

2024 INFORMS Annual Meeting – Only 35 Days to Go!



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

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

[Technology Showcases](#) are sold out. The 20 scheduled showcases will take place in Summit-345 on Monday and Tuesday, October 21 & 22.

Exhibitor Workshops

[Exhibitor Workshops](#) will take place on Saturday, October 19. The 10 scheduled workshops will take place on Level 4 of the Summit Building.

One Exhibitor Workshop is included with each 10' x 10' booth. If you would like to add one, please email [Loraine Coleman](#) as soon as possible. Space is still available.

Promotion Kit: Now Available!

The [Promotion Kit](#) is now available. Amplify your presence at the 2024 INFORMS Annual Meeting. Let your customers know you'll be exhibiting in Seattle.

Social Media

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

Exhibit Booth Assignments

As exhibit sales wind down, we'll be condensing our exhibit floor footprint. You may be asked to move to a new location in Flex C.

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

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

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, and
- large, flat-screen TV monitors

If you know of a worthy charity in the Seattle area, please send their contact information to [Loraine Coleman](#).

Effectively Staffing your Exhibit Booth

Here are some best practices to consider:

Product Knowledge: Ensure all staff are thoroughly trained on your products or services, including key features, benefits, and competitive advantages.

Booth Etiquette: Train staff on proper booth behavior, including greeting attendees, initiating conversations, and managing high-traffic times.

Lead Qualification: Teach staff how to identify and qualify leads, including what questions to ask and how to record information in Engagefully, the INFORMS mobile app and FREE lead retrieval platform.

Open Body Language: Staff should use open body language (e.g., standing up, making eye contact) to appear welcoming and approachable.

Active Listening: Encourage staff to listen actively to attendees' needs and questions before providing information or solutions.

Engaging Conversations: Equip staff with engaging conversation starters and questions to draw attendees in and maintain their interest.

Source: IAEE DC Chapter

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.](#)

See you in Seattle!

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

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.

Save the Dates:

It's not too early to start planning for 2025.

- 2025 INFORMS Analytics Conference: April 6-8, Indianapolis, IN
- 2025 INFORMS Healthcare Conference: June 8-11, Raleigh, NC
- 2025 INFORMS International Conference: July 20-23, Singapore
- 2025 INFORMS Annual Meeting: October 29-29, Atlanta, GA

Interested or Have Questions about 2025?

Reach out to [Judy Ridings](#) at The Wyman Company. She and [Darlene King](#) will be on site in Seattle.

Upcoming Deadlines:

2024 INFORMS Annual Meeting	Due Date
Edlen Electrical Advanced Pricing	9/17/2024
OR/MS Today print/web ad (if applicable)	9/20/2024
Hotel Reservations	on or before 9/26/2024
Conference Registration List Distributed to Exhibitors	9/27/2024
Pay \$150 Workshop AV Fee (if applicable)	on or before 9/30/2024
Exhibitor/Sponsor Registrants	on or before 9/30/2024
Download the mobile app	upon release (early-to-mid October)
Exhibitor Workshop Registration Lists Distributed to Host Exhibitors	10/14/2024
Partner with INFORMS third party to produce eBlast to registrants who have opted into exhibitor communications	9/30 – 10/31/24
25-second video or ad shared on INFORMS social media channel (if applicable)	TBD