

# 2024 INFORMS Analytics Conference Exhibitor Newsletter

## What's New – Read all About It!



### Exhibitor Service Manual

The Exhibitor Service Manual (ESM) is now available to [download](#). The deadline for discounted orders from Shepard is March 25.

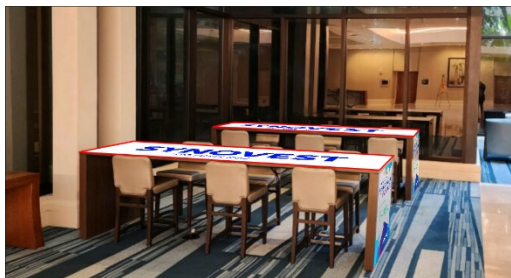
Your exhibit space is carpeted; it is teal and gray per the charging station picture below. You may choose to order carpet or flooring from Shepard (i.e., to match your branding); however, it is not required. **Please note:** Your organization will be responsible for damage to the Hyatt's carpet incurred in or around your booth or as a result of move-in or move-out.

### Promotion Kit

Check out the 2024 INFORMS Analytics Conference [Promotion Kit](#)! Invite your customers to register and attend the 2024 INFORMS Analytics Conference. Use the suggested text and artwork to promote your exhibit booth, Exhibitor Workshop, Technology Showcase, as well as any sessions in which your colleagues are presenting. Post on social media, LinkedIn®, Facebook, and Twitter/X using the hashtag, #2024Analytics.

### Featured Sponsorship: Charging Station

Have extra money in your budget? The Hyatt Regency Grand Cypress Resort tables on the convention level are available for branding. Put your logo front and center and leave an impression on all meeting attendees. This package includes co-branding with your organization's logo alongside the INFORMS logo. Contact [The Wyman Company](#) if you're interested.



### Coming in 2025!

#### Exhibitor Advisory Group (EAG):

We are looking for volunteers! An EAG is one of the best ways to create a channel for communication between INFORMS and its exhibitors. We will plan quarterly or bimonthly online meetings. We may also have on-site meetings at the Analytics Conferences and Annual Meetings. Contact [Lorraine Coleman](#) if you're interested in participating.

#### Priority Points System:

INFORMS does not currently have a Priority Points System (PPS) for exhibit booth assignments, but we will be using one in 2025. Points will be tallied for each INFORMS meeting separately – not combined. We will not publish an exhibitor's total priority points for any event; however, we will share the booth assignment order for a specific conference.

We will be starting with the 2025 Analytics Conference. One point will be awarded for each 10' x 10' booth your organization had at an INFORMS analytics conference from 2017 through 2024. A signed contract and deposit (or full) payment will still be required before your organization can select an exhibit booth. We believe this system will benefit all exhibitors. It allows smaller and new exhibitors to build points the same way larger organizations do.

**Questions about the EAG or PPS?** Please contact [Lorraine Coleman](#).

### Traveling with Family or Extending your Stay in Orlando?

Visit Orlando is offering conference attendees all the "[Unbelievably Real](#)" experiences Orlando has to offer including legendary attractions, award-winning dining, and world-class golf courses. Visit Orlando's team is available to [help you plan your extended stay](#). They also offer discounted attractions tickets for our conference attendees.

## Exhibitor Workshops

Exhibitor Workshop presentations are included with your exhibit booth and may include product demonstrations and be commercial. The titles, speakers, and descriptions are required early to allow attendees to select them during the registration process. They are also published on the conference website and in the mobile app.

**Note:** If hosting an Exhibitor Workshop on Sun, April 14, you will receive an invoice from INFORMS for the \$150.00 AV fee.

## Technology Showcases

Formerly known as Technology Tutorials, we are adopting a new name for these track sessions to remedy the confusion with the Annual Meeting TutORials, a different presentation type.

Technology Showcase presentations are also included with your exhibit booth and should be educational (not commercial) and feature case studies which may include the use of your products and services. The titles, descriptions, and presenters are published on the conference website and in the mobile app.

Technology Showcase presentation slides are due to [meetings@informs.org](mailto:meetings@informs.org) by March 18. They are also published in the mobile app.

For both Exhibitor Workshops and Technology Showcases, we would like to know if their content is most relevant to one or more of the following:

- Associate (Early Career)
- Professional (Mid-Career)
- Executive (Senior Level)

## Did you know?

You can order [food and beverage](#) for your workshop attendees or in your exhibit booth!

**You set the budget** and work directly with the Hyatt Regency catering department, the exclusive food and beverage service provider at the resort. All catering orders are subject to a 26% taxable service charge and 6.5% sales tax. A Hyatt bartender is required if alcohol is offered.

## Here is an Additional Opportunity to Support the 2024 INFORMS Analytics Conference

### Executive Forum

The [Executive Forum](#) is a highly anticipated event with over 70 senior industry leaders from across the globe participating. This exclusive gathering for senior executives and enterprise leaders provides a special opportunity to get your name in front of the industry's top leaders as they network with their colleagues and discuss critical issues in analytics. This year's topic, *Artificial Intelligence Unleashed: Realizing Business Potential through Applied AI*, is sure to draw a crowd. Your sponsorship includes access to attend the invitation-only event on Sunday evening, April 14.

Interested in sponsoring the event and having your company name in front of this elite group of analytics leaders? [Click here to learn more.](#)

### Upcoming Exhibitor Deadlines:

<a href="#">Hotel Reservations</a>	3/15/2024
Technology Showcases: Final presentation slides must be submitted to <a href="mailto:meetings@informs.org">meetings@informs.org</a>	3/18/2024
Online and discount deadline for exhibit booth orders via Shepard's Exhibitor Service Manual (ESM)	3/25/2024
Conference Registration List Distributed to Exhibitors	3/25/2024
Exhibitor Registrations due	3/29/2024
Pay \$150 Exhibitor Workshop AV Fee (INFORMS to invoice)	3/29/2024

### 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 these events?

Please contact The Wyman Company at [conferencesales@informs.org](mailto:conferencesales@informs.org).