

IOD 2012

EXPO HALL

- (2) Diamonds (30'x30')
- (4) Platinums (20'x20')
- (23) Golds (10'x20')
- (138) Elite Exhibitors (10'x10' / 10'x20')
- (6) Turkey Peds
- (TBD) IBM Pedestals
- (2) Diamond Meeting Rms. (12'x12')
- (4) Platinum Meeting Rms. (12'x12')
- (2) Theaters (20' x 20')
- (2) Video Wall (20 Ft.)

F&B Stations:


- (9) Single Configuration
- (7) Double Configuration
- (2) Quad Configuration

MEETING ROOMS (12)

- Exec. Mtg. Center (51) 12'x12', (8) 18'x15', (1) EWR
- MR01 - Diamond & Platinum Rooms (8) 12'x12'
- MR02 - BP Cafe (1) 54'x75', (4) 12'x12'
- MR04 - InfoSphere Demo Room (60'x90') (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 - Think Big Social Lounge (73'x30')
- 309 - Smarter Analytics (15'x20')
- 310 - IBM Research (15'x20')
- 322 - Info. Management (50'x50')
- 405 - Mobile Enterprise (20'x30')
- 409 - Business Agility Zone (20'x20')
- 616 - Smarter Computing (30'x40')
- 622 - Big Data (30'x70')
- 634 - Big Data Business Partner Zone (80'x40') (w/30 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')

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|  GEORGE P. JOHNSON experience marketing | Show Venue IBM Information On Demand 2012 | Project # 1051141K0 | View Solution Center Floor Plan |
| | Show Date October 21 - 25, 2012 Show Hall Mandalay Bay Convention Center, Las Vegas, NV Booth # Bayside C & D | Booth Size N/A File Name IOD 2012.dwg Scale N/A | Designer JS/RC Date 09.07.2012 Status A13 |