

Journées de l'Optimisation **2026** *Optimization Days*

HEC Montréal, May 11-13, 2026

SPONSORSHIP PLAN



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Responsible of sponsorships

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GERAD – HEC Montréal

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ABOUT THE EVENT

The Optimization Days are an annual event organized alternately by the Group for Research in Decision Analysis (GERAD) and the Interuniversity Research Centre on Enterprise Networks, Logistics, and Transport (CIRRELT). Each year, researchers, decision-makers, and practitioners in operational research from around the world gather in person or virtually for Optimization Days.

This year, GERAD is delighted to host the annual conference at HEC Montréal in May 2026. This global gathering will bring together students, representatives of national and local government bodies, scientists, non-profit groups, and consultants to address all topics related to operations research, theories, numerical methods, and applications of optimization.

Several axes will be addressed, specifically, those related to the following topics: mathematical programming, heuristics, constraint programming, optimal control theory, numerical methods of optimization, statistical methods, applications to problems in engineering, administration, management of health service systems, transportation, economics, urban planning, environment, resource management, planning, biology, telecommunication networks, robotics, expert systems, and energy modelling.

EVENT OBJECTIVES

1. To enable everyone to actively participate in the exchange of best practices and relevant scientific knowledge to promote and implement the application of operational research, theories and numerical methods in various sectors;
2. To explore new avenues and partnerships for the development and implementation of programs and interventions to promote the deployment of new optimization methods;
3. To strengthen collaboration between national and global networks of institutions in the field of operational research.

PLENARY SESSIONS

During this event, prominent guests in their fields will share their knowledge, expertise, and outstanding contribution to the field of operational research.



Timothy Chan
University of Toronto, Canada



Mike Hewitt
Loyola University Chicago, USA



Stefan Irnich
Johannes Gutenberg University, Germany



Pascal Van Hentenryck
Georgia Institute of Technology, USA



Georges Zaccour
HEC Montréal, Canada

WHY SHOULD YOU SPONSOR US

Supporting the conference means participating in Montreal's digital intelligence ecosystem by:

- demonstrating your commitment to promoting research related to operational research, mathematical optimization, and artificial intelligence, which is critical to the development of decision-making tools in various fields;
- supporting and expanding the dissemination of research innovations, best practices, and policies in the field of operational research and artificial intelligence;
- developing networking and partnerships between various professionals, community members, and organizations interested in the field of operational research and artificial intelligence;
- Increasing your visibility nationally and internationally through your sponsorship and promoting your achievements and expertise.

PARTNERSHIP OPPORTUNITIES

Elite 5000 \$

- Official sponsor of **lanyards or badges**
- Possibility to **present a tutorial “Spotlight on Partners”**
- Possibility of a **presentation booth** and distribution of promotional items and documents
- Registration for **1 member** of your organization + to Tuesday's **industrial lunch**
- Name and logo as a partner on all communications about the event

Main 3000 \$

- Sponsor of the **coffee breaks**
- Registration for **1 member** of your organization + to Tuesday's **industrial lunch**
- Name and logo as a partner on all communications about the event

Major 2000 \$

- Sponsor of the **wine and cheese evening**
- Name and logo as a partner on all communications about the event

Associate 1000 \$

- Name and logo as a partner on all communications about the event