



Smarter Decisions
for a Better World

Welcome to the 2025 INFORMS Annual Meeting Exhibitor Newsletter!

Welcome!

Thank you for your support of the 2025 INFORMS Annual Meeting! These newsletters will be sent monthly and highlight details of the Annual Meeting as well as new information. For now, newsletters will be sent to the primary sales contact(s). Later this year, I will send them to you and your on-site staff.

Future issues will include details about:

- Exhibitor Donations Program
- Promotion Kit
- Other Ways to Support INFORMS in Atlanta

General Services Contractor

For the fourth year in a row, INFORMS has contracted with Shepard Exposition as its General Services Contractor (GSC). Their ExhibitorPro platform will be available soon. Expect an email from shepardes.com to place your furniture, power, catering, and AV orders.

Exhibit Booth Assignments

Booth selections have begun! Exhibit booth selections were offered in the order in which contracts were signed AND deposit or full invoice payments were made.

Hotel Reservations

For your own protection, please exercise caution when making your hotel and travel arrangements. The Resiada website is the only officially endorsed method of booking hotel rooms for the Annual Meeting. INFORMS can only guarantee sleeping room rates or availability during the event dates for reservations made directly through the [published link](#).

Discounted Airfare

[Delta Air Lines](#) is pleased to offer special discounts for the Annual Meeting in Atlanta, GA. Call Delta Conferences and Events® at **1.800.328.1111*** Monday–Friday, 8:00am–6:30pm (EST) and refer to Meeting Event Code NY3W2.

Primary Location

The 2025 INFORMS Annual Meeting will be held in Buildings A & B of the Georgia World Congress Center (GWCC) in Atlanta, GA. Committee meetings, and evening and special events (i.e., awards programs) will be held in the OMNI Atlanta Hotel at Centennial Park which is connected to the GWCC.

First Exhibitor Deadline: August 15

Submit the details (title, speaker, and 100-word description) for your Exhibitor Workshop and Technology Showcase. Both will be published on the conference website, on the registration platform (Exhibitor Workshops), and in the mobile app.

Questions about the Annual Meeting?

If you would like to increase the size of your exhibit booth and/or add a sponsorship, please contact conferencesales@informs.org at The Wyman Company.

Please bookmark the [Exhibitor Information](#) page and check back often for updates.

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 Atlanta!