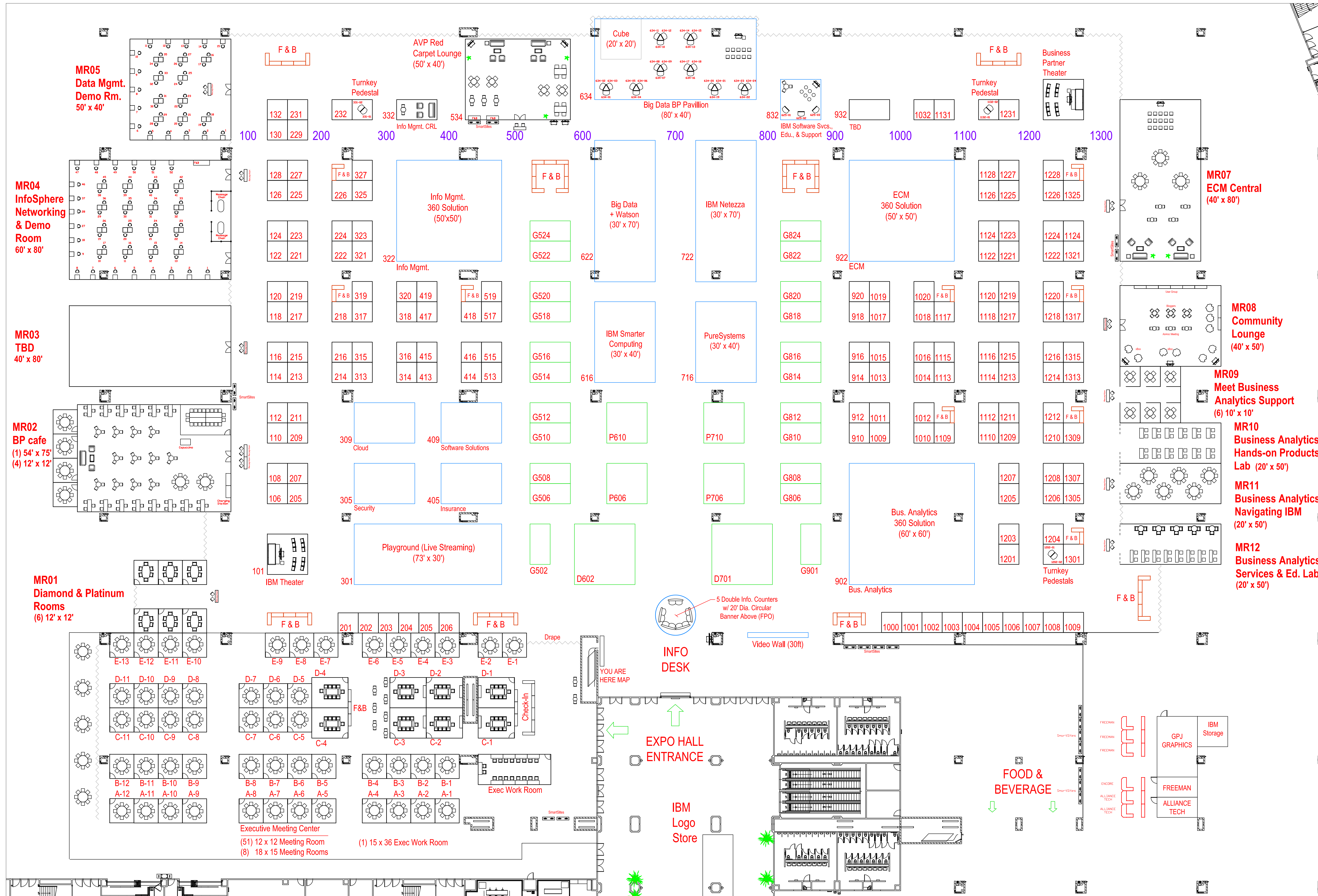


IOD 2012



EXPO HALL

- (2) Diamonds (2)30'x30'
 - (4) Platinums (20'x20')
 - (22) Golds (10'x20')
 - (145) Elite Exhibitors (10'x10')
 - (6) Turnkey Peds
 - (TBD) IBM Pedestals
 - (2) Diamond Meeting Rms. (12'x12')
 - (4) Platinum Meeting Rms. (12'x12')
 - (2) Theaters (20' x 20')
 - (1) Video Wall (30 Ft.)
- F&B Stations:**
- (9) Single Configuration
 - (6) Double Configuration
 - (2) Quad Configuration

MEETING ROOMS (13)

- Exec. Mtg. Center (51) 12'x12', (8) 18'x15', (1) EWR
- MR01 - Diamond & Platinum Rooms (6) 12'x12'
- MR02 - BP Cafe (1) 54'x75', (4)12'x12'
- MR03 - TBD (40'x80')
- MR04 - InfoSphere Demo Room (60'x80')(52 demos)
- MR05 - Data Mgmt. Demo Room (40'x50')(25 demos)
- MR06 - AVP Red Carpet Lounge (40'x02' #534)
- MR07 - ECM Central (40'x80')
- MR08 - IBM Community Lounge (40'x50')
- MR09 - Meet Business Analytics Support (6) 10'x10'
- MR10 - Bus. Analytics Hands-On Products Lab (20'x50')
- MR11 - Business Analytics - Navigating IBM (20'x50')
- MR12 - Business Analytics Services & Edu. Lab (20'x50')

IBM Booths (16)

- 301 - Playground - Live Streaming (73'x30')
- 305 - Security (20'x30')
- 309 - Cloud (20'x30')
- 322 - Info. Management (50'x50')
- 332 - Info. Management Client Reference Lounge (10'x20')
- 405 - Insurance (20'x30')
- 409 - Software Solutions (20'x30')
- 616 - Smarter Computing (30'x40')
- 622 - Big Data + Watson (30'x70')
- 634 - Big Data BP Pav. (80'x40') (w/24 Peds)
Includes 20' x 20' "Cube"
- 716 - Pure Systems (30'x40')
- 722 - IBM Netezza (30'x70')
- 832 - Software Svcs., Edu. & Support (20'x20')
- 902 - Business Analytics (60'x60')
- 922 - ECM (50'x50')
- TBD - Break Free Zone



Show | Venue IBM Information On Demand 2012

Show Date October 21 - 25, 2012
Show Hall Mandalay Bay Convention Center, Las Vegas, NV
Booth # Bayside C & D

Project # 1051141K0

Booth Size N/A
File Name IOD 2012.dwg
Scale N/A

View Solution Center Floor Plan

Designer JS/RC
Date 07.11.2012
Status A5