



Smarter Decisions
for a Better World



Welcome to the first 2026 INFORMS Analytics+ Conference Exhibitor Newsletter!

Welcome!

Thank you for your support of the [2026 INFORMS Analytics+ Conference](#)! Here are the details:

Conference Location

Gaylord National Resort & Convention Center
201 Waterfront St
National Harbor, MD 20745

General Services Contractor

Shepard Exposition is our General Services Contractor (GSC). Shepard will email a link to their ExhibitorPro online ordering platform in March.

Electrical services and hardwire internet are exclusive to Gaylord National. Their form will be in ExhibitorPro.

The exhibit space is NOT carpeted. Exhibitors are required to provide carpet or flooring in their booths.

Wi-Fi

INFORMS will provide complimentary Wi-Fi, sponsored by Hexaly. Wi-Fi is optimized for web browsing and email but not streaming. If you need uninterrupted Wi-Fi access in your booth, you'll want to order it via the ExhibitorPro platform.

Exhibit Booth Assignments

Exhibit booth selections began in January and were offered in the order in which contracts were signed AND deposit or full invoice payments were made. See our exhibitor list on the [conference website](#).

Exhibit Location

Prince George's Exhibition Hall A, Lower Atrium

Exhibitor Set-up

Saturday, April 11, 12noon-5pm
Sunday, April 12, 8-10am

Mobile App Training

Sunday, April 12, 10-10:45am

Exhibitor Workshops

Sunday, April 12, 11am-4:45pm

Exhibit Hall Operating Hours

Sunday, April 12, 11am-5pm
Sunday, April 12, 6-7:30pm, Social Hour
Monday, April 13, 9am-4pm
Tuesday, April 14, 9am-1pm

Exhibitor Move-Out

Tuesday, April 14, 1*-2:30pm

*Early dismantling is disruptive to the exhibit floor; therefore, exhibitors may not pack, tear down, or remove any portion of their exhibit prior to the official closing at 1pm on Tuesday.

Upcoming Deadlines

- **Wednesday, February 25:** Provide titles, speaker names, and descriptions for [Exhibitor Workshops](#) and [Technology Showcases](#).
- **Thursday, March 12:** Make your [hotel reservations](#).
- **Thursday, March 19:** Submit exhibitor registrant names, email addresses, and registration types to Loraine. See her onboarding email for more information.

Promotion Kit

Check out the 2026 INFORMS Analytics+ Conference [Promotion Kit](#)! Use the suggested text and artwork to promote your participation, 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 #2026Analytics+ and #INFORMS.

Exhibit Hall Activations

Got giveaways? Holding a raffle? Send Loraine a 30- to 40-word description, and I'll list them to the (soon to be published) Exhibit Hall Activations webpage. They'll also be promoted in the mobile app.

Website Updates

Bookmark the [2026 INFORMS Analytics+ Conference](#) website and check often for updates! Pay special attention to the pages in the Exhibiting & Sponsoring dropdown menu.

Additional Exhibitor Benefits

- FREE lead retrieval will be available in the conference's mobile app. Watch for its release on or around April 8. You must be registered to access it.
- If applicable, a preconference registration list for your Exhibitor Workshop will be sent on or around March 23.
- A preconference opt-in registrant mailing list will be sent on or around March 25.

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! The Exhibitor Donations recipient will be announced soon.

BYOWB (Bring Your Own Water Bottle):

Support the INFORMS sustainability efforts! Bring your own water bottle and fill it on site. Water bubblers are available throughout the Gaylord.

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.

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).

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.

Save the Dates!

- [INFORMS Healthcare Conference 2026](#)
July 28–23, Raleigh, NC
- [2026 INFORMS Annual Meeting](#)
November 1–4, San Francisco, CA

Questions about these 2026 meetings?

If you are interested in exhibiting at or sponsoring the Healthcare Conference or Annual Meeting, please contact [Judy Ridings](#) at The Wyman Company.

See you in April!