



## Education & Technology Impacting the New Economy

Presented by the International Association of Diecutting and Diemaking (IADD) and the Foil & Specialty Effects Association (FSEA)

May 4 - 6, 2011 — Nashville Convention Center, Nashville, TN, USA

## New Game; New Rules ... The Competitive Advantage You Need

Looking for practical solutions to improve productivity and efficiency? The Odyssey is the one event targeted specifically to diecutting, diemaking, foil stamping/embossing, folding carton, corrugated and general/specialty markets (such as foam, gaskets, abrasives, composites, leather, film lamination, specialty UV coating, Cast and Cure™ and laser cutting) that can help you achieve your goals.

### GET IN THE GAME: Strategies for Profitability

Whether your priority is to improve profits, increase sales, or decrease production costs, the Odyssey's 23 technical and education sessions will help you score. All technical programs are conducted by industry experts—either on-press or in the

classroom—each culminating with interactive Q&A sessions addressing your real-world challenges. (See inside for a complete list of Techshop™ workshops and education sessions.)

### TAKE THE FIELD: Experience a Place Where Technology Triumphs

The Technology Hall is where you will find the widest range of products and services specific to diecutting, diemaking, foil stamping/embossing, and folding/gluing processes. The Technology Hall will be open from 10:15a to 5:00p on Wednesday and Thursday and from 10:15a - 2:30p on Friday.

Automated rule processing and bending equipment  
Blanking systems and accessories  
CAD/CAM software systems  
Cast and Cure™  
Cold foil  
Consultants  
Counter cutter equipment and materials  
Counterplates  
Creasing matrix  
Cutting surfaces  
Cutting blankets/jackets  
Die ejection materials  
Die storage racks

Dieboards  
Diecutting automation systems  
Diecutting and diemaking  
Diemakers  
Digital diecutting systems  
Embossing equipment and supplies  
Engravers - magnesium, copper, brass  
Estimating software  
Film laminating  
Financing  
Foil fusing  
Foil stamping equipment and supplies  
Folding/gluing

Gripper bars  
Hologram registration systems  
Hologram suppliers  
Hot stamping and cold foils  
Inspection systems  
Jig saws  
Laser cutting systems  
Makeready systems  
Plotters  
Presses  
Proofers  
Rule processing equipment  
Samplemakers  
Steel rule  
Unwind/rewind systems

Used equipment  
UV coating  
Waterjet cutting and equipment



### STRENGTHEN YOUR TEAM: Network with the Industry's Most Valuable Players

From new technologies to business strategies, sharing ideas and insights with peers is a powerful tool. Don't miss the opportunity to connect with your fellow converters, industry and association leaders and suppliers.

### WIN with Practical, Real-Time Solutions

You have questions? We have answers. Bring your questions, problem foil stamping/embossing jobs, or hard-to-diecut materials and parts to our interactive Techshop or classroom sessions and our industry experts will help find a solution.



### Special Wednesday Tailgate Party

Validate your game ticket and join us in the Technology Hall from 4:00p - 5:00p for musical entertainment, complimentary beverages and one more look at some of the new products, processes and services on the playing field. Sponsored by Sentry Insurance.

### New in the Techshop:™ Rotary Die Showcase

Why do some cutting dies run at optimum speed and strip close to 100% while other dies struggle? See how many of the leading rotary diemakers in North America construct a die based on the exact same design. By examining each die, you can see firsthand state of the art products and processes for rotary diecutting.

### HOTEL/TRAVEL INFORMATION

The official hotels for Odyssey are the **Renaissance Nashville Hotel** at \$209 single/double (Phone: 1-615-255-8400 or 1-800-327-6618) and the **Homewood Suites by Hilton** at \$139-\$159 (Phone: 1-615-742-5550). The Renaissance is adjacent to the Nashville Convention Center. Mention "Odyssey" to receive our special room rate. Homewood Suites is 3.5 blocks away. Mention "ADD" to receive our special room rates.

A limited number of rooms have been reserved for attendees at both hotels. The **cut-off date for these room blocks is April 4, 2011**, or until full. After this date, the rate is not guaranteed and room reservations will be confirmed on an availability basis only.

Visit [www.OdysseyExpo.org](http://www.OdysseyExpo.org) for links to the hotel websites, transportation options, additional information and points of interest.

