



Smarter Decisions
for a Better World

Welcome to the First 2026 INFORMS Annual Meeting Exhibitor Newsletter!

Welcome!

Thank you for supporting the [2026 INFORMS Annual Meeting](#)! This newsletter was sent to the primary sales contacts. Future newsletters will be sent to primary sales contacts and on-site staff.

Future issues will include details about the:

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

General Services Contractor

INFORMS will again be contracting with Shepard Exposition as its General Services Contractor (GSC). Their ExhibitorPro platform will be available in September. Expect an email from shepardes.com to place your furniture, flooring, power, catering, and AV orders. **Note:** flooring is required in all booths.

Exhibit Booth Assignments

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

Primary Annual Meeting Locations

The 2026 INFORMS Annual Meeting will be held in Moscone Center South. Some Technical Sessions, Committee meetings, and evening and special events will be held in the San Francisco Marriott Marquis. Once the mobile app is published, use it for the most up-to-date locations.

Exhibit Booth Locations

Exhibits, Poster Sessions, and Sunday's Welcome Reception will be in Hall A on the Exhibition Level of Moscone Center South. Check the website for dates and times.

Exhibitor Deadlines

- **August 31:** Submit the details (titles, speakers, and 100-word descriptions) 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.
- **September 11:** If deposits are paid, please settle balance due invoices with The Wyman Company.

Discounted Airfare

Both United Airlines and Southwest are offering discounted fares to/from SFO and area airports. [Learn more and book your flights early.](#)

Hotel Reservations

Resiada is only official Housing Service for INFORMS; however, poachers may reach out to you. If your company receives fraudulent emails or phone calls soliciting you to purchase attendee lists, book hotel rooms, or other products/services, please [file a report](#) with The Federal Trade Commission (FTC). The FTC will share these reports with their law enforcement partners to help investigations and stop these pirates.

Questions about the Annual Meeting?

If you would like to 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, and showcase questions to [Loraine Coleman](#), Exhibits & Meetings Manager.

Thank You! See you in San Francisco!