



2026 INFORMS Analytics+ Conference Exhibitor Newsletter!

March 9th Issue

April is Busy in the Washington, DC, Area

It's Cherry Blossom season and with it comes myriad celebrations and events. Saturday's 2026 National Cherry Blossom Festival parade and Sunday's Cherry Blossom 10-Miler will take place in the Nation's Capital. Other events will take place in and around Ronald Reagan Washington National Airport in Northern Virginia on Friday and Saturday, April 10 & 11. There will be road closures, especially early Saturday morning, that could impact ground transportation options. Please plan accordingly.

General Services Contractor

Shepard Exposition is our General Services Contractor (GSC). Shepard will email a link to their ExhibitorPro online ordering platform this month. If you haven't received it, please contact Shepard [Customer Service](#).

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.

Exhibit Hall Activations

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

March is a Month for Deadlines

- **Tuesday, March 10:** Last call for Exhibitor Workshop and Technology Showcases dates, times, and content
- **Thursday, March 12:** Make [hotel reservations](#).
- **Friday, March 13:** First day for Shepard warehouse deliveries without a surcharge
- **Tuesday, March 17:** Technology Showcase slides due to meetings@informs.org. [Learn more](#).
- **Thursday, March 19:** Submit exhibitor registrant names, email addresses, and registration types to [Loraine](#). See your fulfillment email for more information.
- **Friday, March 20:** Complete your organization's profile in ShowCycle, our new exhibitor platform.
- **Friday, March 20:** Discount price deadline for Shepard orders
- **Wednesday, March 25:** Exhibit Hall Activations due to [Loraine](#).
- **Friday, March 27:** Exhibitor representatives must be registered to access the mobile app.
- **Week of March 30:** Watch for the mobile app release.
- **Tuesday, March 31:** Exhibitor Workshop AV fees due.

April Deadlines

- **Friday, April 3:** Last day for Shepard warehouse deliveries without a surcharge
- **Thursday, April 9:** Last day for Shepard warehouse deliveries (surcharge applies)

Shipping to the Analytics+ Conference

Advance Warehouse Address:

Exhibiting Co. Name & Booth Number
INFORMS Analytics+ Conference
c/o Shepard Exposition Services
7079 Oakland Mills Rd
Columbia, MD 21046

Warehouse Operating Hours: 9:00 AM - 3:00 PM

Direct to Event Site Shipment Address

c/o Shepard Exposition Services
Exhibiting Co. Name & Booth Number
INFORMS Analytics+ Conference
Gaylord National Resort & Convention Center
701 Waterfront Street
National Harbor, MD 20745

First Day Freight Can Arrive at Event Site:

Saturday, April 11: 8:00 AM

Mobile App Training for Exhibitors

Sunday, April 12, 10-10:45am
Prince George's Exhibition Hall A
Networking Area

Please have as many exhibitor reps as possible attend and ask them to download the mobile app in advance.

FREE lead retrieval will be available in the conference's mobile app. Watch for its release on or around April 1. You must be registered to access it.

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.

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

- 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 meeting space.

Questions about the Analytics+ Conference?

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

Save the Dates!

- [2026 INFORMS Healthcare Conference](#)
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!