For additional information on the Odyssey and other show-related events, visit [www.OdysseyExpo.org](http://www.OdysseyExpo.org)

# TECHNOLOGY HALL/ODYSSEY PROGRAM SCHEDULE

All exhibit booths, the Techshop,™ the Technology Hall and education session rooms are on Level One. The Technology Hall will be open from 10:15a - 5:00p Wednesday and Thursday and 10:15a - 2:30p Friday. Choose from 23 classroom and Techshop sessions on a variety of topics focusing on corrugated, folding carton, specialty diecutting, foil stamping/embossing and more. All sessions are designed to help you solve tough converting problems, improve productivity or strengthen your bottom line.

**Wednesday 8:15a-9:00a** Location: Room 105  
**Session 601: Braille—What It Is, Why You Should Care, How to Produce It, and What's New**

*Instructor: Andrew Carey, Cimex Corp.; Q&A Panel: Yvan Magni, Bobst Group North America; Greg Baker, Wagner Die Supply; Ross Hutchison, UEI Group; Steve Brighton, Die-X; Geoff McQuillan, Newline Dies; Fernando Pires, Atlas Die*

While braille is not yet mandated on all pharmaceutical packaging as it is in Europe, it is requested more and is a daily challenge for converters and the diemakers who supply them. Get a quick recap of the IADD's current Can-Am Braille Standard, learn about different types of tooling to produce it, and discover the ramifications of the new European Directive DIN EN 15823. We will talk about adding braille on a folder gluer and also different types of embossing plates and phenolic counters that can be used on a diecutter, utilizing techniques from both Europe and North America. Our expert panel will address your specific questions and problems.

**Wednesday 8:15a-9:00a** Location: Room 108  
**Session 602: Considerations for Diecutting Foam, Gaskets and Honeycomb (Part 1)**

*Instructor: Bob Wax, Associated Pacific Machinery*

Learn the four elements of diecutting as they relate to materials that are not paper-based (except for envelopes): 1) Material - leather, foam, plastics, gaskets, composites, electronics, textiles; 2) Machines - from manual to systems; 3) Dies - forged, pre-hardened and ground, machined, etched and steel rule; 4) Cutting Surfaces - Urethane, Polyethylene, Polypropylene, Nylon, fiberboard and steel. See also related Session 607.

**Wednesday 9:15a-10:00a** Location: Room 105  
**Session 603: New Decorative Opportunities for Finishing and Folding Cartons**  
*Panel: Dennis Drummond, Henkel Coatings; Kathrine Headrick, Laser Excel; Tim Cain, Breit Technologies, LLC*

Learn more about new decorative opportunities including laser cutting, specialty UV coatings and the Cast and Cure™ process. Discover how to incorporate laser cutting into a variety of projects and get the most visual impact from your laser art. Learn how specialty UV coatings can serve an important role in off-line finishing projects and how they can replace more expensive film laminations or laminated visual effects. Become more educated on the Cast and Cure™ process—a low cost, sustainable decorative process integrating UV coating and casting film to create diffractive surface finishes.

**Wednesday 9:15a-10:00a** Location: Room 108  
**Session 604: Types of Carbon Dioxide (CO<sub>2</sub>) Laser Cutting Systems**  
*Instructor: Mike Adams, Adams Technologies*

All computer-controlled laser cutting systems have four components: 1) Laser Source (sometimes called laser resonator); 2) Beam Delivery (the path the laser beam follows from the laser source to the work); 3) Movement (the method of moving the laser, the beam or the work piece) and 4) Controller (the computer that controls the laser and the movement). A system can incorporate various types of all these components; one system may use a flowing gas laser source, while another uses a sealed off laser source. All of these different types of components have advantages and disadvantages that make some configurations ideal for some applications and less than ideal for others.

**Wednesday 9:15a-10:00a** Location: Room 110  
**Session 605: What Corrugated Box Makers Want & Need From Their Suppliers**

*Instructor: Dave Doberstein, Interstate Container*

Corrugated box manufacturers continually strive to increase machine performance through reduced set-up, better stripping, cleaner parts, faster speeds and a greater overall yield. This is the primary focus, but there is more. Find out what the box plants expect from their diemakers in explicit detail. Innovation, new technology, training and press side support are common additions to the original goals.

