

## 2024 INFORMS Analytics Conference Exhibitor Newsletter! Final Reminders



### [Exhibitor Information](#)

#### **Exhibits Location:**

Convention Level, Porticos East and West

#### **Exhibitor Move-in:**

Sunday, April 14, 12noon-5pm

#### **Exhibitor Hours:**

Sunday, April 14, 7-8:30pm

(Welcome Reception with Exhibitors)

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

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

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

Tuesday, April 16, 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.

### **Terms and Conditions**

Just a reminder about the exhibitor contract Terms and Conditions. This year, we will be watching for the following on site:

- All exhibits must be arranged so as not to obstruct the view of adjacent booths.
- Exhibits are not to exceed eight feet in height on the back wall or 3.5 feet in height along the sides or extend beyond the contracted booth perimeter. This includes lighting and sound.

- Hours and dates for installing, showing, and dismantling the exhibit space shall be those specified by INFORMS and [published on the event website](#) and in the Exhibitor Service Manual (ESM).
- All exhibits must be open and staffed during the exhibit hours published on page one of this newsletter and the conference website.
- No dismantling or packing may be started before the official close of the exhibits, 4:00pm, Tuesday, April 16.

In the future, your organization may incur penalties for violations of these Terms and Conditions such as the loss of priority points or right of first refusal.

### **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.

### **Exhibitor Survey**

Watch for the 2024 INFORMS Analytics Conference exhibitor survey via the mobile app. Your feedback is important to us!

## Using Engagefully, the Analytics Conference Mobile App: Download it to your Phone Now!

We're planning to launch the mobile app today! Did you know you...

- must be registered for the conference to access the mobile app and its desktop version? You won't receive the email if you aren't registered.
- will have access to FREE lead retrieval?
- can contact attendees directly through the app before (invite them to attend your workshop or showcase), during (ask them to stop by your booth), and after the conference (follow up on their interests)?
- can post your workshops and showcases on the Social Timeline to drum up attendance?
- can access the Exhibitor Portal through the desktop version and see the contacts and leads generated on site?

I will be available on site to demo the QR Code scanning for lead retrieval.

### 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.

### 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. Your feedback is important to use when implementing and reviewing policies and initiatives.

We will plan quarterly or bimonthly online meetings. We may also have on-site meetings at the Analytics Conferences and Annual Meetings. Contact [Loraine Coleman](#) if you're interested in participating.

## 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 pricing information.

Recently, some Analytics Conference exhibitors have been contacted by these rogue solicitors. 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).

### 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)

### Ready to Commit to these Future Events?

For more information, please check the meeting websites and contact [conferencesales@informs.org](mailto:conferencesales@informs.org) at The Wyman Company.

### See you soon!

Thank you for supporting of the 2024 INFORMS Analytics Conference!

**Note:** I'll be traveling to Orlando early Friday morning. Upon my arrival, I'll be jumping into conference set-up. During the day, I will have limited access to email. Thanks in advance for your patience as we prepare for your arrival.