INFORMS invites you to maximize your company's visibility through sponsorship and exhibiting opportunities. The INFORMS Annual Meeting draws nearly 6,000 attendees including leading academics, industry experts, students, and representatives of government agencies. Take advantage of numerous opportunities to reach out and interact with many decision-makers this November in Nashville.

QUESTIONS?

Sponsorship Information
Contact: John Llewellyn
John.Llewellyn@mail.informs.org
770-431-0867, ext. 209

Exhibit Space
Contact: Maria Bennett
Maria.Bennett@mail.informs.org
770-431-0867, ext. 219

THANK YOU FOR YOUR SUPPORT!
http://meetings.informs.org/nashville2016
<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Contributor</th>
<th>Booth Only</th>
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<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$2,750/2,500</td>
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<td><strong>Exhibit</strong></td>
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<td>Expanded 100-Word Listing in Exhibit Guide</td>
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<td>Pre-Conference 90-Minute Technology Workshop</td>
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<td>Conference 50-Minute Technology Tutorial</td>
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<td></td>
<td>2 Exhibit Booth Only Registrations</td>
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<td><strong>Conference Registration</strong></td>
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<td></td>
<td>1 Full Conference Registration</td>
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<tr>
<td><strong>Verbal Recognition at Opening Plenary</strong></td>
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<tr>
<td><strong>Invitation to General Chair’s Reception</strong></td>
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<td><strong>1-time Email Use of Opt-in Participant List</strong></td>
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<td><strong>Recognition in INFORMS Membership eNews</strong></td>
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<td><strong>Logo in Full Page Conference Program Recognition</strong></td>
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<td><strong>Logo in Full Page Ad in OR/MS Today</strong></td>
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<td><strong>Slide Recognition at Opening Plenary</strong></td>
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<td><strong>Recognition on Website, Signage, &amp; Print</strong></td>
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**Please Select One Sponsorship Option:**

- General Reception •
- Welcome Reception •
- Exhibit Hall Wifi •
- Conference Bag (Sold) •
- Track Signage (Exclusive) •
- Lanyard (Sold) •
- General Chair’s Reception •
- Technology Center •
- Hotel Room Key Cards (Sold) •
- Exhibit Hall Passport (New Opportunity) •
- Coffee Breaks •
- Mobile App (Exclusive) •
- General Reception Live Entertainment •
- New Member Breakfast •
- Award Ceremony •
- Doctoral Student Colloquium •
- Self-Service & Information Kiosks •
- Student Volunteer T-Shirts (Sold) •
- Poster Session for One Day •
- Exhibit Hall Networking Lounge •

**SPONSORSHIP QUESTIONS?**
Ask about INFORMS multi-conference discounts.

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Nashville 2016
Fine Tuning Decisions in Music City
ANNUAL MEETING 2016 SPONSORSHIP OPPORTUNITIES

PLATINUM - $20,000
WELCOME RECEPTION
Held on the first evening of the meeting in the Exhibit Hall brings together all participants and exhibitors. Platinum Sponsorship Benefits plus, recognition on signage and cocktail napkins with your logo!

GENERAL RECEPTION
The largest and most popular social event of the Annual Meeting, where attendees can network with colleagues and enjoy festive entertainment. Platinum Sponsorship Benefits plus, recognition on signage and cocktail napkins with your company logo!

EXHIBIT HALL WI-FI
Music City Center Wi-Fi includes a website redirect – users who connect will be redirected to a special page recognizing your company, with company description, and a link to your webpage.

TRACK SIGNAGE (4 DAYS)
Full-color, 3” x 5” logo on all meeting room track signs posted outside each session room (80+ rooms) daily.

GOLD - $15,000
GENERAL CHAIRS RECEPTION
This prestigious invitation only reception, hosted by the General Chair, Chanaka Edirisinghe, draws an exclusive group of 300 OR/MS and INFORMS leaders. An elegant reception with hosted wine. Complimentary admission for up to 3 company personnel is included.

