



Phoenix, Arizona | November 4–7, 2018
www.meetings.informs.org/phoenix2018/

The INFORMS Annual Meeting brings together 5,500+ students, professionals, academics, and industry leaders to connect, share ideas and research, and explore best practices. Features presentations by industry and academic leaders on real-world applications operations research and analytic solutions.

Meeting at a Glance

- » 5,700+ Attendees
- » 52 Exhibiting Companies
- » 85% hold Masters or PhDs
- » 40% Student Attendance
- » 85% Academic Audience

Who Should Exhibit/Sponsor

- » Book and software publishers
- » Companies offering interactive products and services for analytics and operations research
- » Education programs and institutions
- » Recruiters

Information in this prospectus is subject to change; please check: www.meetings.informs.org/phoenix2018/exhibits/ for updates.

Location | Phoenix Convention Center
Phoenix, Arizona

Conference Dates | November 4–7, 2018

Exhibit Dates and Hours

- » Sunday, November 4 12noon–5pm
7:30–9:30pm
- » Monday, November 5 9am–5pm
- » Tuesday, November 6 9am–5pm
- » Wednesday, November 7 9am–12:30pm

Exhibit Fee | \$2,750

Sponsorship Packages

Range from \$2,500 to \$20,000 to fit every budget and marketing goal.

Key Benefits of Sponsoring & Exhibits

- » Dedicated time to meet with attendees and start discussions at a 10'x10' draped exhibit booth (8' high drapery back wall, 3' drapery side rails). *Note: table and chairs are not provided but can be rented through the decorator.*
- » Opportunity to host a 50-minute Technology Tutorial during conference sessions and tracks and/or one Technology Workshop on Saturday, November 3, 2018. *Note: Technology workshops require a \$150 AV fee.*
- » Involve your team with complimentary conference badges included in exhibit and sponsorship packages.
- » Increase exposure and return on your investment with a 100-word listing in the 2018 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
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 443-757-3539

2018 INFORMS ANNUAL MEETING SPONSORSHIP OPPORTUNITIES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	BOOTH ONLY
EXHIBIT						
Standard Exhibit Booth	•	•	•			•
100-Word Listing in Exhibit Guide	•	•	•			•
Pre-Conference Technology Workshop	•	•	•			•
Conference 50-minute Technology Tutorial Session	•	•	•			•
2 Exhibit Booth-Only Registrations	•	•	•			•
CONFERENCE REGISTRATION						
2 Full Conference Registrations	•	•				
1 Full Conference Registration			•			•
LOGO FEATURED ON CONFERENCE HOMEPAGE SLIDESHOW	•					
VERBAL RECOGNITION AT OPENING PLENARY	•	•	•			
INVITATION TO GENERAL CHAIR'S RECEPTION	•	•	•	•	•	
1-TIME EMAIL USE OF OPT-IN PARTICIPANT LIST	•	•				
RECOGNITION IN INFORMS MEMBERSHIP eNEWS	•	•	•	•	•	
LOGO ON FULL PAGE AD IN OR/MS TODAY	•	•	•	•	•	
SLIDE RECOGNITION AT OPENING PLENARY	•	•	•	•	•	
RECOGNITION ON WEBSITE, SIGNAGE, PRINT, & MOBILE APP	•	•	•	•	•	
LOGO IN FULL PAGE CONFERENCE PROGRAM RECOGNITION	•	•	•	•	•	

DIAMOND - \$20,000

This level of sponsorship will receive all of the Diamond Sponsor benefits (see the chart) plus a choice of one of the following exclusive marketing opportunities:

Conference Bag (exclusive)
SOLD Add your logo to the first thing that attendees see! The conference bag is given to all attendees upon registering.

Lanyard (exclusive)
SOLD 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)
SOLD 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.

PLATINUM - \$15,000

This level of sponsorship will receive all of the Platinum Sponsor benefits (see the chart) plus a choice of one of the following marketing opportunities:

Exhibit Hall Wi-Fi (exclusive)
SOLD Give conference attendees a connection in the Exhibit Hall! Users who connect to the Wi-Fi will be redirected to a splash page recognizing your company, including your logo, a company description, and a link to your webpage.

Track Signage - Includes All Four Days (exclusive)
SOLD Add your company name and full-color, 3" x 5" logo on all meeting room track signs posted outside each session room—85+ rooms daily!

Exhibit Hall Passport (exclusive)
 Engage with conference attendees by sponsoring the "Exhibit Hall Passport." Attendees are eager to visit with every exhibitor and have their book stamped to enter to win a great prize.

GOLD - \$10,000

This level of sponsorship will receive all of the Gold Sponsor benefits (see the chart) plus a choice of one of the following marketing opportunities:

Welcome Reception (exclusive)
SOLD Join in welcoming returning and new attendees to Phoenix, while kicking off the conference! All are welcome on Sunday evening in the Exhibit Hall to enjoy food, drink, and networking.

General Reception
 Held on Tuesday evening, this is the largest & most popular social event of the Annual Meeting, with an average of 3,000 in attendance!

Directional Signage - Includes All Four Days (exclusive)
SOLD Add your logo to all meeting direction signs posted throughout the conference! Over 30 signs and pop-up banners.

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:

Award 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 & Cyber Cafe
 We've combined the Networking Lounge and Technology Center into one unique package! Seating, tables, & access to computers will be available to all attendees during Exhibit Hall hours. Add your logo and display branded giveaway items.

Mobile App (exclusive)
SOLD The customized INFORMS Meetings mobile app is available to every attendee. Thousands of participants will refer to the app several times a day over the course of the meeting.

Self-Service Information Kiosks (exclusive)
SOLD Add your logo to the Self-Service Counter, monitors, and informational kiosks throughout the conference.

Combined Colloquium
 The Colloquium is a 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 2018!

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, draws an exclusive group of 200 operations research, analytics, and INFORMS leaders. Included is an elegant reception with 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, hosted by the INFORMS Membership Committee. Continental breakfast will be served.

Poster Sessions
 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.