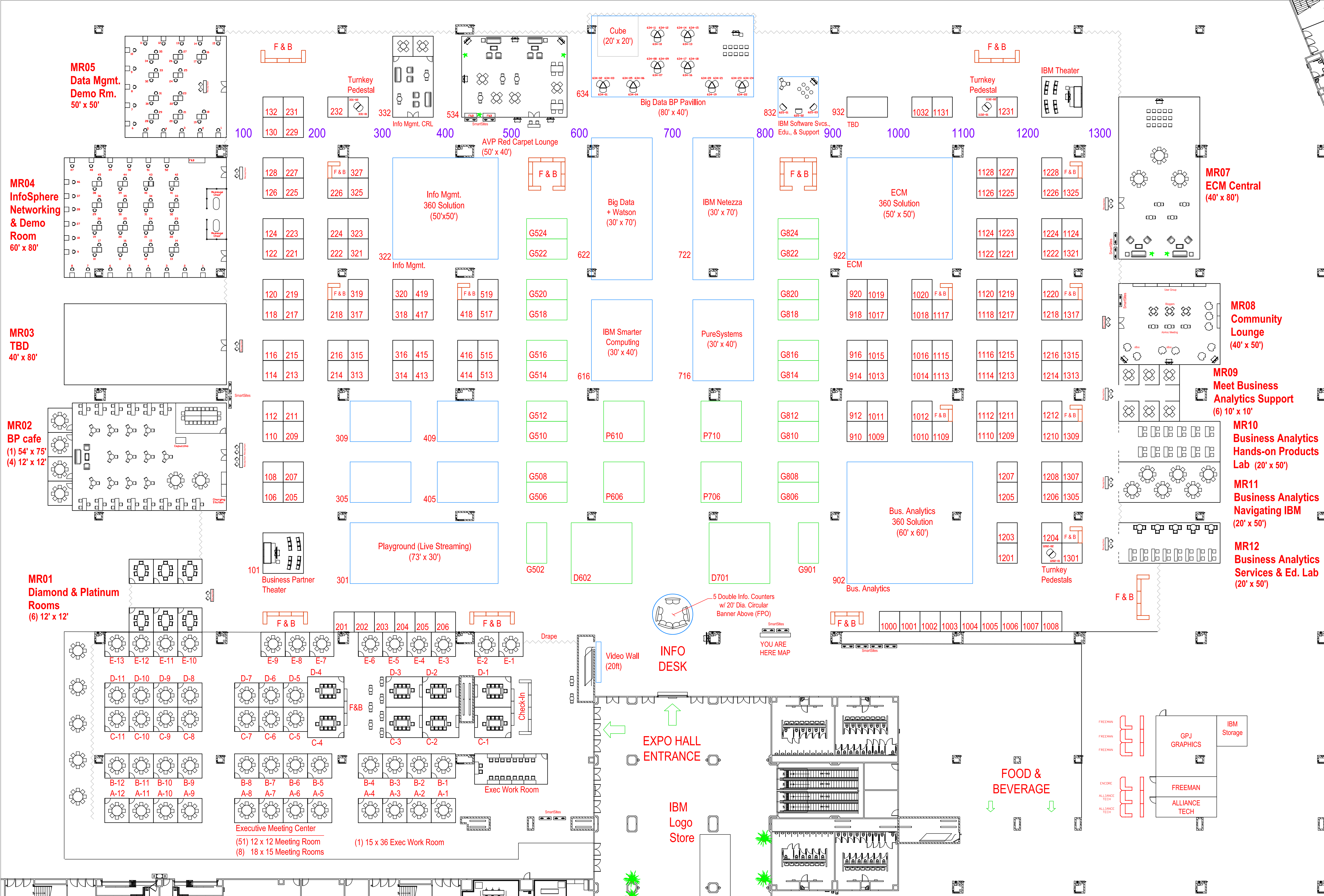


**IOD 2012**



- EXPO HALL**
- (2) Diamonds (2)30'x30
  - (4) Platinums (20'x20')
  - (22) Golds (10'x20')
  - (144) 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 (50'x50')(35 demos)
  - MR06 - AVP Red Carpet Lounge (50'x40' #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 (14)**
- 301 - Playground - Live Streaming (73'x30')
  - 305 - TBD (20'x30')
  - 309 - TBD (20'x30')
  - 322 - Info. Management (50'x50')
  - 405 - TBD (20'x30')
  - 409 - TBD (20'x30')
  - 616 - Smarter Computing (30'x40')
  - 622 - Big Data + Watson (30'x70')
  - 634 - Big Data BP Pav. (80'x40') (w/24 Peds)
  - 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')



**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** 07.20.2012

**Status** A7 Rev2