**Wednesday 10:30a-11:15p** Location: Techshop  
**Session 606: Ancillary Equipment for Folding/Gluing**

*Instructor: Yvan Magni, Bobst Group; Machinery: Bobst EXPERTFOLD 110 A-2 CS Folder-Gluer*

Explore ways to make the most of your in-line folding-gluing capabilities, including using existing equipment to its utmost potential, as well as adding new modules that will help expand box styles and markets. Considering today's demands for customized folding and gluing in a competitive economic environment, options like embossing, braille (Accubraille), applying a window (Accuwin), inserting CDs, booklets, credit cards and other items at high speed are just some examples of packaging enhancements that can be performed in-line. Discover additional quality assurances that will allow a machine to run at maximum production speed without jeopardizing quality.

**Wednesday 11:45a-12:30p** Location: Techshop  
**Session 607: Considerations for Diecutting Foam, Gaskets and Honeycomb (Part 2)**

*Instructor: Bob Wax, Associated Pacific Machinery; Machinery: APM Diecutting Machine*

This real-time, on-press session will demonstrate how the four elements interact and affect one another. See a demonstration of how the equipment, rule and cutting surface affect the cutting of foam, gaskets and honeycomb. See also related Session 602.

**Wednesday 3:30p-4:15p** Location: Techshop  
**Session 608: "Do I Saw, Rout or Laser Cut?" Dieboard Converting Equipment Showcase**

*Moderator: Darrel Griffin, Stafford Cutting Dies; Representatives and Machinery from Adams Technologies and Gerber Innovations*

In the beginning, diemakers had to hand saw dieboards in order to make dies, but today they have more options. Today there are routing and laser systems to convert boards into usable parts for diemaking, but one size does not fit all. Do you want to enter the laser world? If so, what type of system is a better fit for your operation? Or would you rather use a routing system? Attend this FREE session to see demonstrations of machines from each of the following sectors: routing systems, low wattage laser systems and high wattage laser systems along with rotary/flat laser combination systems.

**Thursday 8:15a-9:00a** Location: Room 105  
**Session 609: Challenge the Experts (Diecutting and Diemaking)**

*Panel: Joe Adkison, Adko; Randy Norman, Preco; Craig Pepper, Pace Punches; Clint Medlock, Stafford Cutting Dies; Joe McDowell, CCM Die Supply*

Back by popular demand: bring your diemaking or diecutting problems and our TechTeam™ experts will share information concerning material or substrate options, recommended type of press, recommended tooling, punches, rule, ejection material and special techniques. Don't keep struggling with the same difficult cutting job every month. **Bring samples of your problem materials** and your questions, and challenge the experts. All of us are smarter than one of us—go home with solutions.

**Thursday 8:15a-9:00a** Location: Room 108  
**Session 610: Stump the Techs (Foil Stamping/Embossing)**

*Panel: Brian Hill, Kurz Transfer Products; Kenny Noonan, ITW Foils; Rob McCann, Bobst Group North America*

Whether you work on a clamshell press or a larger platen press, this interactive session will explore various makeready solutions for difficult stamping and/or embossing jobs. A panel of industry technicians will discuss the best makeready and stamping/embossing techniques for a variety of tough applications. From flat and combination stamping/embossing to difficult-to-stamp surfaces and working with stamping on inks, our technicians will evaluate and discuss actual jobs. What's more, **bring your own challenging jobs** and our panel will provide solutions for your particular application.

**Thursday 9:15a-10:00a** Location: Room 105  
**Session 611: Bevels, Coatings, Pointage—What Steel Rule Works Best with Different Materials**  
*Panel: Steve Young, Bohler; Jeff Graham, Sandvik; David Bialoglow, National Steel Rule*

When cutting different materials it helps to have a broader understanding of the many options available in steel rule. Ground vs. shaved edges aid—and sometimes hinder—different cutting processes. Steeper and longer bevels are available to get through tougher and/or thicker materials. Coatings will help with cutting, ejection or the longevity of a knife. Learn what is readily available in steel rule and why they are used for different applications.

**Thursday 9:15a-10:00a** Location: Room 108  
**Session 612: How to Design & Fabricate Cost Effective, High Performance Stripping Tools**

*Instructor: Andrew Carey, Cimex Corp.; Q&A Panel: John Dickison and Rob McCann, Bobst Group North America; Greg Baker, Wagner Die Supply; Geoff McQuillan, Newline Dies; Fernando Pires, Atlas Die*

Integrate a practical approach to tool design with a "toolbox" of proven techniques and practical ideas. Stripping remains one of the most challenging disciplines of platen diecutting, and while there is minimal time and often insufficient funds, there has to be a more effective way of solving this perennial problem. We'll illustrate every element of making the best tooling, by analyzing the design and the layout; applying the 80/20 rule to technique selection; selecting the most effective approach for each type and shape of waste; explaining the key principles of how each stripping option works; demonstrating how to sparingly "mix & match" commercial components with standard options; utilizing standard tools, materials, and equipment to fabricate stripping tools and providing a comprehensive understanding of how stripping works.

