



informs **ANNUAL MEETING**
EXHIBIT & SPONSORSHIP PROSPECTUS

VIRTUAL 2020 INFORMS ANNUAL MEETING

November 7–13 | meetings.informs.org/annual2020

The Virtual 2020 INFORMS Annual Meeting provides a unique opportunity to connect students, professionals, academics, government representatives, and industry leaders to share ideas and research, and explore best practices. The meeting features presentations by industry and academic leaders on real-world applications of operations research and analytic solutions.

MEETING AT A GLANCE

- 60 Exhibiting Companies
- 85% Master's or PhDs
- 40% Student Attendance
- 85% Academic Audience

WHO SHOULD EXHIBIT/SPONSOR

- Book and software publishers
- Software companies offering interactive products and services for the analytics and operations research field
- Industry companies successfully using analytics and operations research tools
- New companies entering the analytics and operations research industry
- Education programs and institutions
- Recruiters

MEETING OPPORTUNITIES

- Sponsorship Packages range from \$5,000 to \$30,000.
- Virtual Exhibit Packages ranges from \$3,000 to \$3,500.

EXHIBIT DATES AND HOURS

- **Sunday, November 8** 12noon–3pm EDT
- **Monday, November 9** 9am–5pm EDT
- **Tuesday, November 10** 9am–5pm EDT
- **Wednesday, November 11** 9am–5pm EDT
- **Thursday, November 12** 9am–5pm EDT
- **Friday, November 13** 9am–5pm EDT

BENEFITS OF EXHIBITING & SPONSORING

- Dedicated time to meet with attendees and engage in discussions.
- Opportunity to host a Technology Tutorial during conference sessions and tracks and/or one conference Technology Workshop. (Space is limited.)
- Build your brand awareness to students, professionals, and academics
- Increase exposure and return on your investment with an exhibitor listing in meeting marketing materials.
- Mix exhibit and sponsorship opportunities for higher exposure, brand awareness, and to drive virtual booth traffic.
- Reach a broader audience and gain long-term exposure with 3 months of on-demand access to virtual attendees.
- Additional information on packages and benefits can be found on our website at meetings.informs.org/annual2020.

EXHIBIT & SPONSORSHIP OPPORTUNITIES

PACKAGE LEVELS	DIAMOND (\$30,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	BOOTH ONLY (\$3,500)*
BOOTH BENEFITS					
Virtual Exhibit Booth	•	•	•	•	•
Company Description Listed on Meeting Website	•	•	•	•	•
Technology Workshop	•	•	•	•	•
Technology Tutorial Session	•	•	•	•	•
Exhibit Booth-Only Personnel (Includes Booth Admin & Chat Personnel)	4 Total Personnel	3 Total Personnel	2 Total Personnel	2 Total Personnel	2 Total Personnel
Option to Live Chat with Meeting Attendees	•	•	•	•	•
Maximum Number of Links for PDF Downloads or Website	4 Total Links	3 Total Links	2 Total Links	2 Total Links	1 Total Links
Maximum Number of Videos to be Displayed	3 Total Displays	2 Total Displays	1 Total Displays	1 Total Displays	
Option to Share Company Swag from Virtual Booth	•	•	•		
Use of Analytics to Track Exhibit Data	•	•	•		
MEETING REGISTRATION					
2 Full Meeting Registrations	•	•			
1 Full Meeting Registration			•		



Sponsors receive all of the above-listed package benefits, plus their choice of available opportunities. Please visit meetings.informs.org/annual2020 for more exhibit and sponsorship package details.

EXHIBIT & SPONSORSHIP OPPORTUNITIES (continued)

PACKAGE LEVELS	DIAMOND (\$30,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	BOOTH ONLY (\$3,500)*
SPONSOR DISPLAY OPTIONS					
Recognition on Meeting Home Page	•				
Recognition on Scrolling Welcome Lobby Banner	•				
Dedicated Sponsor Slide During Opening/Closing Plenary	•	•			
Expo Hall Premium Banner Exposure	•	•			
Exhibitor Directory Banner	•	•	•	•	•
ADDITIONAL OPTIONS					
On-Demand Speaker Showcase	•				
1-Time Email Use of Opt-In Participant List – Pre- or Post-meeting	•	•	•		
Recognition in INFORMS Membership eNews	•	•	•	•	
Logo Added to <i>OR/MS Today</i> INFORMS Ad	•	•	•	•	
Recognition on Website	•	•	•	•	

* **Booth Only Package:** \$3,500 for 6 day meeting + On demand
\$3,000 for 6 day meeting



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ADDITIONAL SPONSORSHIP OPPORTUNITIES (sponsorship opportunities are subject to change)

DIAMOND

Live Session Sponsor

Receives maximum exposure through sessions – Your logo will be visible during every session!

