSEA for review and approval no

later than 30 days prior to the show. The IADD/FSEA encourages prudent use and distribution of giveaways.

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

In compliance with the Americans with Disabilities Act, the IADD/FSEA 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. 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/FSEA 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 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 program is designated as a non-smoking meeting. Smoking is prohibited in IADD/FSEA meeting rooms, the exhibit hall and social functions.

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

The exhibitor is responsible for knowledge of and compliance with all union/non-union requirements and fire and safety codes established by the Renaissance Schaumburg Convention Center Hotel. Booth decorations must be flameproofed. Electrical wiring must conform with all federal, state and municipal government requirements and to the National Electric Code Safety Rules. 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 the Renaissance Schaumburg Convention Center Hotel, and shall indemnify and hold harmless the IADD/FSEA, the Renaissance Schaumburg Convention Center Hotel 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 his assigns. The exhibitor must surrender space occupied by him 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 program, the Associations do not act as the agent of the exhibitor, the Renaissance Schaumburg Convention Center Hotel, the Exhibit Coordinator, the Exhibition Services Company, or any other party providing services to the program. Claims against any other party other than the Associations 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 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 Renaissance Schaumburg Convention Center Hotel. 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 Renaissance Schaumburg Convention Center Hotel must be approved by the IADD/FSEA. Hospitality rooms may not open prior to 5:00 pm in the evening on evenings when the IADD/FSEA does not have scheduled events. Any function not approved by the IADD/FSEA which would compete for attendee's time, either during the hours of the exhibition hall or other association programs, is strictly prohibited.

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

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

#### **ODYSSEY PROGRAM CANCELLATION**

If any part of the Exhibit Hall is damaged, or if circumstances make it impossible for the IADD/FSEA 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/FSEA 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 the IADD/FSEA and the Exhibit Coordinator. These regulations may be amended at any time by the IADD/FSEA 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, CEO  
**International Association of Diecutting  
and Diemaking**  
651 Terra Cotta Ave., Suite 132  
Crystal Lake, IL 60014  
Tel: 1-800-828-4233 or 1-815-455-7519  
Fax: 1-815-455-7510  
Email: [info@odysseyexpo.org](mailto:info@odysseyexpo.org)

**For exhibiting information contact:**  
Susan M. Corcoran, Exhibit Coordinator  
***IADD/FSEA Odyssey***  
20 Winter St., Kingston, MA 02364 U.S.A.  
Tel: 1-617-840-7202  
Fax: 1-781-582-3944  
Email: [exhibit@odysseyexpo.org](mailto:exhibit@odysseyexpo.org)