

Lotusphere 2012

Look and Feel

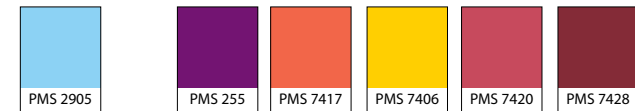
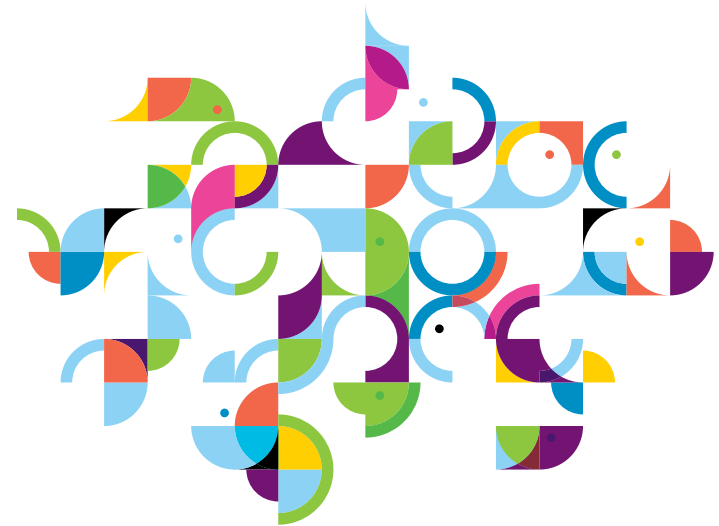
FINAL

November 2011
Version 3



Lotusphere Design Elements

Full Conference Lock-Ups



SocialBusiness

Let's build a
smarter planet.

Smarter software
for a smarter planet.



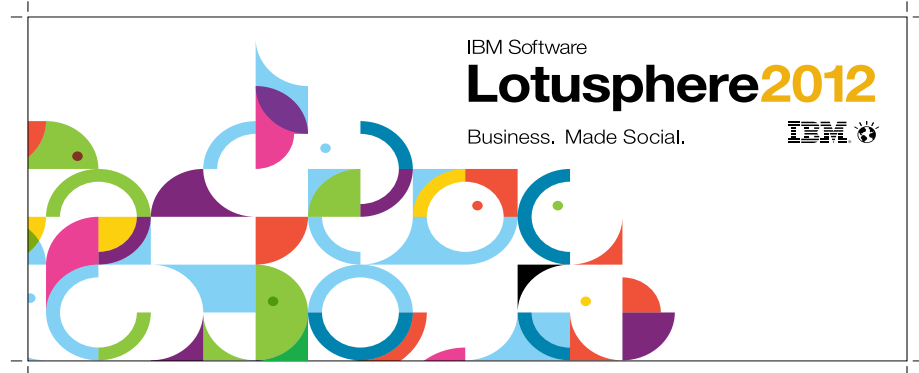
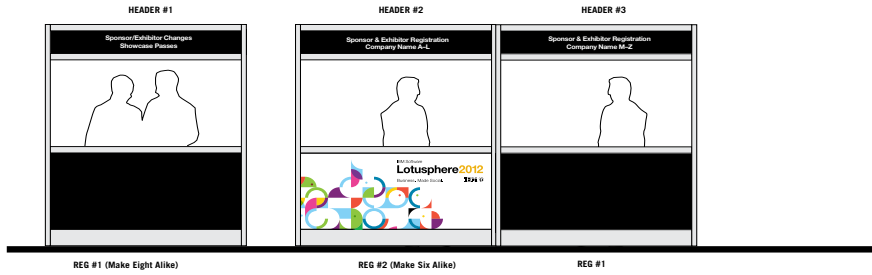
Entrance



