



## 2025 INFORMS Analytics+ Conference Are You Ready?

### Are you ready?

We're only 10 days away from the start of the Analytics+ Conference!

### 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  
After Friday, March 28, 2025, there will be a late fee.

### 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.

### 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.

### Exhibit Location

Griffin Hall, Second Floor, JW Marriott

### Exhibitor Set-up

Sunday, April 6, 2025, 12noon-5pm

How Sunday will work:

- 12noon – 5pm: Set up your exhibit booth.
- 5pm: All exhibitors will be required to vacate Griffin Hall, so catering can set up for the Welcome Reception.
- 5-6:45pm: Relax and freshen up!
- 6:45pm: Exhibitors can return to their booths before the Welcome Reception starts. If there's a line, "push" to the front for access.

### Exhibit Hours

Sunday, April 6, 2025, 7-8:30pm, Welcome Reception

Monday, April 7, 2025, 9am-4:00pm

Tuesday, April 8, 2025, 9am-4:00pm

### Exhibitor Move-Out

Tuesday, April 8, 2025, 4:00\*-9:00pm

\*Early dismantling is disruptive to the exhibit show; therefore, exhibitors may not pack, tear down, or remove any portion of their exhibit prior to the official closing at 4:00pm, Tuesday, April 8.

### Security and Badge Checking

INFORMS has contracted with a local security firm to guard the exhibit hall overnight and check badges outside of exhibit hall hours. They may also check if you're coming and going with equipment.

## Upcoming Exhibitor Deadlines

Hotel Reservations	<b>Extended to</b> <b>3/28/2025</b>
Pay \$150 Exhibitor Workshop AV Fee (INFORMS to invoice)	Overdue
NEW: Exhibit Hall Activations	Overdue
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> .	Overdue
Required to access the conference mobile app.	
Download the mobile app upon release.	Around 3/28/2025

## 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 [Exhibit Hall Activations](#) webpage! They'll also be featured in the mobile app.

## BYOWB (Bring Your Own Water Bottle):

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

## Promotion Kit

Thanks for using the 2025 INFORMS Analytics+ Conference [Promotion Kit](#)!

Keep posting on social media, LinkedIn®, Facebook, Instagram, and Twitter/X using the hashtags #2025Analytics+ and #INFORMS throughout the conference.

You can also post on the Social Timeline in the mobile app!

## Using Engagefully, the Analytics+ Conference Mobile App

- [Download it to your Phone Now!](#)
- You must be registered for the conference to access the mobile app and its desktop version.
- You'll have access to FREE lead retrieval.
- Add resources (files, videos, etc.) to your exhibitor listing.
- Contact attendees directly through the app before (invite them to attend your workshop or showcase), during (ask them to stop by your booth), and after the conference (follow up on their interests)?
- Post your workshops and showcases on the Social Timeline to drum up attendance.

## 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 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 will be available on site. Donated items will be picked up between 4:30 and 6:00pm on Tues, April 8.

## Website Updates

Bookmark the [2025 INFORMS Analytics+ Conference](#) website and check it for frequent updates! See the current floor plan and exhibitor list on the [Exhibitor Information](#) page.

## 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, Judy Ridings from The Wyman Company will be on site in Indy with prospectuses for these meetings.

## We Want Your Feedback!

Watch for the 2025 INFORMS Analytics+ Conference exhibitor survey. It'll be sent to registered exhibitors after the conference.

## Thank You! See you in Indianapolis!

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