Pop-Up

Surprise attendees with a custom giveaway! Your company will host a creative surprise giveaway such as an opportunity to win prizes throughout the event (e.g., Fitbit, wireless earbuds, gift cards, and more)!

Sponsored Breaks

Promote your company's brand to virtual attendees during breaks throughout the Annual Meeting.

Plenary/Keynote Sponsor

Grab the attention of all attendees by sponsoring the plenary/keynotes!

Pre-Meeting Commercial

Share your story! Create a 45-second commercial to run at various times during the meeting.

PLATINUM

Gift Card Digital/Mailing

Send your own personalized gift card to a list of Annual Meeting attendees pre- or post-meeting (sponsor responsible for funding the gift card).

Agenda Customization

Add your company information to the meeting agenda where attendees will go to check out the daily schedules.

Directional Signage

Help lead the way through the virtual meeting with digital directional signage throughout the lobby and exhibit hall.

PLATINUM (CONTINUED)

Informational Kiosks

Add your logo to the various informational kiosks throughout the meeting. Attendees will access these for schedule information, conference updates, etc.!

On Demand

Add your logo to the on-demand sessions! On-demand sessions will be available for 90 days following the event.

GOLD

Welcome Orientation Sponsor

Help INFORMS kick off the Annual Meeting by sponsoring the opening introduction video.

Membership Meeting

Add your logo to the only meeting that invites all members attending the Annual Meeting to learn about the status of INFORMS.

Networking Lounge

Great exposure in the only spot for attendees to pose questions, create dialogue, and create that important connection.

SILVER

Virtual Poster Session

Receive maximum exposure with researchers, practitioners, and students sharing their work at the poster sessions.

INFORMS Awards Ceremony

Promote to a high-level audience of operations research and analytics professionals to honor winners of prestigious INFORMS awards.

EXHIBIT & SPONSOR ADVERTISING ADD-ONS

ORMS^{TODAY} INFORMS OR/MS TODAY MAGAZINE

pubsonline.informs.org/magazine/orms-today/advertise

From cutting-edge research in universities to devising new ways to improve outcomes in business and society, the work and impact of INFORMS members is, simply put...Saving Lives, Saving Money, and Solving Problems. *OR/MS Today* is written for industry professionals and academics in the field of operations research and management science (OR/MS) and related information and decision sciences. This bi-monthly publication reports on the most recent developments in the field and publishes articles that illustrate the applications and impact of OR/MS on complex real-world problems, including telecommunications, manufacturing, transportation, the service sector, healthcare, and defense.



Online



eBlast



Print



Podcast

Analytics INFORMS ANALYTICS MAGAZINE

pubsonline.informs.org/magazine/analytics/advertise

Target the people who understand, need, and, most importantly, buy your products and services. *Analytics-magazine.org* and the monthly *Analytics* eNewsletter deliver the latest information on the impact and role analytics plays in business decision making. Our mission is to help advance the practice, research, methods, and application of advanced analytics. These publications reach an average annual audience of 176,000 executives, analyst professionals, academics, and students. INFORMS' newly enhanced website is constantly updated to provide the most current news and information in the analytics industry—featuring industry news, research studies, upcoming industry events, new product announcements, industry research, blogs/videos/podcasts, and whitepapers.



Online



eBlast



Print



eNewsletter

ANNUAL MEETING eNEWS DAILY NEWSLETTER

Reserve your advertising space now in the Annual Meeting eNews Daily, the official news source of the INFORMS Annual Meeting. Each morning attendees will receive the eNews Daily in their inboxes – a preview of the day's key events and a recap of the previous day's happenings.

Advertising Rates	
Any 1 Day - \$250	Any 4 Days - \$700
Any 2 Days - \$450	Any 5 Days - \$750
Any 3 Days - \$600	All 6 Days - \$800

VIRTUAL CAREER FAIR OPPORTUNITIES

Participation in the Annual Meeting Virtual Career Fair raises the visibility of your organization with meeting participants, which include all interested job seekers from highly seasoned professionals in the academic or industrial space to freshly-minted PhD and master's students just entering the workforce. All Career Fair events are widely advertised, not only to job seekers already signed up in INFORMS Career Center, but also to thousands of professionals and students attending the meeting.

EXHIBIT & SPONSORSHIP QUESTIONS & INQUIRIES

Contact: Olivia Schmitz
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