

2024 INFORMS Annual Meeting Exhibitor Newsletter



Program

The [2024 INFORMS Annual Meeting program](#) is now available.

Please Note: Some 2024 Annual Meeting programming will take place in the Hyatt Regency, the headquarters hotel.

Update to Technology Showcases Dates, Times, and Availability

There were 20 total timeslots available but only **two** remain on Tuesday, October 22. They are available on a first-come, first-served basis (pending signed contracts and deposit or full payments). All [Technology Showcases](#) will take place in Room 345 of the Summit Building.

Exhibitor Workshops

[Exhibitor Workshops](#) will take place on Saturday, October 19. There were 28 total timeslots (17 remain) and are available on a first-come, first-served basis (pending signed contracts and deposit or full payments). Exhibitor Workshops will take place on Level 4 of the Summit Building.

If hosting an Exhibitor Workshop, you should have received an invoice for the \$150 AV fee yesterday. Please check your spam/junk folders for an email with the subject, "Thank you for your order."

If your [Exhibitor Workshop](#) and [Technology Showcase](#) are missing on the website, please email the details (title, speaker, and description) to [Loraine Coleman](#) as soon as possible.

One Exhibitor Workshop and Technology Showcase are included with each 10' x 10' booth. If you would like to add one, please email [Loraine Coleman](#).

Exhibit Booth Assignments

Exhibit booth selections continue! Exhibit booth selections were offered in the order in which contracts were signed AND deposit or full invoice payments were made. We started the process in May, and 28 exhibitors made their selections since.

Exhibitor Service Manual

INFORMS has contracted with Shepard Exposition as its General Services Contractor (GSC). The [Exhibitor Service Manual](#) (ESM) is available to download. Questions for Shepard? Contact: orders@shepardes.com

Upcoming Deadlines:

- **August 29:** Pay any balances due to The Wyman Company
- **September 12:** Place exhibit booth orders via the General Services Contractor's (GSC) [Exhibitor Service Manual](#) (ESM)

Adding Resources to the Mobile App

Exhibitors can add:

- Printed materials to their organization's listing in the mobile app; however, the files are limited to *50 MB or less*.
- Video content:
 - Embedded Vimeo video
 - Embedded YouTube video

Please send the files and video links to [Loraine Coleman](#) on or before September 30.

After the mobile app launches in early October, registered exhibitors can access the mobile app via the desktop Exhibitor Portal to make edits and changes.

Other Ways to Support the INFORMS Annual Meeting

- [Early Career Teachers' Network](#) (ECTN): contact [Anna Galloway](#) or [Bill Griffin](#) for details.
- INFORMS [Combined Colloquia](#): contact [Bill Griffin](#) for details.
- INFORMS Fellows' Lunch: contact [Mary Magrogan](#) for details.

Important Exhibitor Alert

As an exhibitor, you may receive emails and phone calls from various companies offering hotel rooms at discounted rates, attendee lists, etc. **These companies are NOT affiliated with INFORMS and are NOT authorized by INFORMS to contact exhibitors. Do not reply to these requests.**

The [Resiada website](#) is the only officially endorsed method of booking hotel rooms for the 2024 INFORMS Annual Meeting. The INFORMS group rates expire on September 26 or earlier if a hotel sells out.

[Learn what you can do to help squash these pirates.](#)

Social Media

Use #INFORMS2024 to promote your presence at the Annual Meeting.

Promotion Kit: Coming Soon!

The Promotion Kit will be available soon. Watch the Annual Meeting [website](#).

Until then, here are a few logos you can use to promote your participation.



Effectively Staffing your Exhibit Booth

Here are some best practices to consider when staffing your booth:

- Select experienced personnel.
- Choose team members who are knowledgeable about your products or services and experienced in sales or customer interactions.
- Staff should be friendly, outgoing, and able to engage with attendees naturally.
- Include a mix of roles (e.g., sales, technical experts, and marketing) to cover a range of questions and interactions.

Source: IAEE DC Chapter

Exhibitor Donations Program

INFORMS is actively seeking an organization for the Exhibitor Donation Program.

At past meetings, exhibitors donated:

- ink pens,
- sealed/unopened tubes of lip balm,
- a small stool,
- a [Pop-a-Shot](#) basketball game, and
- large, flat-screen TV monitors

We hope to continue the program at the 2024 Annual Meeting. If you know of a worthy charity in the Seattle area, please send their contact information to [Loraine Coleman](#).

Questions about the Annual Meeting?

If you would like to increase the size of your exhibit booth or add a sponsorship, please contact [Judy Ridings](#) at The Wyman Company.

Please direct all exhibitor fulfillment, registration, workshop, showcase, and donation questions to [Loraine Coleman](#), Exhibits & Meetings Manager, at INFORMS.

Thank you for participating in the [2024 INFORMS Annual Meeting](#)! Your support is vital to its success!

See you in Seattle!