EXHIBITING COMPANIES

52

ATTENDED THE 2015 CAREER FAIR

118 EMPLOYERS

IN ATTENDANCE

AVERAGE OF 5,700
LOCATION
George R. Brown Convention Center & Hilton Americas-Houston Hotel, Houston, TX

CONFERENCE DATES
October 22–25, 2017

EXHIBIT DATES & HOURS
Sunday, October 22, 2017        12noon–5pm & 7:30–9:30pm
Monday, October 23, 2017            9am–5pm
Tuesday, October 24, 2017            9am–5pm
Wednesday, October 25, 2017       9am–12:30pm

EXHIBIT FEE
$2,750 Renewing Annual Meeting Exhibitor from 2016
$3,025 New Exhibitor

SPONSORSHIP PACKAGES
Range from $2,500 to $20,000 to fit every budget and marketing goal

WHY SHOULD YOU EXHIBIT & SPONSOR AT THE 2017 ANNUAL MEETING?
The 2017 INFORMS Annual Meeting will bring together more than 5,000 students, academics, practitioners, and companies in the operations research & analytics industry. This audience is hungry for opportunities to gather and share first-hand research, discover groundbreaking ideas, and connect with influencers in the field. Increase your visibility by participating in the wide range of sponsorship opportunities available.

KEY BENEFITS OF SPONSORING & EXHIBITING
• Dedicated time to meet with attendees and start discussions at a 10 x 10 draped exhibit booth (8' drapery back wall, 3' drapery side rails). Note: table and chairs are not provided but can be rented through the decorator.
• Share your expertise by presenting one 50-minute Technology Tutorial during conference sessions and tracks where everyone is welcome and/or one Technology Workshop on Saturday, October 21, 2017, where attendees pre-register. Note: Technology workshops require a $150 AV fee.
• Involve your team with one (1) complimentary full conference registration pass plus two (2) booth-only staff registrations per booth purchased.
• Increase exposure and return on your investment with an expanded 100-word listing in the 2017 Annual Meeting Guide to Exhibits, on the website, and in the mobile app.

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.

EXHIBITOR & SPONSORSHIP QUESTIONS & INQUIRIES
Contact: Olivia Schmitz
INFORMS Exhibit and Sponsorship Sales Manager
olivia.schmitz@informs.org
443.757.3539

http://meetings.informs.org/houston2017
## 2017 INFORMS ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

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<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<td>Standard Exhibit Booth</td>
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<td>Pre-Conference Technology Tutorial</td>
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Please see next page for details on available sponsorship opportunities.

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### EXHIBITOR & SPONSORSHIP QUESTIONS & INQUIRIES

Contact: Olivia Schmitz  
INFORMS Exhibit and Sponsorship Sales Manager  
olivia.schmitz@informs.org  
443.757.3539
2017 INFORMS ANNUAL MEETING SPONSORSHIP OPPORTUNITIES  (SUBJECT TO CHANGE)

PLATINUM - $20,000
This level of sponsorship will receive all of the Platinum Sponsor benefits (see the chart) plus a choice of one of the following exclusive marketing opportunities:

CONFERENCE BAG (EXCLUSIVE)
Add your logo to the first thing that attendees see! The conference bag is given to all attendees upon registering.

LANYARD (EXCLUSIVE)
With this opportunity, you are guaranteed continuous brand exposure throughout the entire conference. All conference attendees are required to wear a lanyard, and will carry your logo with them.

HOTEL KEY CARDS (EXCLUSIVE)
Add your logo to the hotel keys to leave a lasting impression on meeting attendees. This package includes branded key cards for most of the INFORMS contracted hotels.

SILVER - $5,000
This level of sponsorship will receive all of the Silver Sponsor benefits (see the chart) plus a choice of one of the following marketing opportunities:

AWARDS CEREMONY
Join a high-level audience of 400 operations research and analytics professionals to honor winners of INFORMS prestigious awards. Desserts and coffee will be served.

STUDENT VOLUNTEER T-SHIRTS (LIMITED TO THREE SPONSORS)
Showcase your company's logo on the t-shirts of the student volunteers who assist with registration, logistics, and more.

EXHIBIT HALL NETWORKING LOUNGE & TECHNOLOGY CENTER
We’ve combined the Networking Lounge & Technology Center into one unique package! Seating, tables, and access to computers will be available to all attendees during Exhibit Hall Hours. Add your logo and display collateral or branded giveaway items.

MOBILE APP (EXCLUSIVE)
The customized INFORMS Meetings mobile app is available to every attendee, speaker, and committee member. Thousands of participants will refer to the app several times a day over the course of the meeting.

SELF-SERVICE INFORMATION KIOSKS (EXCLUSIVE)
A great opportunity for high visibility at the conference by adding your logo to six kiosks throughout the conference.

DOCTORAL STUDENT COLLOQUIUM
The Colloquium is a great chance to get in front of doctoral students still deciding between a career as an academic or practitioner, and have been nominated by PhD-granting program leaders in operations research, management science, and related fields. Expected attendance: 100+ of the leading graduates of 2017!

BRONZE - $2,500
This level of sponsorship will receive all of the Bronze Sponsor benefits (see the chart) plus a choice of one of the following marketing opportunities:

GENERAL CHAIR’S RECEPTION
This select, invitation-only reception, hosted by the General Chair, Bill Klimack, draws an exclusive group of 200 operations research, analytics, and INFORMS leaders. Included is an elegant reception with hosted beer and wine.

COFFEE BREAKS
Take advantage of additional recognition when attendees flock to the refreshment buffets for coffee at morning and afternoon breaks, or to hit the INFORMS infORmational sessions.

NEW MEMBER BREAKFAST
Leave a lasting impression with first-time attendees and new members. This select, invitation-only breakfast hosted by the INFORMS Membership Committee welcomes members who are new to INFORMS. Continental breakfast will be served.

POSTER SESSION
Receive maximum exposure with researchers, practitioners, and students sharing their work at the poster sessions, with no competing sessions or events scheduled! Sessions are held in/near the Exhibit Hall during the lunch breaks on Monday and Tuesday.
85% ACADEMIC AUDIENCE

40% STUDENT ATTENDANCE

85% OR MATERS

25% OR PhDs

LIVE OUTSIDE THE U.S.
TERMS & CONDITIONS

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.

REGISTRATION
Exhibit and Sponsor registration fee includes all deliverables as outlined on the INFORMS Annual Meeting website: http://meetings.informs.org/houston2017.

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 August 21, 2017, will receive a refund of fees paid, less a $250 cancellation fee. There will be no refunds for cancellations after August 21, 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 October 22, 2017.

FOR EXHIBITORS, PLATINUM & GOLD SPONSORS ONLY:

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 early August 2017.

BOOTH INFORMATION
Booth size is 10’ 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 convention hall is carpeted.

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

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, George R. Brown Convention Center, nor the contracted decorator shall be responsible or liable for any property not timely removed by exhibitor.

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.

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.

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. George R. Brown Convention Center or Hollins Exposition must do all electrical work to insure compliance with local regulations.

DAMAGE, RISK OF LOSS, INDEMNITY, & INSURANCE
The Exhibitor agrees to indemnify and hold harmless INFORMS, Hollins Exposition, and George R. Brown Convention Center 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 George R. Brown Convention Center 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. Multiconference discounts are available, please contact Olivia Schmitz for details.

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EXHIBITOR & SPONSORSHIP PROSPECTUS
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