



Smarter Decisions
for a Better World



2026 INFORMS Annual Meeting September Exhibitor Newsletter!

Welcome!

This newsletter was sent to the primary sales contacts and on-site staff if registrant names were provided.

General Services Contractor

Shepard Exposition is our General Services Contractor (GSC). They launched their ExhibitorPro platform on **September 21**.

Look for an email to log-in and place your furniture, flooring, power, catering, and AV orders. If have not seen Shepard's email, please check your junk/spam folder or contact orders@shepardes.com.

Reminder: Hall A is not carpeted. You are required to install your own carpet/flooring or rent it from Shepard.

Wi-Fi

INFORMS will provide complimentary Wi-Fi, sponsored by Hexaly, throughout Moscone South. 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 via the ExhibitorPro platform.

Primary Annual Meeting Locations

The 2026 INFORMS Annual Meeting will be held in Moscone Center South. Some Technical Sessions, Committee meetings, evening and special events, and the Career Fair will be held in the San Francisco Marriott Marquis.

Exhibit Booth Locations

Exhibits, Poster Sessions, and Sunday's Welcome Reception will be in Hall A on the Exhibit Level of Moscone Center South. Check the [website](#) for move-in, operations, and move-out dates and times.

Promotion Kit

Join the conversation on social media to amplify your presence at the 2026 INFORMS Annual Meeting. Use the suggested [messaging and graphics](#) to promote your participation!

Exhibitor Deadlines (Past and Upcoming)

- **August 31:** There is still availability for Exhibitor Workshops (one per exhibitor).
- **September 11:** If deposits are paid, please settle balance due invoices with The Wyman Company.
- **September 23:** Submit Exhibitor and Sponsor Registrant Names so they can be coded.
- **September 25:** Technology Showcases titles, speakers, descriptions, and two [cluster subjects](#) were due.
- **September 28:** Watch for an email this week to access the online exhibit floor plan and add your contact information and additional details.
- **September 30:** Pay \$150 Workshop AV Fee to INFORMS (if applicable).
- **October 8:** Discount Price Deadline for all Shepard Orders.
- **October 14:** Draw attendees to your booth! Got giveaways? Holding a raffle? E-mail a 30- to 40-word description of your booth activities to [Loraine](#). They will be featured on the website and in the mobile app.

Discounted Airfare

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

Got Free Time or Extending Your Stay in the San Francisco/Northern California Area?

[San Francisco Travel](#) is always open! Play. Wine. Dine. Relax. Enjoy!

Important Alert

As an exhibitor, you may receive emails and phone calls from various companies offering hotel rooms at discounted rates, attendee lists for sale, 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, report them to the Federal Trade Commission ([FTC](#)) as fraud.

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](#).

Setting up and Staffing Your Exhibit Booth

Here are a few best practices to consider:

- **Setting Up:** 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!
 - Create an opening that will encourage people to enter your booth!
 - Angle the table or position it perpendicular to the aisle.
 - Better still, put the information table at the back of your booth, so attendees must walk in to learn more!
- **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 use Engagefully to take detailed notes on each interaction to personalize follow-up communications and maintain context.
- **Stock Management:** Ensure materials, giveaways, and literature are well stocked and easily accessible.

Source: IAEE DC Chapter

Questions about the Annual Meeting?

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](#), INFORMS Exhibits & Meetings Manager.

Engagefully, the INFORMS Mobile App

Watch for the mobile app release next month (mid- to end of October). The most up-to-date conference schedule, presentation and exhibit details, and maps can be found in the mobile app.

Click on the Scan QR Code icon to open the scanner and view your own QR code. Then scan the QR code on the screen of the person you want to connect with! You will find these contacts in your "Registrant Bag" on the homepage of the Engagefully mobile app. You will also be able to add notes or email addresses to your contacts.

Other Ways to Support the 2026 Annual Meeting

- **Career Fair:** Contact [Winston Hunter](#) or call +1 (404) 965-2684.
- **CAP@ Exams:** Contact [Judy Clapp](#).
- **CTL Teaching Excellence and Networking (TEN) Workshop:** Contact [Anna Galloway](#).
- **INFORMS Fellows' Lunch:** Contact [Judy Ridings](#).
- **Sponsorship Opportunities:** Contact [Judy Ridings](#) for details.

Save the Dates

- INFORMS San Francisco Bay Area Regional Analytics Conference ([IRAC 2026](#)), October 2, San Jose State University, San Jose, CA
- [2026 Winter Simulation Conference](#), December 6-9, Scottish Event Campus (SEC Centre), Glasgow, Scotland
- [2027 INFORMS Analytics+ Conference](#), April 4-6, Washington Hilton, Washington, DC
- 2027 INFORMS Conference on Service Science ([ICSS2027](#)), June 14-16, The National Conservatory of Arts and Crafts, Paris, France
- [2027 INFORMS MSOM and SIG Day](#), June 20-22, Haskayne School of Business, Banff, Canada
- 2027 ISMS Marketing Science Conference, June 24-26, Sheraton Seattle, Seattle, WA
- 2027 INFORMS Transportation Science and Logistics Society (TSL) Workshop, September 5-8, North Brabant, Netherlands

Thank You! See you in San Francisco!