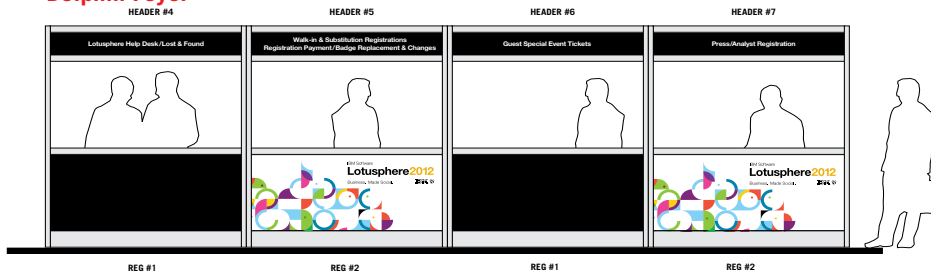
Registration

Registration -

Outside Atlantic Hall

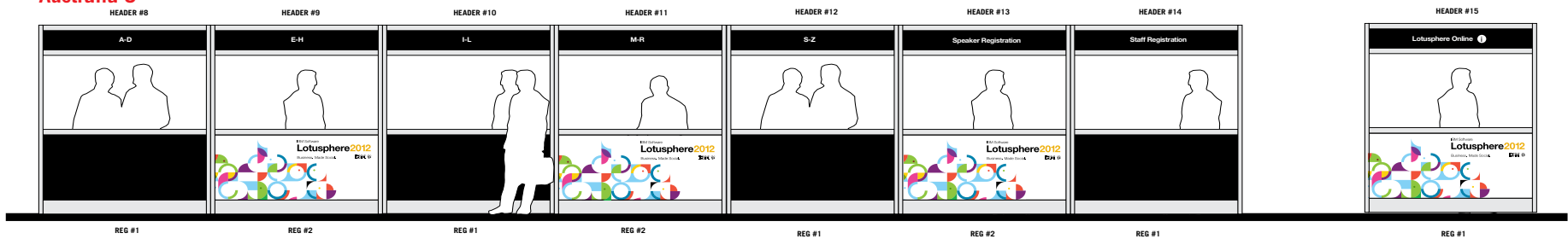


Dolphin Foyer

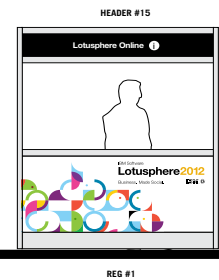


REGISTRATION KICK PANELS
 Make Seven (7) Alike:
 Black Sintra 77" x 33" Panels
 Lambda to Sintra

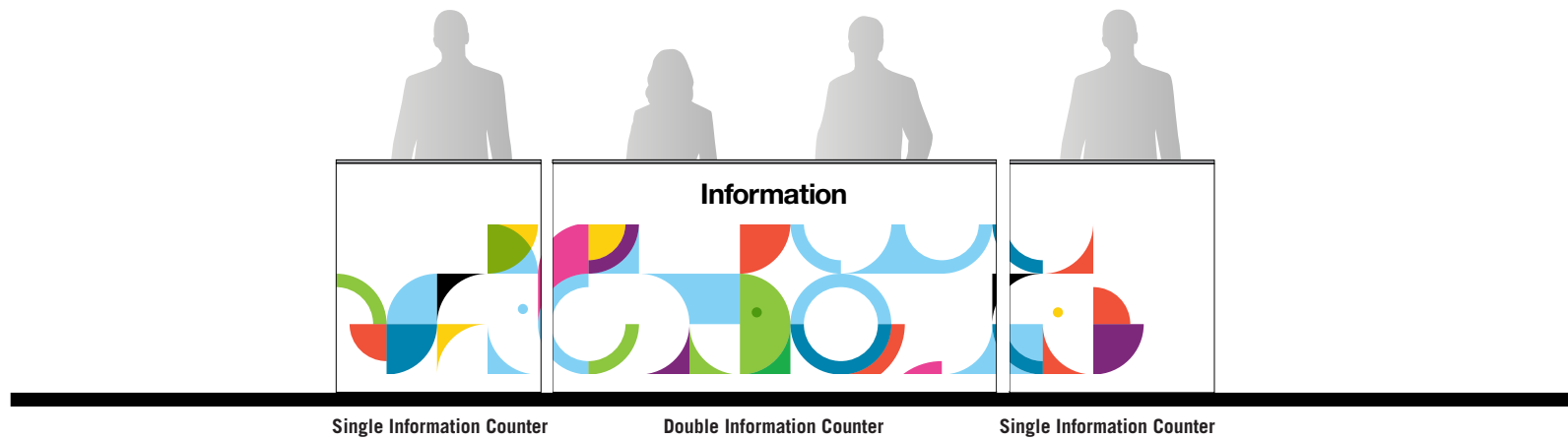
Australia 3



Asia 5

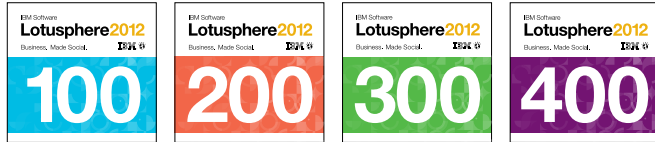


Information Area



Aisle Banners

5'6" x 5'



