EXHIBITOR & SPONSORSHIP QUESTIONS AND INQUIRIES

Contact: Olivia Schmitz
INFORMS Exhibit and Sponsorship Sales Manager
olivia.schmitz@informs.org
443.757.3539
LOCATION
Caesars Palace Las Vegas, Nevada

CONFERENCE DATES
April 2–4, 2017

EXHIBIT DATES & HOURS
Sunday, April 2, 2017    7–8:30pm  (Welcome Reception in Exhibit Hall)
Monday, April 3, 2017   9am–4:30pm
Tuesday, April 4, 2017  10am–3:45pm

EXHIBIT FEE
$2,995 Renewing Analytics Exhibitor from 2016
$3,250 New Exhibitor

SPONSORSHIP PACKAGES
Range from $2,500 to $15,000

WHY SHOULD YOU EXHIBIT & SPONSOR AT ANALYTICS 2017?
The INFORMS Conference on Business Analytics and Operations Research is the premier business analytics conference drawing 800+ quantitative/analytic practitioners – including senior level managers from leading industries as well as leading academics – for three days of intensive learning and networking. Get your products, services, and people in front of high-level decision makers.

KEY BENEFITS OF EXHIBITING
• 8 x 10 draped exhibit booth (8’ drapery back wall, 3’ drapery side rails) with 7’x44' identification sign with company name and booth number*

• Opportunity to present one 50-minute Technology Tutorial during conference sessions**

• One (1) Pre-Conference Technology Workshop on Sunday, April 2, 2017**

• One (1) complimentary full conference registration pass (includes Edelman Gala), plus two (2) booth-only staff per booth purchased

• Expanded 100-word listing online, and in the conference mobile app

*Note: table and chairs are not provided but can be rented through the decorator.

**Note: space is limited and scheduling is done as payment is received.

RESERVE EARLY
Sponsorship and Exhibit Space is limited and will sell out fast. Booth locations will be offered on a first-come, first-served basis. Booth space is selected during the time of registration.
<table>
<thead>
<tr>
<th><strong>ANALYTICS 2017</strong></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BOOTH ONLY</strong></th>
<th><strong>EDELMAN - EXECUTIVE</strong></th>
<th><strong>EDELMAN - CHAMPION</strong></th>
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Please see next page for details on available sponsorship opportunities.
ANALYTICS 2017 SPONSORSHIP OPPORTUNITIES  (SUBJECT TO CHANGE)

PLATINUM - $15,000
This level of sponsorship will receive all of the Platinum Sponsor benefits (see the chart) plus their choice of one of the following opportunities:

EXECUTIVE FORUM
The 8th Annual Executive Forum will take place on Sunday, April 2, 2017. This exclusive, invitation only gathering for senior executives provides a special opportunity to network with colleagues and discuss important issues in analytics. Get exposure to over 65 senior executives plus signage with your logo and two executive passes to the Forum.

CONFERENCE MOBILE APP (EXCLUSIVE)
The customized INFORMS Meetings mobile app includes the detailed schedule, abstracts, speaker information, exhibitor listings, floorplans, and more. Hundreds of participants will access the app multiple times before, during, and after the event. You will receive a banner ad on each app page with link to your website, one scheduled alert/push notification per day, and a designated sponsor app page.

CONFERENCE BAG (EXCLUSIVE)
Conference bags will promote your organization to hundreds of attendees each day of the conference. Bags will be distributed at registration and will be used for years to come. The bag will feature your printed logo alongside the conference name and logo.

TRACK SIGNAGE (EXCLUSIVE)
This is a great opportunity for high visibility over four full days of the conference. As a sponsor you will have your full-color, 3” x 5” logo on all meeting room track signs posted outside each session room (12+ rooms) daily.

LANYARD (EXCLUSIVE)
Lanyards put your company’s name around the neck of hundreds of attendees. This sponsorship includes customized badges and colorful lanyards printed with your organization’s logo along with INFORMS Conference branding.

PAD/NOTEBOOK (EXCLUSIVE)
Every full-conference attendee at Analytics 2017 will receive a conference notebook at registration. The customized conference notebook will highlight your organization’s logo along with INFORMS Conference branding.

