



Smarter Decisions
for a Better World



2025 INFORMS Annual Meeting Last Calls and Reminders

October Issue

REMINDER: Exhibitor Terms and Conditions

Hours and dates for installing, showing, and dismantling the exhibit space shall be those specified by INFORMS and published on the applicable event website and in the ESM. All exhibits must be open and staffed during exhibit hours, and no dismantling or packing may be started before the official close of the show. Neither INFORMS, the contracted general services contractor, nor the host facility shall be responsible or liable for any property not timely removed by the Exhibitor.

All materials and activities must be confined to the limits of the exhibit booth, may not extend beyond the contracted booth perimeter, and shall not interfere with traffic or other exhibitors. Promotion is limited to products and services of the exhibiting company only. Reassignment, subletting, or sharing of exhibit space is prohibited. Excessive noise, which would interfere with other exhibitors, is not allowed.

All exhibits must be arranged so as not to obstruct the view of adjacent booths. Exhibits are not to exceed 8 feet in height on the back wall or 3.5 feet in height along the sides or extend beyond the contracted booth perimeter.

LAST CALL: Is your Exhibit Booth Fully Outfitted?

Will you have a place to sit or a table to display your materials? Exhibit Hall A3 is not carpeted. You are required to install your own carpet or flooring or order it from Shepard. Electricity is also not included.

If you haven't taken care of these items, please contact [Shepard Exposition](#) as soon as possible.

LAST CALL: Exhibit Hall Activations

Got giveaways? Holding a raffle? Send me a 30- to 40-word description, and I will list them on the new [Exhibit Hall Activations](#) webpage! They will also be featured in the mobile app.

REMINDER: 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.

REMINDER: 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.

REMINDER: Social Media Promotion Kit

It's not too late to 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.

REMINDER: 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).

REMINDER: Concessions

Lunch will be available for purchase in Exhibit Hall A3, Sun-Tues, 11:30am-3:30pm. Credit and Debit payments ONLY. No cash accepted.

REMINDER: The Mobile App is your Lead Retrieval Tool

The mobile app will be launched on or around Oct 13. You must be registered for the 2025 INFORMS Annual Meeting to access it. Practice Lead Retrieval with your colleagues or other exhibitors. Check your Registrant Bag to see your collection.

AFTER the mobile app has been launched, registered exhibitors can access their organization via the [desktop Exhibitor Portal](#) to:

- make edits and changes,
- add notes to an attendee record, and
- add resources to your mobile app listing
 - add printed materials and websites to your organization's listing in the mobile app. While the file size is limited to *50 MB or less*, there shouldn't be a limit to the number of files.
 - Video content:
 - One (1) Embedded Vimeo video
 - One (1) Embedded YouTube video
 - Add additional videos as resources

REMINDER: Highlights of the Mobile App

Direct Messaging: Search and send a message to specific registrants. Invite them to stop by your booth, exhibitor workshop, or technology showcase!

Social Timeline: Share your social media posts here!

Local Dining: Get out of the convention center and your hotel room. Check out the local restaurants!

Weather: Check the Atlanta weather before you pack!

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!

Exhibitor Workshops

[Exhibitor Workshop](#) registration lists will be sent on Mon, Oct 13. Reach out to your attendees; remind them of when and where your workshop is; share files/documents if appropriate; engage with them prior to arriving in Atlanta.

There are bound to be no-shows (flight delays or cancellations; oversleeping due to jet lag; etc.). If that happens and there are empty seats in the room, anyone can join. Be sure to capture their contact information, because INFORMS won't know if someone joined your workshop or who they were. Badges are required for all Annual Meeting events and sessions; use the mobile app to scan the attendee QR codes. Check your Registrant Bag to see if you have their email addresses.

REMINDER: Setting up and Staffing Your Exhibit Booth

- Did you know that placing a table across the front of your booth creates a physical and mental barrier to attendees?
- Open the front door and let your guests in!
- Angle the table or position it perpendicular to the aisle. Create an opening that will encourage people to enter your booth!
- Better yet, put the information table at the back of your booth, so attendees must walk in to learn more!

Here are a few best practices to consider:

- **Immediate Follow-Up:** Train staff to follow up on leads quickly and capture email addresses, even during the event, 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

REMINDER: Questions?

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

See you in Atlanta!