Sponsor Banners

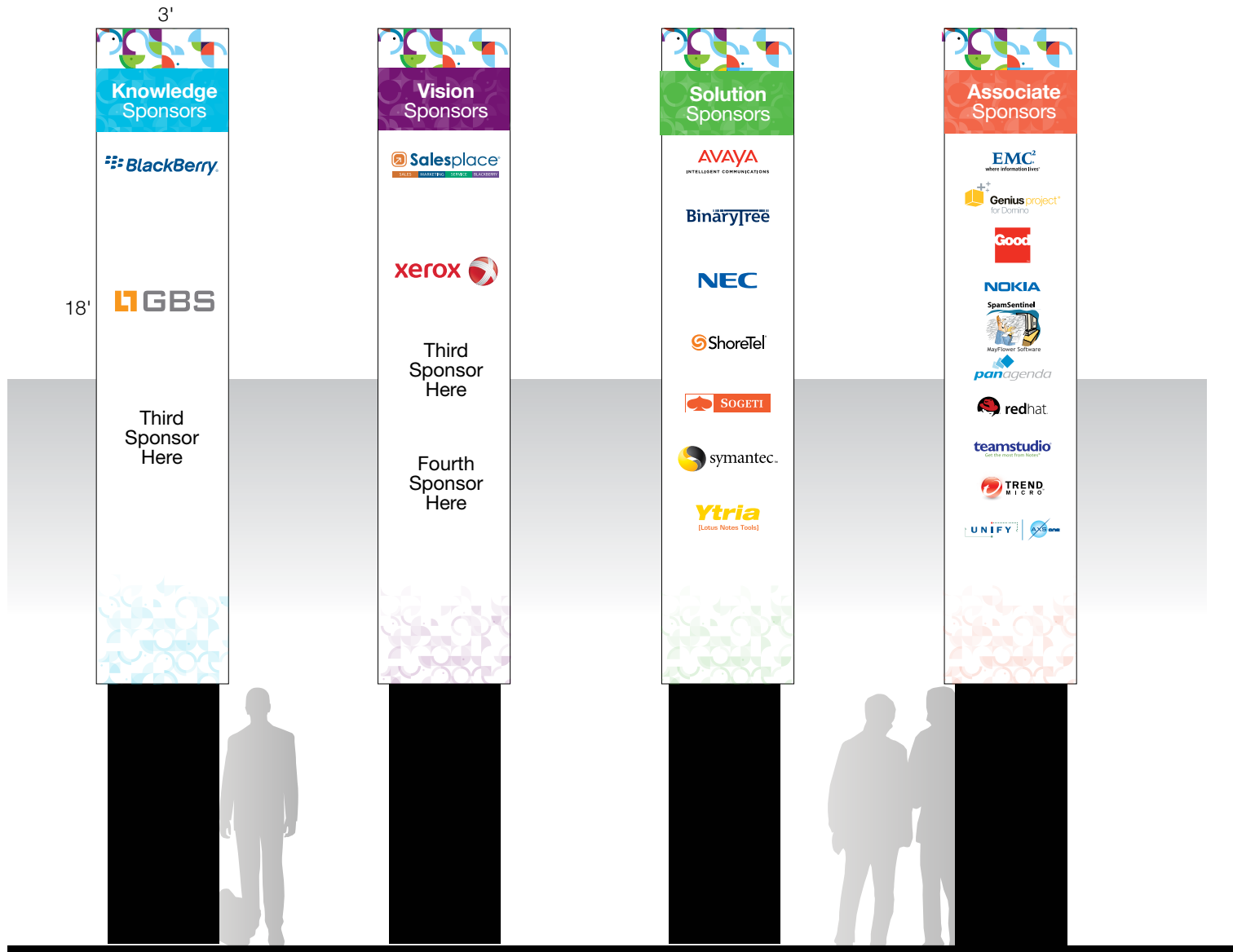