**Thursday 9:15a-10:00a** Location: Room 110  
**Session 613: Shelf-Ready Packaging, A Panel Discussion**

*Panel: David Couture, Rock Tenn Corporation (Design & End User); Tom Sporleder, Printron Steel Rule Die (Diemaker)*

Today's demands on shelf-ready packaging have become the hot topic in corrugated point-of-purchase display cases. Learn how the difficulties from the end user have

caused designers to rethink designs and tear away options. Educate yourself on the options of different types of rule available to the diemakers. What are the trials and tribulations the diemaker has discovered throughout this process? Learn how to increase the esthetics of corrugated shelf packaging and displays.

**Thursday 10:30a-11:15a**

**Location: Techshop**

**Session 614: Methods to Fabricate the Most Effective Stripping Tools**

*Instructors: John Dickison and Rob McCann, Bobst Group North America; Greg Baker, Wagner Die Supply; Machinery: Bobst EXPERTCUT 106 PER Diecutter*

On-press stripping remains one of the most challenging, the most unpredictable, and the most technically difficult disciplines of high-speed diecutting. There is rarely enough time, there are never enough funds, and the schedule often precludes investing in technically innovative commercial stripping systems. How do we make effective stripping tooling in-house using standard tools, materials and equipment to guarantee on-press performance? How do we mix and match components and techniques to cost effectively utilize current technology? How do we evaluate all of the current and emerging stripping systems to know which is the best solution? This program will demonstrate the performance of a comprehensive range of commercially available stripping technology, in a side-by-side comparison, using identical designs and materials, to fully illustrate the power of each alternative approach. Learn how to combine the best of the best in terms of methods, techniques and technology, and how to make world-class and cost-effective stripping tooling in-house. Bring your questions and problems.

**Thursday 11:45a-12:30p**

**Location: Techshop**

**Session 615: Matching Tooling to Material**

*Instructor: Randy Norman, Preco, Inc.; Machinery: Preco Flatbed Press and Rotary Converting Platform*

Learn how to calculate the approximate tonnage needed to cut your material. Different types of tooling will be placed in the press so you can see firsthand the results of using the incorrect versus correct knife. See how different cutting mediums affect the finished parts, and get recommendations for what works best for your applications. **Bring your difficult-to-cut materials** and have a one-on-one discussion of possible solutions. See what happens when the die is not level, the knife is dull, the wrong rubber types are used and many more examples of what causes these daily headaches.

**Thursday 1:30p-2:15p**

**Location: Techshop**

**Session 616: Emboss/Diecut in One Pass - Tips and Tricks**

*Instructors: Robert Weidhaas and Ken Wright, My Press Needs; Machinery: My Press Needs AutoClam Diecutting and Foil Stamping Press*

See a live set-up and production run of a combination diecut and embossed pocket folder produced on a 21.5" x 32" clamshell press. See the makeready process for the full perimeter diecut and crease of a traditional pocket folder, as well as the makeready for the embossed panel within the pocket folder. Learn about the opportunities and limitations of embossing and diecutting in one pass, as well as tips and tricks on quick makeready and set-up, including proper techniques to perform a full perimeter diecut without pulling the lead edge steel rule.

**Thursday 3:30p-4:15p**

**Location: Techshop**

**Session 617: Gaining Productivity and Efficiency with High-Speed Diecutting**

*Instructor: Dan Mathys, Heidelberg USA, Inc.; Machinery: Heidelberg Varimatrix 10SCS*

Makeready can be a very nebulous term. However, this program will concentrate on two areas, giving you very specific techniques that can reduce the time your diecutter is doing nothing, increasing your productivity and your profitability. 1) Usability for Quick-Lock Stripping Frames: applications and workflows, when they help and how much makeready time is saved; when not to use them. Different tooling will be used to demonstrate how and why. 2) Justifying 4 + 1 (thin plate) cutting systems: using phenolic counters and quick counter matrix versus using lower etched cutting plates. Learn applications where each excel and the quantified gains in makeready times on repeat jobs. This program will use real world examples to show you how they can translate into actual time savings on press.