HOTEL KEY CARDS (EXCLUSIVE)
Get high impact results with this sponsorship! Hotel keycards give your organization the opportunity to provide the full color artwork for the key cards given to everyone at hotel check-in.

GOLD - $10,000
This level of sponsorship will receive all of the Gold Sponsor benefits (see the chart) plus their choice of one of these opportunities:

LUNCH FOR ONE DAY (TWO OPPORTUNITIES)
INFORMS provides a sit-down luncheon on Monday, April 3 and Tuesday, April 4 with a keynote speaker. Sponsors will receive their company logo on luncheon welcome slides, verbal recognition during speaker introduction and a table drop.

WELCOME RECEPTION
The Welcome Reception is held on Sunday, April 2 in the Exhibit Hall bringing together all participants to kick off the meeting. Great food and a cash bar will be provided. INFORMS will provide recognition on signage and cocktail napkins with your company logo.

CONFERENCE PEN (EXCLUSIVE)
Get your logo in everyone’s hands. Company logo printed on conference pens handed out at registration.

SILVER - $2,500
This level of sponsorship will receive all of the Silver Sponsor benefits (see the chart) plus their choice of one of these opportunities:

INFORMS PROFESSIONAL COLLOQUIUM
The INFORMS Professional Colloquium is a highly selective interactive colloquium designed to help practice-oriented master’s and PhD students’ transition into successful real-world careers. Sponsorship includes signage outside of the meeting room on Sunday, April 2, company logo on IPC welcome slides, and verbal recognition during welcome.

POSTER PRESENTATIONS/DESSERT RECEPTION
Show your support of the poster presentations. Researchers, practitioners and students share their work in Analytics in these highly attended special interactive sessions. Poster presentations are scheduled in two sessions held after lunch on Monday and Tuesday. Sponsorship includes signage during the Poster Session/Dessert Reception and company logo on each poster board identification sign.

NEWCOMERS RECEPTION & ORIENTATION
Reception and orientation for first-time attendees takes place on Sunday, April 2 prior to the Welcome Reception. As a sponsor you will have your logo displayed on signage during the orientation and reception, company logo on welcome slides, and verbal recognition during welcome.

EDELMAN SPONSORSHIP
The Edelman Gala recognizes distinction in applications of analytics, operations research, and the management sciences. Opportunities are available to be a general sponsor at different monetary levels. Each level offers a special thank you for your support. See the sponsorship chart for the full complement of benefits. View Edelman Gala details on the Analytics 2017 website: http://meetings.informs.org/analytics2017.

EDELMAN EXECUTIVE - $5,000
Upgrade your sponsorship commitment to get special Edelman seating, two complimentary conference registrations, and full page advertising opportunities.

EDELMAN CHAMPION - $2,500
Sponsorship recognition at the Edelman Honors Reception and half-page advertising opportunities.

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2016 ANALYTICS CONFERENCE
BY THE NUMBERS

SAMPLE ATTENDEE INDUSTRIES:
• Advertising/Marketing
• Business Services
• Consulting Services
• Educational Services
• Financial Services
• Government/Military
• Health Services
• Insurance
• Manufacturing
• Telecommunications

SAMPLE ATTENDEE TITLES
• Analyst
• C-Level
• Consultant
• Director
• Manager
• Professor
• Student
• Vice President

AVERAGE OF 15% ARE FIRST-TIME ATTENDEES

86% HOLD MASTERS OR PhDs

88% LIVE IN THE U.S.

942 TOTAL 2016 ATTENDEES

75% ARE INTERESTED IN BUSINESS, CONSULTING & GOVERNMENT
TERMS & CONDITIONS

1. CONTRACT
The Contract for Sponsorship (and Exhibit Space, if included in package) properly executed by the Sponsor and accepted in writing by INFORMS, shall be considered a binding agreement between the Sponsor and INFORMS and subject to the rules stated in this document.

2. REGISTRATION
Exhibit and Sponsor registration fee includes all deliverables as outlined on the Exhibit and Sponsorship pages on the Analytics 2017 website: http://meetings.informs.org/analytics2017.

