



## 2026 INFORMS Analytics+ Conference Exhibitor Newsletter!

March 23<sup>rd</sup> Issue

### 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.

Congratulations to Stefan Conrady for the best use of the Promotion Kit to-date! Check out the pop-up message on [Bayesia's](#) home page. "Having the premade social media artwork available made it easy to implement the pop-up." Stefan understood the assignment!

### Mobile App Training for Exhibitors

Sunday, 10-10:45am

Prince George's Exhibition Hall A  
Networking Area

Please have as many exhibitor reps as possible attend. Don't wait until you arrive at the Gaylord! Download the mobile app to your phone in advance and add the 2026 conference.

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

### General Services Contractor

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

Electrical services and hardwire internet are exclusive to the 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 Activities

Got giveaways? Holding a raffle? Send [Loraine](#) a 30- to 40-word description for the Exhibit Hall Activities webpage and mobile app.

### 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!

We have selected UCAP as the Exhibitor Donations recipient. [UCAP](#) is a designated Community Action Agency with 60 years of service in Prince George's County, Maryland, dedicated to improving lives impacted by poverty, homelessness, unemployment, and limited access to health services.

## Upcoming Deadlines

- **Wednesday, March 25:** Last Call! Exhibit Hall Activities due to [Loraine](#).
- **Friday, March 27:** Exhibitor representatives must be registered to access the mobile app.
- **Tuesday, March 31:** Exhibitor Workshop AV fees due.
- **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: M-F, 9AM - 3PM**

## 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**

## 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.

## BYOWB (Bring Your Own Water Bottle):

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

## Exhibits Location

Prince George's Exhibition Hall A, Atrium Level

## Exhibitor Set-up

Saturday, 12noon-5pm

## Exhibit Hours

Sunday, 11am to 5pm

Sunday, 6-7:30pm, Social Hour & Networking

Monday, 9am-4pm

Tuesday, 9am-1pm

## Exhibitor Move-Out

Tuesday, 1-3:00pm\*

\*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, Tuesday.

## Questions about the Analytics+ Conference?

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

## Save these 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 or meet with her on site at the Gaylord.

**See you in April!**