**Friday 9:00a-10:30a**

**Location: Room 105**

**Session 618: Impact of Digital Printing Technology on Finishing and Packaging (Co-Sponsored by Printing Industries of the South - PIAS)**

*Panel: Roy Oomen, Hewlett Packard; David Hutchison, Brightmarks; Mark Coalson, Transilwrap; Jeff Higgins, Colorstream Digital*

This special FREE session will explore the impact of the digital printing world on finishing and packaging and how digital technology is working with decorative techniques to create specialty effects on cartons, labels and other packaging applications. Also learn specific recommendations for working with digitally printed sheets and specialty processes, such as foil stamping, embossing and coatings. Digitally printed sheets and film laminations will be discussed. What type of laminates work best with digital toners as well as inkjet inks, including UV inks? Learn what types of film laminates are available and suggested applications.

**Friday 9:15a-10:00a**

**Location: Room 108**

**Session 619: Fast Press Changeover: An Adaptive Process**

*Instructor: Kevin B. Carey, Die-Cutting Works*

Generating consistent fast diecutting press changeover, high press speed and maximum yield, and producing consistent, exceptional quality diecut parts is the mission, the benchmark and the challenge for every converting operation. Whether using individuals or teams, implementing SMED (Single Minute Exchange of Die), Just-In-Time, 6 Sigma, 5S, and/or combinations of every discipline, the struggle has been to

develop a simple, effective and easy-to-learn system of manufacturing which can guarantee predictable performance. The Adaptive Process is the most realistic, practical and effective method of getting the best results from existing personnel, available resources and old or new technology. If you are involved in diemaking or diecutting as a technician, a supervisor, a manager or a company owner, it is vital you do not miss this innovative transformation of the press changeover challenge.

**Friday 9:15a-10:00a**

**Location: Room 110**

**Session 620: Troubleshooting Problems in Rotary Diecutting Utilizing the 7 Habits of Highly Effective Diecutting**

*Instructor: Rich Putch, Dicar Inc.*

Unfortunately, many of the corrugated finishing lines do not run nearly at optimum capacity. The TAPPI productivity surveys confirm this with nearly "flatline" results for the last 20 years; all this within a time frame where diemaking technology has evolved with laser cutters, waterjets and computerized rule processors. For success, the paper, tooling and machinery must work in harmony. If you're not content with the ROI on your new equipment or the production metrics from your older equipment, this is a session you'll definitely want to attend.

**Friday 10:30a-11:15a**

**Location: Techshop**

**Session 621: A Guide to Optimal Makeready**

*Instructors: Kevin B Carey, Die-Cutting Works; Rob McCann, Bobst Group North America; Machinery: Bobst EXPERTCUT 106 PER Diecutter*

From plates to patch-up, explore the best methods, the most effective techniques and the latest technology. The key to fast press changeover, to deliver optimal speed and yield and to reliably generate consistent diecut part quality, is a factor of our ability to produce a 100% kiss cut and stable cutting/converting impression. Time is short, waste allowance is minimal, runs are shorter and there is no margin for error. So what is the most effective approach . . . to press leveling; pressure balancing; press and steel rule die calibration; selecting between 8 methods of patch-up; choosing the correct type and hardness of cutting plate; and setting all of the platen stack support materials to reduce complexity, minimize variability and achieve a stable cutting impression with minimal knife edge damage? This innovative workshop provides all of the answers in a simple step-by-step approach to ensure you will gain maximum benefit from attending.

**Friday 11:45a-12:30p**

**Location: Techshop**

**Session 622: High-Speed Foil Fusing Technology**

*Instructor: Chris Van Pelt, Therm-O-Type; Machinery: HS Foil Stamping/Foil Fusing Press*

This presentation will describe the HSFF (High-Speed Foil Fusing) process and demonstrate how the process works, including the necessary materials and makeready procedures, as well as its limitations and idiosyncrasies. Ideal for producing small quantity and/or variable data foiled images, the HSFF process fuses the hot stamping foil with the printing toner, applying a foiled image without the use of dies and very little to no makeready. Common applications and equipment considerations also will be demonstrated and discussed.

