



Baltimore, Maryland | April 15–17, 2018
www.meetings.informs.org/analytics2018/

The 2018 INFORMS Business Analytics Conference draws analytics practitioners and experts from a variety of industries and sectors for three days of intensive learning and networking. Maximize your company's visibility by exhibiting at the 2018 Business Analytics Conference.

Meeting at a Glance

- » 1000+ Attendees
- » 36 Exhibiting Companies
- » 15% First Time Attendees
- » 86% Hold Masters or PhDs
- » 75% are interested in Business, Consulting & Government

Who should Exhibit/Sponsor

- » Book and software publishers
- » Companies offering interactive products and services for the analytics field
- » Education programs and institutions
- » Retail, transportation, energy, agriculture & defense companies utilizing analytics best practices

Information in this prospectus is subject to change; please check www.meetings.informs.org/analytics2018/exhibits/ for updates.

Location | Baltimore Marriott Waterfront Hotel
 Baltimore, Maryland

Conference Dates | April 15–17, 2018

Exhibit Dates and Hours

- » Sunday, April 15, 2018 7–8:30pm
 (Welcome Reception in Exhibit Hall)
- » Monday, April 16, 2018 9am–4:30pm
- » Tuesday, April 17, 2018 10am–3:45pm

Exhibit Fee | \$2,995

Sponsorship Packages

Range from \$2,500 to \$15,000 to fit every budget and marketing goal

Key Benefits of Sponsoring & Exhibits

- » 8'x10' 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 15, 2018**
- » One (1) complimentary full conference registration pass (includes Edelman Gala), plus two (2) booth-only staff per booth purchased
- » 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.

Exhibitor & Sponsorship Questions & Inquiries

Contact: Olivia Schmitz
 INFORMS Exhibit and Sponsorship Sales Manager
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2018 INFORMS BUSINESS ANALYTICS SPONSORSHIP OPPORTUNITIES	PLATINUM	GOLD	SILVER	BOOTH ONLY	EDELMAN EXECUTIVE	EDELMAN CHAMPION
EXHIBIT						
8 x 10 Exhibit Space	•	•		•		
100-Word Listing on Website	•	•		•		
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		•		•		
EDELMAN PREMIER SPONSOR						
Recognition at Honors Reception	•				•	•
Remarks at Honors Reception	•					
2 Page Ad in Gala Program	•					
1 Page Ad in Gala Program					•	
Half Page Ad in Gala Program						•
Recognition at Gala	•				•	•
Special Gala Seating	•				•	
SLIDE RECOGNITION AT OPENING PLENARY	•	•	•		•	•
TWO PASSES TO THE EXECUTIVE FORUM	•					
1-TIME EMAIL USE OF OPT-IN PARTICIPANT LIST	•	•				
RECOGNITION IN INFORMS MEMBERSHIP eNEWS	•	•	•			
COMPANY RECOGNITION IN CONFERENCE BADGE INSERT	•	•	•		•	•
LOGO ON FULL PAGE AD IN OR/MS TODAY	•	•	•		•	•
ANALYTICS MAGAZINE AD						
Full Page	•	•				
Half Page			•			
RECOGNITION ON WEBSITE, SIGNAGE, PRINT, & MOBILE APP	•	•	•	•	•	•

Please see next page for details on available sponsorship opportunities.

PLATINUM - \$15,000

This level of sponsorship will receive all of the Platinum benefits, recognition as an Edelman Sponsor, plus their choice of the following opportunities:

Executive Forum

The 9th Annual Executive Forum will take place on Sunday, April 15, 2018. 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 all event details. 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 a 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)

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.

Pad/Notebook (exclusive)

Every full-conference attendee at Analytics 2018 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)

This high impact sponsorship gives your company 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 16 and Tuesday, April 17 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 15 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.

Conference Pen (exclusive)

SOLD 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:

Poster Presentations/Dessert Reception

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 15 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 GALA SPONSORSHIP OPPORTUNITIES

Show your support for the profession, and inspire the entire community by sponsoring the Edelman Gala. This is a unique opportunity to showcase your organization to 900+ international analytics professionals and business leaders. Each level of sponsorship provides a special package of exclusive benefits to thank you for your support at the 2018 Analytics Conference:

EDELMAN EXECUTIVE - \$5,000

- » Two Full Conference Registrations
- » Recognition and Invitation to Honors Reception
- » One-Page Ad in Gala Program
- » Recognition at Gala & Special Seating at the Edelman Gala
- » And more (see sponsorship chart for full list)

EDELMAN CHAMPION - \$2,500

- » Recognition and Invitation to Honors Reception
- » Half Page Ad in Formal Edelman Gala Program Provided to all Gala Guests
- » Recognition at Edelman Gala
- » And more (see sponsorship chart for full list)