



Smarter Decisions
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informs
ANNUAL
MEETING

2025 INFORMS Annual Meeting Exhibitor Newsletter

August Issue

Great News!

We've signed an agreement with ShowCycle! Their online platform will allow exhibitors and sponsors to enter their 100-word descriptions, logos, contact information, social media links, and additional resources directly into the platform. Watch for an email soon!

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.

General Services Contractor

Shepard Exposition is our General Services Contractor (GSC). Their ExhibitorPro platform is available. If you have a booth number, you should have received an email from Shepard (showmail@shepardes.com) to access their ExhibitorPro platform.

If not, please check your junk/spam folder or contact orders@shepardes.com. Log-in to place your furniture, flooring (required in all booths), power, catering, and AV orders.

Upcoming Deadlines:

- **August 29:** Pay any balances due to The Wyman Company
- **September 15:** Pay Exhibitor Workshop AV fees to INFORMS.
- **September 26:** First Day for Shepard Warehouse Deliveries
- **October 2:** Discount Price Deadline for all Shepard Orders

Exhibitor Workshops

The deadline for Exhibitor Workshop details was **Fri, Aug 15**. Workshops will be available on the registration platform, and registrants can add them to their schedules after Labor Day.

Technology Showcases

Good news! The deadline for Technology Showcases was extended to Fri, Sept 5. Better news! The Technology Showcase requirements have been reduced to identifying two [cluster subjects](#).

Social Media Promotion Kit

Join the conversation on social media to amplify your presence at the 2025 INFORMS Annual Meeting. The [Promotion Kit's](#) sample messages and images can be used as a guide.

I can't wait to see your postings on LinkedIn@!

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.

Hotel Reservations

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](#).

Important Alert

As an exhibitor, you may receive emails and phone calls from various companies offering hotel rooms at discounted rates, attendee lists, etc. These companies are NOT affiliated with INFORMS and are NOT authorized by INFORMS to contact exhibitors. Please do not reply to these requests. Instead, [learn what you can do to help squash these pirates](#).

Exhibitor Donations Program

INFORMS has selected [Café Momentum](#) as this year's recipient of exhibitor donations. Working alongside local Justice Departments and community partners, Café Momentum is proving that it is possible to break the cycle of incarceration and violence that many young people experience.

Their Atlanta restaurant, gives youth, ages 15–19, the opportunity to gain industry skills through training programs and a strong support system. Café Momentum has limited hours during the Annual Meeting. [Make your reservations](#) now.

Their [Community Services Center](#) (CSC) offers a safe place to study and recharge as program participants work toward their goals. Additionally, the CSC allows for more engagement with volunteers and partner organizations to provide academic tutoring, mentoring, and life skills workshops.

At past meetings, exhibitors donated:

- ink pens,
- sealed/unopened tubes of lip balm,
- new bottles of hand sanitizer,
- small furniture,
- a [Pop-a-Shot](#) basketball game, and
- large, flat-screen TV monitors (why rent at astronomical prices; buy local and donate!)

Other Ways to Support the 2025 Annual Meeting

- [Career Fair](#) Contact [Tom Fink](#).
- [INFORMS Combined Colloquia](#) Contact [Anna Galloway](#).
- [INFORMS Committee on Teaching and Learning \(CTL\) Teaching Excellence and Networking \(TEN\) Workshop](#) (formerly Early Career Teachers' Network/ECTN) Contact [Anna Galloway](#).
- INFORMS Fellows' Lunch: contact [Mary Magrogan](#) for details.

New this year: Exhibit Hall Activations

Got giveaways? Holding a raffle? Send me a 30- to 40-word description, and I'll list them on the new (not yet published) Exhibit Hall Activations webpage! They'll also be featured in the mobile app.

Effectively Staffing your Exhibit Booth

Here are some best practices to consider when staffing your booth:

- Select experienced personnel.
- Choose team members who are knowledgeable about your products or services and experienced in sales or customer interactions.
- Staff should be friendly, outgoing, and able to engage with attendees naturally.
- Include a mix of roles (e.g., sales, technical experts, and marketing) to cover a range of questions and interactions.

Source: IAEE DC Chapter

Got Free Time or Extending Your Stay in Atlanta?

[Discover Atlanta](#) is always open! Create. Connect. Play. Watch. Dine. Feel. Meet. Invent. Dance. Relax. Enjoy!

Questions about the Annual Meeting?

If you would like to increase the size of your exhibit booth and/or add a sponsorship, please contact [Judy Ridings](#) at The Wyman Company.

Questions about your exhibit booth?

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 for participating in the INFORMS Annual Meeting! Your support is the key to its success!

See you in Atlanta!