**Friday 1:15p-2:00p**

**Location: Techshop**

**Session 623: Cutting and Processing Opportunities Involving Flatbed & Rotary Converting Platforms**

*Instructor: Chris Walker, Preco, Inc.; Machinery: Preco Rotary Converting Platform (RCP)*

Making parts, whether they're for medical, electronic, automotive or other industrial applications, is a great way to use rotary converting. But what happens when, in the multi-layered building process, it just makes more sense to use a flatbed machine instead of rotary? Maybe it has to do with the final assembly thickness, or how the part needs to be delivered to the next equipment component on which it will be placed. Examine some of the flexibility requirements that can facilitate the making of a successful finished product, instead of breaking the bank, using up-to-date flatbed and rotary tooling capabilities.

**VIEW THE FOLLOWING EQUIPMENT:**

**Adams Technologies** - Adams Laser

**Associated Pacific Machinery** - Associated Pacific Diecutting Machine

**Bobst Group North America** - EXPERTFOLD 110 A-2 CS Folder-Gluer w/Accubraile; EXPERTCUT 106 PER Diecutter

**Gerber Innovations** - Gerber Combination Laser; Gerber Profile Routing System

**Heidelberg USA, Inc.** - Varimatrix 105CS 41" High Speed Diecutter with Stripping

**My Press Needs** - Automatic Half-Sheet Die Cutting & Foil Stamping Press

**Karl Marbach GmbH** - Marbajet Linear 40 x 40

**Preco Inc.** - Preco Flat Bed Machine and Preco and Rotary Converting Platform

**Therm-O-Type** - NSF Elite High-Speed Foil Fusing Press

*Many other types and brands of equipment will be located in the Technology Hall. Check the website ([www.OdysseyExpo.org](http://www.OdysseyExpo.org)) for the most current equipment list.*

# Looking for Industry Expertise?

## The industry's elite companies are all exhibiting at the IADD•FSEA Odyssey 2011

Adams Technologies, Inc.  
Advanced Die Supplies, Inc.  
Allsons, Inc.  
American International Machinery, Inc.  
AmeriKen  
Anderson International Trading  
API Foils, Inc.  
Arden Software North America  
Associated Pacific Machine Corp.  
Atlas Die, LLC  
B & R Moll  
Bar-Plate Manufacturing Co.  
Black Rock Capital, LLC  
Blanking Systems Inc.  
Board Converting News/Corrugated Today  
Bobst Group North America, Inc.  
Bohler  
Breit Technologies LLC  
Bullard Machine, Inc.  
Burkel-Piette  
Carton Craft Supply Inc./Print Craft Supply, LLC  
Channel Creasing Matrix/CCM Die Supply

Chiorino, Inc.  
Cimex Corp.  
Conway Machine Inc.  
CRI of Tennessee, Inc.  
Crown Roll Leaf, Inc.  
Davis & Pierce Die Service Inc.  
Delcam Artcam  
Diansupply, Incorporated  
Die Supply Guys Inc.  
Die-X Limited  
Dienamic MIS Software Inc.  
Diversified Graphic Machinery  
Elcede GmbH  
Esko Artwork  
Foil & Specialty Effects Association (FSEA)  
Gerber Innovations  
h + m USA  
Heidelberg USA, Inc.  
Hudson Industrial Cutting Solutions - Division of USM Corp.  
Infinity Foils, Inc. - A UEI Group Company  
International Association of Diecutting and Diemaking

ITW Foils  
Jonco Die Co. Inc.  
Kurz Transfer Products, L.P.  
Larson WorldWide, Inc.  
Magnesium Elektron  
Manufacturers Supplies Company  
Karl Marbach GmbH & Co. KG  
Marco Die Supplies, Inc.  
Matik Inc./Gietz Foil Stamping Technology  
McGraphics Inc.  
Metal Magic  
MKUSA  
Monroe Rubber & Plastic, Inc.  
Morisi Franco srl  
My Press Needs LLC  
Nakai International Corp.  
National Steel Rule Company  
Owosso Graphic Arts, Inc.  
Pace Punches, Inc.  
Paladin Software, Inc.  
PG Wood Imports, LLC  
Precor, Inc.

Print2Finish  
PSC Global  
Radiant Lasercut, Inc.  
Rayner DieSupply LLC  
Richlytop America S. De R.L. De C.V.  
Sandvik Materials Technology  
Sentry Insurance  
Serviform SRL  
Shreiner Creasing Matrix  
Sperrholzwerk Schweitzer GmbH  
Stafford Corrugated Products, Inc.  
Stafford Cutting Dies, Inc.  
Therm-O-Type Corp.  
Univacco Foils  
Universal Engraving, Inc. - A UEI Group Company  
Wagner Die Supply  
Western Printing Machinery Company  
Young Shin USA/Stock  
Zimmer Industries Inc.

