



Smarter Decisions
for a Better World



2025 INFORMS Annual Meeting Exhibitor Newsletter

September Issue

Primary Location

The 2025 INFORMS Annual Meeting will take place in Buildings A & B, connected and under the same roof, of the [Georgia World Congress Center](#) (GWCC) in Atlanta. Plenaries, keynotes, technical sessions, career fair, exhibits, posters, Exhibitor Workshops, and Technology Showcases will be held here.

Committee meetings, and evening and special events (i.e., awards programs) may be held in the OMNI Atlanta Hotel at Centennial Park which is connected to the GWCC.

Exhibits Location

The 2025 INFORMS Annual Meeting exhibits will be in Building A on Level One in Exhibit Hall A3 of the Georgia World Congress Center.

Great News!

We have 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!

Deadlines:

- **September 15:** Pay Exhibitor Workshop AV fees to INFORMS.
- **September 26:** First Day for Shepard Warehouse Deliveries
- **September 30:** Exhibitor and Sponsor Registrations
- **October 2:** Deadline to make [hotel reservations](#) in the Annual Meeting block
- **October 2:** Discount Price Deadline for Shepard Orders

Parking at the GWCC?

- The GWCCA strongly recommends pre-purchasing parking to ensure you have a guaranteed spot at the discounted rate of \$16.95 per day, especially during busy event days.
- You can pre-pay via their official [Parking Portal](#). Once on the page you will see the event Calendar, scroll to October, select INFORMS, and follow the instructions.
- After purchase, you will receive a digital parking pass that can be stored on your phone or printed. This pass is scanned at the lot entrance for access.

Exhibit Booth Assignments

[Booth selections](#) are ongoing, and the exhibit hall is expanding! 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.

Reminder

Exhibit Hall A3 is not carpeted. You are required to install your own carpet or flooring or order it from Shepard.

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 cannot wait to see your posts 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.

Order Catering for your Exhibit Booth or Workshop

Nothing drives attendees to your exhibit booth like coffee! Treat your workshop attendees to a refreshment break. Contact [Alexandra Brouillette](#) at [Levy Restaurants](#) and be specific about the date, time, and location (meeting room number or booth number).

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 proves 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 dedicated 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' Luncheon: contact [Mary Magrogan](#) for details.

New to the Annual Meeting: Exhibit Hall Activations

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

Staffing Your Exhibit Booth Effectively

Here are a few best practices to consider:

- **Immediate Follow-Up:** Train staff to follow up on leads quickly, even during the event, if possible, to maintain momentum and interest.
- **Detailed Notes:** Ensure staff take detailed notes on each interaction to personalize follow-up communications and maintain context.
- **Clean and Organized:** Keep the booth clean and always organized. Assign someone to tidy up regularly.
- **Stock Management:** Ensure materials, giveaways, and literature are well stocked and easily accessible.

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!

Wi-Fi

INFORMS will provide complimentary Wi-Fi, sponsored by Hexaly, throughout the GWCC meeting space. Wi-Fi is optimized for web browsing and email but not streaming. If you need uninterrupted Wi-Fi access in your booth, you will want to order it from CCLD via the ExhibitorPro platform.

Questions?

Bookmark the [Exhibitor Information](#) page and check back often for updates or contact [Loraine Coleman](#), the Exhibits & Meetings Manager, at INFORMS.

See you in Atlanta!