



Smarter Decisions
for a Better World

Welcome to the Inaugural 2024 INFORMS Analytics Conference Exhibitor Newsletter!



Welcome!

Thank you for your support of the [2024 INFORMS Analytics Conference](#). Here are some highlights! Check out [additional exhibitor details](#) on the website.

General Services Contractor

For the third year in a row, INFORMS has contracted with Shepard Exposition as its General Services Contractor (GSC). The Exhibitor Services Manual (ESM) will be available for download from the conference website soon.

Exhibit Booth Assignments

Shepard has a draft floor plan ready soon, and booth selections have begun! Exhibit booth selections will be offered in the order in which contracts were signed AND deposit or full invoice payments were made. We'll launch in rounds of three. Each exhibitor will have five business days in which to finalize their selection.

Upcoming Exhibitor Deadlines: February 29th

- Pay balance due to The Wyman Company.
- Complete the [Exhibitor Requirements Form](#).

Interested in Exhibitor Training?

Is your on-site booth staff in need of a refresher course to equip them with the knowledge and skills needed to make their participation in the Analytics Conference a success? INFORMS is considering hosting an Exhibitor Training webinar. If interested, please contact conferencesales@informs.org.

Analytics Conference Hotel Reservations

For your own protection, we ask that you exercise caution when making your hotel and travel arrangements. INFORMS only guarantees sleeping room rates or availability during the event dates for reservations made directly through the [hotel portal](#) published on the conference website. INFORMS negotiated the discounted group rate of \$269/night + taxes that includes a reduced resort fee of \$10 with 24-hour access to Stay-Fit Fitness Center, two bottles of water daily, a complimentary glass of champagne upon arrival (after 12noon for guests 21 and over), as well as many other perks.

Don't Risk Identity Theft: INFORMS does not work with outside travel vendors. If you are contacted by a company stating they are the official travel vendor for INFORMS or any INFORMS meeting, it is a scam. These groups are NOT affiliated with INFORMS in any capacity and engaging with them may result in identity theft and/or no hotel reservation at all.

Featured Sponsorship: Hotel Keycards

A Gold Level Analytics Conference sponsorship offers the opportunity to brand the Hyatt Regency Grand Cypress Resort hotel key cards. Put your logo in the hands of guests and leave a lasting impression on all meeting attendees. This package includes hotel key cards co-branded with your logo or artwork and INFORMS. Act fast! The vendor's deadline to order the keycards is March 1. Contact The Wyman Company if you're interested.

Looking for Additional Opportunities to Support the 2024 INFORMS Analytics Conference?

Exhibitor Donation Program

Plan to have a large monitor in your booth? Avoid shipping or rental costs. Get it locally at Best Buy, Costco, Walmart, or elsewhere and donate it after the conference!

INFORMS has partnered with A Gift for Teaching, an Orlando-based organization that has been serving public schools in Orange and Osceola counties since 1998. AGT is a source for free school supplies to teachers for students who need them most. They also provide opportunities for teachers to “shop” at their store for free educational resources that are donated. The AGT donation form will be available in the ESM and items will be picked up at the Hyatt after 4:00pm on Tuesday, April 16.

Meeting of Analytics Program Directors (MAPD)

The INFORMS [Meeting of Analytics Program Directors \(MAPD\)](#) has become the event for connecting and collaborating with colleagues in the field. Join us for the 7th Annual Meeting of Analytics Program Directors (MAPD) on April 13 where Analytics Program Directors from around the globe will engage with one another to tackle the issues that impact their programs.

We welcome sponsors who have an interest in reaching the world’s leading educators in Analytics and Data Science.

Questions about the MAPD program?

Contact Bill Griffin (bgriffin@informs.org) for more information.

Support an Early Career Professional!

The [Early Career Professionals’ Network \(ECPN\)](#) is a group designed to help recent graduates, soon to be graduates, or anyone newly entering the field of analytics/O.R. to build their professional networks and learn the practicalities of working in the field from experienced practitioners. The ECPN Workshop was created to reflect the fact that analytics work in the real world is challenging in ways that can’t be taught in the classroom.

Your contribution, starting at \$500, directly supports the ECPN program by allowing INFORMS to award more scholarships to support rising analytics professionals to attend the program and Analytics Conference.

Additional ECPN sponsorships are also available. The benefits include an invitation for a representative to attend the Saturday evening networking event, your logo prominently displayed in program materials, and copies of participant resumes after the event.

- Saturday Evening Reception - \$5,000
- Sunday Food and Beverage options:
 - Breakfast - \$1,500
 - Morning Refreshments or Afternoon Refreshments - \$500 each
 - Lunch - \$3,000
- Room and A/V charges -- \$750

Questions about the ECPN program?

Email ecpn@mail.informs.org.

Save the Dates!

- [2024 INFORMS/ALIO/ASOCIO International Conference](#), MEDELLÍN, COLOMBIA, June 16-19 (sponsorships available)
- [2024 INFORMS Security Conference](#), Arlington, VA, July 28-30 (tabletop exhibits and sponsorships available)
- [2024 INFORMS Annual Meeting](#), Seattle, WA, October 20-23 (exhibits and sponsorships available)

Questions about the Analytics Conference?

If you would like to upgrade your exhibit booth or add a sponsorship, please contact conferencesales@informs.org at The Wyman Company.

Please direct all exhibitor fulfillment, registration, workshop, showcase, and donation questions to [Loraine Coleman](#), the Exhibits & Meetings Manager at INFORMS.

Thank You! See you in Orlando!

Thank you for your support for the 2024 INFORMS Analytics Conference!