*Exhibitor list current as of January 27, 2011*

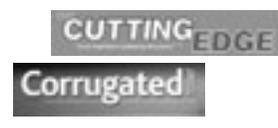
## New For 2011

### Check out these additional ways we've added value to your Odyssey experience!

- \* **FREE** Techshop session: #608 "Saw, Rout or Laser?" Showcase
- \* **FREE** classroom session: #618 Impact of Digital Printing
- \* Special savings on Technology Hall admission/program session combos
- \* **FREE** Tailgate Party Wednesday from 4:00p-5:00p

- \* **FREE** Rotary Die Showcase in the Techshop™
- \* Special co-located plant tours, activities and hospitality events (see [www.OdysseyExpo.org](http://www.OdysseyExpo.org) for details)
- \* **FREE** publications from the media partners listed below

*... and much more!*



## IADD•FSEA Gala Awards Banquet

All Odyssey exhibitors and visitors are cordially invited to attend this time-honored event

- \* Join IADD and FSEA for dinner, festivities and an unforgettable evening \*
- \* Network with Odyssey technical program faculty \*
- \* Connect with industry experts, leading suppliers and peers \*
- \* Celebrate excellence within the industry \*

**Thursday, May 5, 2011**

6:30p - 7:30p Reception & FSEA Gold Leaf Award Winners Display

7:30p - 10:00p Dinner & Awards Presentations

*Renaissance Nashville Hotel Ballroom*

Cost: \$75 per ticket



**Presentation of the 2010 FSEA Gold Leaf Awards**

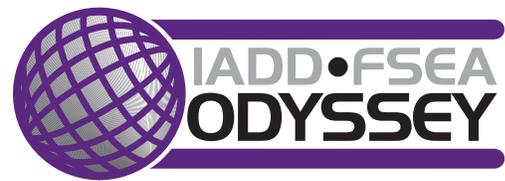
*Jose Fernandez Jr., Fastkit Corp., 2009 Best of Show*



**Presentation of the 2011 IADD Lifetime Achievement Award** honoring Edmund Mucci Sr., President, National Steel Rule Co.

*Edmund Mucci Sr., National Steel Rule Co.*

**One banquet ticket is included in all VIP registrations**



# May 4, 5 & 6, 2011 Nashville Convention Center Nashville, Tennessee, USA

SHOW HOURS	
Wednesday:	10:15 am - 5:00 pm
Thursday:	10:15 am - 5:00 pm
Friday:	10:15 am - 2:30 pm

## REGISTRATION FORM

### ATTENDEE INFORMATION: *(please print)*

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

- Primary Business:**
- |   |  |
|---|--|
| <input type="checkbox"/> Commercial Printer | <input type="checkbox"/> Corrugated      |
| <input type="checkbox"/> Diemaker           | <input type="checkbox"/> Folding Cartons |
| <input type="checkbox"/> Label Manufacturer | <input type="checkbox"/> Print Finisher  |
| <input type="checkbox"/> Vendor/Supplier    | <input type="checkbox"/> Trade Bindery   |

### REGISTRATION OPTIONS: *(Check boxes and fill in quantities where appropriate; calculate total payment)*

**VIP REGISTRATION** Includes admission to the Technology Hall all three days, program book, all seminar sessions, and one ticket to the Thursday Awards Banquet (**a \$775 value**).

- Early-Bird VIP Registration (until 4/4/11)**
- VIP (IADD, FSEA Member)** \$365US \$ \_\_\_\_\_
- VIP (Non-Member)** \$425US \$ \_\_\_\_\_

- Standard VIP Registration (after 4/4/11)**
- VIP (IADD, FSEA Member)** \$465US \$ \_\_\_\_\_
- VIP (Non-Member)** \$525US \$ \_\_\_\_\_

**VISITOR REGISTRATION** Includes admission to the Technology Hall, program book and one or two paid sessions.

- VISITOR - One Day Pass** \$40US \$ \_\_\_\_\_
- One Day Pass valid for admission on any single day. **Includes one paid session, a \$50 value** (be sure to mark the session you wish to attend).
- Check day you wish to attend:  Wednesday  Thursday  Friday

- VISITOR - Three Day Pass** \$79US \$ \_\_\_\_\_

**GREAT DEAL - Includes two paid sessions, a \$100 value** (be sure to mark the two sessions you wish to attend).

**INDIVIDUAL ACTIVITIES** Visitor registrants may purchase additional admissions to individual seminar sessions and banquet tickets.

