



Smarter Decisions  
for a Better World



# 2025 INFORMS Analytics+ Conference Exhibitor Newsletter!

## General Services Contractor

Shepard Exposition, our General Services Contractor (GSC), emailed me a link to their new ExhibitorPro online ordering platform. Unfortunately, there’s been a delay launching it for you. Please email your questions to [Shepard](#) or call (866) 366-7428.

## Shipping to the Analytics+ Conference

Here’s the Shepard Warehouse shipping information:

To: *Your Organization*, Booth ###  
c/o Shepard Exposition Services  
333 S Franklin Rd  
Indianapolis, IN 46219  
FOR: INFORMS Analytics+ Conference

Warehouse Delivery Hours: 8:00 AM - 4:00 PM ET  
Deliveries are now being accepted.  
Last Day Freight Can Arrive: Friday, March 28, 2025

## Electrical and Internet Orders

Electrical services and hardwire internet are exclusive to Markey’s Rental & Staging at the JW Marriott. Here’s the [link](#) to their online order form.

## Wi-Fi

INFORMS will provide complimentary Wi-Fi, sponsored by Hexaly, throughout the JW Marriott meeting space. Wi-Fi is optimized for web browsing and email but not streaming. If you need uninterrupted Wi-Fi access in your booth or Exhibitor Workshop, you’ll want to order it from Markey’s.

## Website Updates

Bookmark the [2025 INFORMS Analytics+ Conference](#) website and check it for frequent updates! Recently published: [Exhibitor Workshop](#) and [Technology Showcase](#) room assignments. See the current floor plan and exhibitor list on the [Exhibitor Information](#) page.

## Upcoming Exhibitor Deadlines

Hotel Reservations	3/13/2025
Technology Showcases: final presentation slides must be submitted to <a href="mailto:meetings@informs.org">meetings@informs.org</a> .	<b>Extended to 3/17/2025</b>
See the PowerPoint template on the Exhibitor Information page	
Pay \$150 Exhibitor Workshop AV Fee (INFORMS to invoice)	3/19/2025
NEW: Exhibit Hall Activations	3/21/2025
Email a 30- to 40-word description to <a href="#">Loraine</a> .	
Exhibitor & Sponsor Registration: If you haven’t already, please email your attendee names, email addresses, and registration types to <a href="#">Loraine</a> .	On or before 3/21/2025
Required to access the conference mobile app.	

## Analytics+ Conference Hotel Reservations

For your own protection, we ask that you exercise caution when making your hotel and travel arrangements. INFORMS only guarantees sleeping room rates or availability during the event dates for reservations made directly through the [hotel portal](#) published on the conference website. INFORMS negotiated the discounted group rate of \$279/night + taxes. **Note:** There’s a large conference at the Indiana Convention Center and, as a result, fewer hotel options in the city.

## BYOWB (Bring Your Own Water Bottle):

Support the INFORMS sustainability efforts! Bring your own water bottle and fill it on site.

## **New: Exhibit Hall Activations**

Got giveaways? Holding a raffle? Send me a 30- to 40-word description, and I'll list them on the new (not yet published) Exhibit Hall Activations webpage! They'll also be featured in the mobile app. Deadline: **March 21**.

## **Promotion Kit**

The 2025 INFORMS Analytics+ Conference [Promotion Kit](#) has been updated and includes exhibitor options! Invite your customers to register and attend the 2025 INFORMS Analytics+ Conference. Use the suggested text and artwork to promote your exhibit booth, Exhibitor Workshop, Technology Showcase, as well as any sessions in which your colleagues are presenting. Post on social media, LinkedIn®, Facebook, Instagram, and Twitter/X using the hashtags #2025Analytics+ and #INFORMS.

## **Want to drive traffic to your booth?**

You can order food and drink and host happy hour in your exhibit booth on Monday and Tuesday! You can also treat your workshop attendees on Sunday.

You set the budget and work directly with the [JW Marriott catering department](#), the exclusive food and beverage service provider at the resort. All catering orders are subject to a 26% taxable service charge + sales tax. A Marriott bartender is required if alcohol is offered.

## **Reminder**

The exhibit space, Griffin Hall, is carpeted. You may choose to order carpet or flooring from Shepard (i.e., to match your branding); however, it is not required.

## **Questions about the Analytics+ Conference?**

Please direct all exhibitor fulfillment, registration, Exhibitor Workshop, Technology Showcase, and exhibitor donation questions to [Loraine Coleman](#), the Exhibits & Meetings Manager at INFORMS.

## **Exhibitor Advisory Group (EAG):**

We are looking for volunteers! An EAG is one of the best ways to create a channel for communication between INFORMS and its exhibitors. We will plan quarterly or bimonthly online meetings. We may also have on-site meetings at the Analytics+ Conferences and Annual Meetings. If you're interested in participating, contact [Loraine Coleman](#) for a description of the role.

## **Exhibitor Donation Program**

Plan to have a large monitor in your booth? Avoid shipping or rental costs. Get it locally (i.e., at Best Buy, Costco, Walmart, etc.) and donate it after the conference!

INFORMS has partnered with Teachers' Treasures, an Indianapolis-based organization. Teachers' Treasures works to ensure teachers and students across Marion County have access to free, vital supplies and resources for classroom success.

The exhibitor donation form is attached to this newsletter's cover email and will be available on site. Donated items will be picked up between 4:30 and 6:00pm on Tues, April 8.

## **Important Exhibitor Alerts**

As an exhibitor, you may receive emails and phone calls from various companies offering 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.

These pirates threaten the meetings and events industry as they disrupt the process and cause confusion. They aim to scam exhibitors and attendees and have them purchase fraudulent lists.

Your personal contact information is never posted online by INFORMS and is only shared with the service providers authorized by INFORMS (i.e., Shepard Exposition, Multiview, Prestige AV, and The Wyman Company).

## **Save the Dates!**

- [2025 INFORMS International Meeting](#), July 20 – 23, Singapore
- [2025 INFORMS Annual Meeting](#), October 26 – 29, Atlanta, GA

## **Questions about these 2025 meetings?**

If you are interested in exhibiting at or sponsoring the International or Annual Meetings, please contact The Wyman Company at [conferencesales@informs.org](mailto:conferencesales@informs.org).

## **Thank You! See you in Indianapolis!**

Thanks again for your support for the 2025 INFORMS Analytics+ Conference!