

# 2024 INFORMS Analytics Conference Exhibitor Newsletter We're (only) 30 Days Away!



## Exhibitor Information

### **Exhibits Location:**

Convention Level, Porticos East and West

### **Exhibitor Set-up:**

Sunday, April 14, 2024, 12noon-5pm

### **Exhibitor Hours:**

Sunday, April 14, 2024, 7-8:30pm  
(Welcome Reception with Exhibitors)

Monday, April 15, 2024, 9am-4:00pm

Tuesday, April 16, 2024, 9am-4:00pm

### **Exhibitor Move-Out:**

Tuesday, April 16, 2024, 4:00\*-9:00pm

\*Early dismantling is disruptive to the exhibit show; therefore, exhibitors may not pack, tear down, or remove any portion of the exhibit prior to the official closing at 4:00pm, Tuesday, April 16.

## **Upcoming Exhibitor Deadlines:**

Technology Showcase: 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 (our General Services Contractor) Exhibitor Service Manual (ESM)	3/25/2024
Conference Registration List Distributed to Exhibitors	3/25/2024
Registrants/Registration	3/29/2024
Pay \$150 Exhibitor Workshop AV Fee (INFORMS to invoice)	3/29/2024

## **Analytics Conference Registration List**

INFORMS will provide exhibitors with one attendee registration list approximately 10 days after the early registration deadline.

**Note:** Due to GDPR restrictions, the attendee registration list will not include email addresses.

**Beware of Rogue List Brokers:** INFORMS doesn't sell member or registration lists; however, rogue list brokers would like you to think otherwise. These solicitors claim to have the attendee list from a specific conference, list the demographic information they will share, indicate the number of contacts in the list (often this is incorrect), and offer to send pricing information. Do not reply or engage with these organizations. If you receive such an email, please forward it to [meetings@informs.org](mailto:meetings@informs.org).

## **Want to drive traffic to your booth?**

- **Host Coffee Service in your booth:** What's the most popular question at conferences these days? It's, "where can I get a cup of coffee?" Why not in your exhibit booth? Available Monday and Tuesday outside of the INFORMS hosted coffee breaks at 10:00am and 2:45pm on Monday and Tuesday.
- **Host Happy Hour in your booth:** Available Monday and Tuesday afternoons.

## **Notes:**

- You set the budget and work directly with the [Hyatt Regency Grand Cypress 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 also required if alcohol is offered.

## **Questions?**

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

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