



2026 INFORMS Analytics+ Conference Exhibitor Newsletter!

April Issue

Exhibitor Donation Program

Planning 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 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.

Their donation form is attached to this email and will also be distributed on site Tuesday morning.

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. Download the mobile app to your phone in advance and add the 2026 Analytics+ Conference.

Watch for its release on or around March 31. You must be registered to access the mobile app. FREE lead retrieval will be available via the mobile app.

New to the INFORMS Analytics+ Conference?

Join on April 7 at 1pm EST for this First-Time Attendee webinar led by Conference Chair Zohar Strinka, CAP-X for an insider's overview of what to expect and how to get the most out of your conference experience.

[Register Now!](#)

Not Registered for Analytics+?

Don't wait until you arrive at the Gaylord! [Log-in and register](#) ASAP. Not registering in advance will delay your access to the mobile app and your badge.

Exhibit Hall Activities

Got giveaways? Holding a raffle? There's still time to send [Loraine](#) a 30- to 40-word description for the [Exhibit Hall Activities](#) page online and in the mobile app.

Exhibits Location

Prince George's Exhibition Hall A, Atrium Level

Exhibitor Set-up

Saturday: 12noon-5pm

Sunday: 8-10am

Exhibits Operating Hours

Sunday: 11am to 5pm

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

Monday: 9am-4pm

Monday: 12-12:50pm, Networking Lunch

Tuesday: 9am-1pm

Tuesday: 12-12:50pm, Networking Lunch

Yes! Exhibitors are welcome at the networking lunches!

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 on Tuesday.

Help Stop Piracy and Fraud

As an exhibitor, you may receive emails and phone calls from various companies offering hotel rooms at discounted rates, conference 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 or book rooms that may never be reserved or exist.

If your company has received fraudulent emails or phone calls soliciting you to purchase attendee lists, book hotel rooms, or other products/services, please file a report!

Help Us Help You!

The Federal Trade Commission (FTC) has created a process for individuals and companies to report these activities. The FTC will share these reports with their law enforcement partners to help with investigations and stop these practices.

- Go to the U.S. Federal Trade Commission website: [gov](https://www.ftc.gov)
- Click on "Report Now"
- For Question 1: "Is your report about any of these common problems?" Select "An Impersonator" (top left answer)
- For Question 2: "Who were they pretending to be?" Select "Well-known or trusted business"
- Click "Continue"
- Add as much information as you have (i.e., copy the email) and submit!

Questions about the Analytics+ Conference?

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

Thank you!

Thank you for your support of the 2026 INFORMS Analytics+ Conference! Your participation is crucial to its success!

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.

Friendly Reminders

- All exhibitor materials and activities must be confined to the limits of the contracted exhibit booth and shall not interfere with attendee or aisle traffic and other exhibitors.
- All exhibits must be arranged so as not to obstruct the view of adjacent booths.
- Exhibits are not to exceed 8 feet in height on the back wall or 3.5 feet in height along the sides or extend beyond the contracted booth perimeter.
- All exhibits must be open and staffed during exhibit hours.

Exhibitor Information

- Please review the [Exhibitor Information](#) and past newsletters.
- Confirm the dates, times, and locations of your [Exhibitor Workshops](#) and [Technology Showcases](#).

Know Before You Go

Check out the [Know Before You Go](#) attendee webpage for additional information, hints, and reminders.

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. Judy will be on site at the Gaylord with prospectuses at the ready.

We look forward to welcoming you to Maryland!



See you very soon!