3. PAYMENT TERMS/CANCELLATIONS
The full exhibitor and/or sponsorship fees or details for invoicing must accompany the application and contract. Sponsors who cancel a contract in writing, postmarked by February 1, 2017, will receive a refund of fees paid less a $250 cancellation fee. There will be no refunds for cancellations after February 1, 2017. If sponsorships are cancelled by INFORMS, all payments will be refunded in full. Sponsorship, Exhibit and Additional Workshop AV Fees must be paid prior to April 2, 2017.

4. BOOTH ASSIGNMENTS
Booth assignments will be made on a first-come, first-served basis, upon receipt of the signed Contract for Sponsorship and payment. Assignments will not be made until payment is received. Exhibit service manuals will be available in February 2017.

5. BOOTH INFORMATION
Booth size is 8' x 10' with 8' drapery back wall and 3' drapery side rails. A 7" x 44" two-line identification sign with company name and exhibit booth number is included. Table and chairs are not included. All exhibits must be arranged so as not to obstruct the view of adjacent booths. Exhibits are not to exceed 8' in height on the back wall or 3.5' in height along the side walls. Adequate overhead lighting is provided. Individual electrical outlets are not included. The exhibit space within the hotel is carpeted.

6. BOOTH RELOCATION
If it becomes necessary to relocate an exhibitor after registration has been processed, INFORMS will contact the company. Every effort will be made to reassign the exhibitor to a similar space.

7. SHOW HOURS AND DATES
Hours and dates for installing, showing and dismantling the Exhibit Space shall be those specified by INFORMS and published in the Exhibit Service Manual. 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, Caesars Palace, or the contracted decorator shall be responsible or liable for any property not timely removed by exhibitor.

8. UNION LABOR
The Exhibitor must comply with all union regulations applicable to set-up, display, and dismantling of Exhibit Space, and all labor contracts and labor regulations in effect in the convention facility for the show.

9. USE OF SPACE
All materials and activities must be confined to the limits of the exhibit booth and shall not interfere with traffic or other exhibits. Promotion is limited to products and services of exhibiting companies only. Reassignment, subletting or sharing of exhibit space is prohibited. Excessive noise, which would interfere with other exhibitors, is not allowed. INFORMS reserves the right to alter the location of exhibit booths in the best interest of the exhibits and the conference.

10. FIRE PRECAUTIONS
Exhibitors must use materials that will pass fire inspection. Drapes and curtains must be flame proofed. The storage or use of flammable or explosive materials, or any substance prohibited by local laws or insurance carriers is forbidden. Caesars Palace or Hollins Exposition do not maintain insurance covering the Exhibitor’s property and agrees that they (and their respective officers, employees, and agents) will have no liability for damage thereto or loss thereof caused by any third party and it is the sole responsibility of the Exhibitor to obtain such property insurance. Each exhibiting company desiring to insure its exhibit and display materials against loss of any kind must do so at its own expense.

11. DAMAGE, RISK OF LOSS, INDEMNITY, & INSURANCE
The Exhibitor agrees to indemnify and hold harmless INFORMS, Hollins Exposition, and Caesars Palace and their respective officers, employees, and agents against (1) liability for damages on account of personal injury or property damage suffered by any third party arising out of the installation, maintenance, use, operation, removal of the exhibit by Exhibitor and use of the exhibiting premises by Exhibitor, and (2) costs and expenses related to the foregoing (including reasonable attorney’s fees), provided that the indemnified party: (a) promptly notifies Exhibitor of any such claim, (b) cooperates with Exhibitor in connection with the defense or settlement of any such claim, and (c) permits Exhibitor to control the defense and/or settlement of any such claim. The Exhibitor understands that INFORMS, Hollins Exposition and Caesars Palace do not maintain insurance covering the Exhibitor’s property and agrees that they (and their respective officers, employees, and agents) will have no liability for damage thereto or loss thereof caused by any third party and it is the sole responsibility of the Exhibitor to obtain such property insurance. Each exhibiting company desiring to insure its exhibit and display materials against loss of any kind must do so at its own expense.

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