IBM Information On Demand 2012

MEETING ROOMS (13)
Executive Meeting Center (51) 12'x12', (8) 18'x15'
Client Reference Lounge (1) 30'x80', (3) 10'x10'
BP Cafe (1) 54'x75', (4)12'x12'
IBM Netezza Demo Room (40'x40')
InfoSphere Networking & Demo Room (60'x80')(52 demos)
Data Management Demo Room (40'x50')(25 demos)
AVP Red Carpet Lounge (40'x40')
IBM Community Lounge (40'x80')
ECM Central (40'x80')
Meet Business Analytics Support (6) 10'x10'
Business Analytics Hands-On Products Lab (20'x50')
Business Analytics - Navigating IBM (20'x50')
Business Analytics Services & Education Lab (20'x50')

EXPO HALL
(2) Diamonds (30'x30')
(4) Platinums (20'x20')
(26) Golds (10'x20')
(123) Elite Exhibitors (10'x10')
(8) Turnkey Peds
(148) IBM Pedestals
(2) Diamond Meeting Rms. (12'x12')
(4) Platinum Meeting Rms. (12'x12')
(3) Theaters (20' x 20')
(10) F&B Stations

IBM Booths (14)
IBM Business Analytics (52'x80')(40 Peds)
IBM Enterprise Content Management (50'x52')(22 peds)
IBM Software Services, Education & Support (20'x20')(3 Peds)
IBM Info Management (52'x60')(38Peds)
IBM Netezza Business Partner Pavilion(10'x30')(6 Peds)
IBM Big Data Business Partner Pavilion (10'x30')(6 Peds)
IBM Systems z Software (20'x30')(6 Peds)
Cloud Pavilion (20'x30')(12 Peds)
IBM Software Solutions (20'x30')(10 Peds)
IBM Smarter Computing - System, Service, Storage (30'x63')(12 Peds)
IBM THINK/Watson (30'x40')
IBM Smarter Computing (30'x40')
IBM Break Free (20'x20')

MR05 Data Mgmt. Demo Rm. 50' x 40'
MR04 InfoSphere Networking & Demo Room 60' x 80'
MR03 IBM Netezza Demo Room 40' x 40'
MR02 BP Cafe (1) 54'x75' (4) 12' x 12'
MR01 Client Ref. Lng. (1) 30' x 80' (3) 10' x 10'
MR06 ECM Central 40' x 80'
MR07 Meet Business Analytics Support (6) 10' x 10'
MR08 Business Analytics Hands-on Products Lab 20' x 50'
MR09 Business Analytics Navigating IBM 20' x 50'
MR10 Business Analytics Services & Ed. Lab 20' x 50'

AVP Red Carpet Lounge 40' x 40'
Turnkey Pedestal
Community Lounge 40' x 80'
Turnkey Pedestal
Business Partner Theater
Business Analytics Theater

Diamond & Platinum Rooms

001 100 200 300 400 500 600 700 800 900 1000
031 032 | 131 132 | 331 | 332 | 431 | 531 | 831 | 832 | 1031 1032 | 1129
029 030 | | 221
027 028 | 128
025 026 | 125 126
023 024 | 123 124
021 022 | 121 122
019 020 | 219 220 | 320
017 | 217 218 | 317 318
015 016 | 115 116 | 215 216 | 315 316
013 014 | 113 114 | 213 214 | 313 314
011 012 | 109 | 309
009 010
005 006 008 | 105 | 305 | 307
001 IBM Theater
101

F & B

Info Mgmt.
Live Streaming 521
IBM Smarter Computing 515
417 IBM Break Free
IBM THINK/Watson 615
509 P409
Cloud Pavilion
Software Solutions
IBM Netezza BP Pavilion
IBM Big Data BP Pavilion
System z Software
IBM Smarter Computing – System, Service, Storage

G427 G425 G423 G421 G415 G413 G407 G405 G401
G727 G725 G723 G721 G719 G717 G715 G713 G711 G709 G707 G705 G701
G609 G610 G1009 G1113
P505 P605 P509
D501 D601
625 IBM Software Services, Education & Support
821 ECM
801 Bus. Analytics

819 820 | 817 818 | 815 816 | 813 814
915 916 | 913 914
1027 1028 | 1025 1026 | 1023 1024 | 1021 1022 | 1019 1020 | 1017 1018 | 1015 1016 | 1013 1014 | 1011 1012 | 1007 1008 | 1005 1006 | 1003 | 1002 | 1001
1127 | 1125 1126 | 1123 1124 | 1121 1122 | 1119 | 1117 1118 | 1115 1116 | 1111 | 1109 1110 | 1107 1108 | 1105 1106 | 1103 | 1101 1102
1100

Turnkey Pedestals
901 902 903 904 905 906

Executive Meeting Center
E-13 E-12 E-11 E-10 | E-9 E-8 E-7 | E-6 E-5 E-4 | E-3 E-2 E-1
D-11 D-10 D-9 D-8 | D-7 D-6 D-5 D-4 | D-3 D-2 D-1
C-11 C-10 C-9 C-8 | C-7 C-6 C-5 C-4 | C-3 C-2 C-1
B-12 B-11 B-10 | B-8 B-7 B-6 B-5 | B-4 B-3 B-2 B-1
A-12 A-11 A-10 A-9 | A-8 A-7 A-6 | A-4 A-3 A-2 A-1

Exec Work Room
Executive Meeting Center
(51) 12 x 12 Meeting Room
(8) 18 x 15 Rooms
(1) 15 x 36 Exec Work Room

YOU ARE HERE MAP
INFO DESK
EXPO HALL ENTRANCE
Check-in
FOOD & BEVERAGE
IBM Logo Store

FREEMAN
GPJ GRAPHICS
IBM Storage
ENCORE
ALLIANCE TECH
FREEMAN
ALLIANCE TECH