- Seminar Sessions Qty: \_\_\_\_\_ x \$50US \$ \_\_\_\_\_
- Awards Banquet Qty: \_\_\_\_\_ x \$75US \$ \_\_\_\_\_

### MAIL OR FAX REGISTRATION TO:

IADD•FSEA Odyssey 2011  
651 W. Terra Cotta Ave., Suite 132  
Crystal Lake, IL 60014  
Tel: 1-815-455-7519 1-800-828-4233  
Fax: 1-815-455-7510

**Please make all checks to the order of IADD (checks must be payable in US funds and drawn on a US bank)**

Please inform the management of **Odyssey 2011** if you have any physical impairments or special requirements. We will make every effort to accommodate your requests so that you can fully benefit from attending the program.

### ODYSSEY ACTIVITIES & SEMINAR SESSIONS:

*Please check all activities you plan to attend below*

**VIP Registrants** may attend seminar sessions in each time period (15 total sessions, a \$700 value) at no additional cost. VIP also includes one ticket to the Thursday night IADD•FSEA Awards Banquet. (Additional banquet tickets may be purchased separately.)

**Visitor Registrants** should check the one or two sessions that are included in their registration. Purchase additional seminar sessions (\$50 US each) and/or a ticket to the Thursday Awards Banquet (\$75 US) by checking each activity you wish to attend, then calculate the total charges in *Registration Options*.

**Everyone** is invited to attend the **FREE Tailgate Party** beginning 4:00p Wednesday.

WEDNESDAY MAY 4	THURSDAY MAY 5	FRIDAY MAY 6
<b>8:15-9:00 AM</b> <input type="checkbox"/> Session 601 <input type="checkbox"/> Session 602	<b>8:15-9:00 AM</b> <input type="checkbox"/> Session 609 <input type="checkbox"/> Session 610	<b>9:00-10:30 AM</b> <input type="checkbox"/> Session 618 (Free)
<b>9:15-10:00 AM</b> <input type="checkbox"/> Session 603 <input type="checkbox"/> Session 604 <input type="checkbox"/> Session 605	<b>9:15-10:00 AM</b> <input type="checkbox"/> Session 611 <input type="checkbox"/> Session 612 <input type="checkbox"/> Session 613	
<b>10:30-11:15 AM</b> <input type="checkbox"/> Session 606	<b>10:30-11:15 AM</b> <input type="checkbox"/> Session 614	<b>10:30-11:15 AM</b> <input type="checkbox"/> Session 621
<b>11:45-12:30 PM</b> <input type="checkbox"/> Session 607	<b>11:45-12:30 PM</b> <input type="checkbox"/> Session 615	<b>11:45-12:30 PM</b> <input type="checkbox"/> Session 622
	<b>1:30-2:15 PM</b> <input type="checkbox"/> Session 616	<b>1:15-2:00 PM</b> <input type="checkbox"/> Session 623
<b>3:30-4:15 PM</b> <input type="checkbox"/> Session 608 (Free)	<b>3:30-4:15 PM</b> <input type="checkbox"/> Session 617	
<b>4:00-5:00 PM</b> <input type="checkbox"/> <b>Sentry Insurance Tailgate Party</b> (Free drink with your validated ticket)		
	<b>6:30-10:00 PM</b> <input type="checkbox"/> <b>IADD•FSEA Awards Banquet</b> (Ticketed Event)	

*You will receive confirmation of your registration*

### PAYMENT:

Amount Paid \$ \_\_\_\_\_

- CHECK  
 CREDIT CARD  MasterCard  VISA  American Express  Discover

Card Number \_\_\_\_\_

CVV Number\* \_\_\_\_\_ Billing Postal Code \_\_\_\_\_  
3 digit number on signature panel or 4 digit number on front of card (AMEX)

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

NOTE: a 3% convenience fee will be added to all credit card payments over \$50.00 US

For Office Use Only Date: \_\_\_\_\_ Check/Approval Number \_\_\_\_\_

Odyssey 2011 is presented by the International Association of Diecutting and Diemaking and the Foil & Specialty Effects Association.

[www.iadd.org](http://www.iadd.org) [www.OdysseyExpo.org](http://www.OdysseyExpo.org) [www.fsea.com](http://www.fsea.com)