TECHNOLOGY CENTER
Showcase your company’s logo with prominent signage at the Technology Center, located in the heart of the exhibit hall. Includes your company logo on all computer home screens.

EXHIBIT HALL PASSPORT (NEW – EXCLUSIVE OPPORTUNITY)
Attendees will be given an ‘Exhibit Hall Passport” that encourages them to visit with every exhibitor and have their book stamped. Gold Sponsor Benefits plus, the sponsoring company will have their logo on the cover of the passport, 3 full pages for content, verbal recognition and signage recognizing your company as the Passport sponsor!

SILVER - $10,000
COFFEE BREAKS
Be recognized when attendees flock to the refreshment buffets for coffee at morning and afternoon breaks. Silver Sponsor Benefits plus, company logo displayed on a large format monitor in the coffee break area!

GENERAL RECEPTION LIVE ENTERTAINMENT
Farewell Angelina brings a magical blend of stringed instruments and unique harmonies right to Music City Center for a fun-filled Nashville reception. Silver Sponsor Benefits plus, verbal recognition at the General Reception.

SILVER - $10,000 (CONTINUES)
MOBILE APP
The customized INFORMS Meetings mobile app is available to all attendees. It includes the detailed schedule (with abstracts), speaker information, exhibitor listings, floorplans, and more. Silver Sponsor Benefits plus, a banner ad and link on each App page, one scheduled alert/push notification per day, and a sponsor App page.

BRONZE - $5,000
NEW MEMBER BREAKFAST
Invitation only breakfast hosted by the INFORMS Membership Committee to welcome and orient members who are new to INFORMS. Continental breakfast will be served.

AWARD CEREMONY
This special event honors the winners of INFORMS most prestigious awards. A high-level audience of 400 OR/MS professionals will attend. Sparkling wine, desserts and coffee will be served. All bronze level benefits apply.

DOCTORAL STUDENT COLLOQUIUM
The Colloquium is aimed at the needs of doctoral students who are deciding between a career as an academic or as a practitioner. All PhD-granting programs in operations research, management science and related fields are invited to nominate students. Expected attendance: 100+ of the leading graduates of 2016.

SELF SERVICE INFORMATION KIOSKS (4 DAYS)
Full-color, logo on approximately six kiosks, logo on event website, prominent signage at the registration.

CONTRIBUTOR - $2,500
POSTER SESSION (1 DAY)
Sessions will be held in or near the Exhibit Hall during lunch breaks on Monday and Tuesday when no other sessions or events are scheduled. Two awards will recognize the best presentations.

EXHIBIT HALL NETWORKING LOUNGE
A Networking Lounge with seating and tables will be open to all attendees through exhibit hall hours. Contributor Level Benefits plus, recognition wherever the Networking Lounge is mentioned, signage at the Networking Lounge and place your collateral or branded giveaway items in the lounge.
The INFORMS Annual Meeting draws nearly 6,000 attendees from numerous fields, countries, and demographics. The following charts provide an overview of the diverse range of decision-makers.

**International Participation**

<table>
<thead>
<tr>
<th>Country</th>
<th>Annual Meeting 2014</th>
<th>Annual Meeting 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>Europe</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Asia</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Attendance by Age**

- Under 35: 60.4%
- 35-49: 24.4%
- 50-74: 10.9%
- 65-70: 2.3%
- 71+: 2.0%

**Attendance by Degree**

- PhD: 57.3%
- Masters: 25.5%
- Bachelors: 9.0%
- Doctor of Medicine: 0.1%
- Other: 8.0%

**Employment Type**

<table>
<thead>
<tr>
<th>Employment Type</th>
<th>Annual Meeting 2014</th>
<th>Annual Meeting 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>78.2%</td>
<td>80.8%</td>
</tr>
<tr>
<td>Business</td>
<td>13.7%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>2.8%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Government</td>
<td>2.4%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Other</td>
<td>1.5%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

The map illustrates the global registration for the annual meeting, showing the percentage of attendees from different countries.