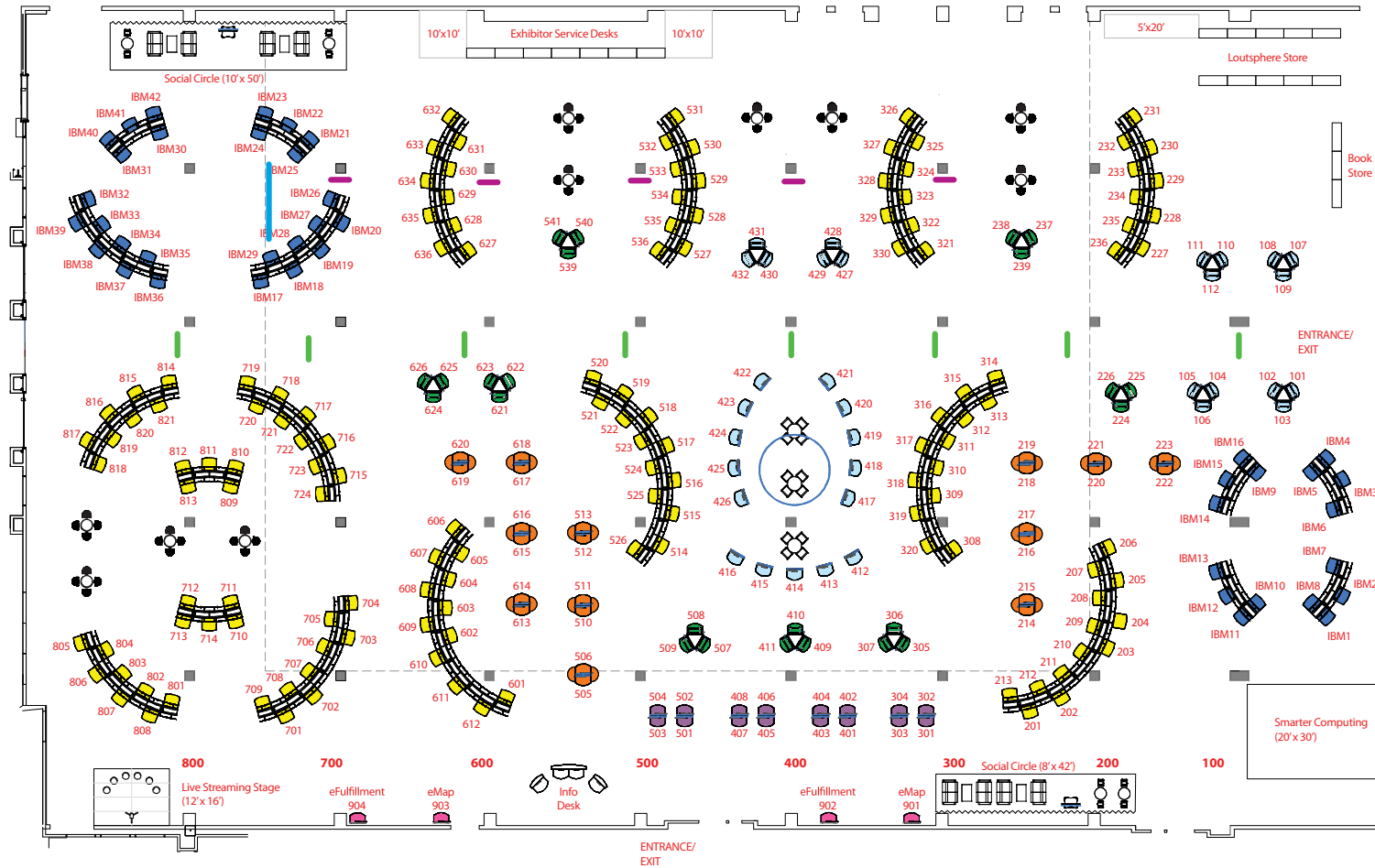
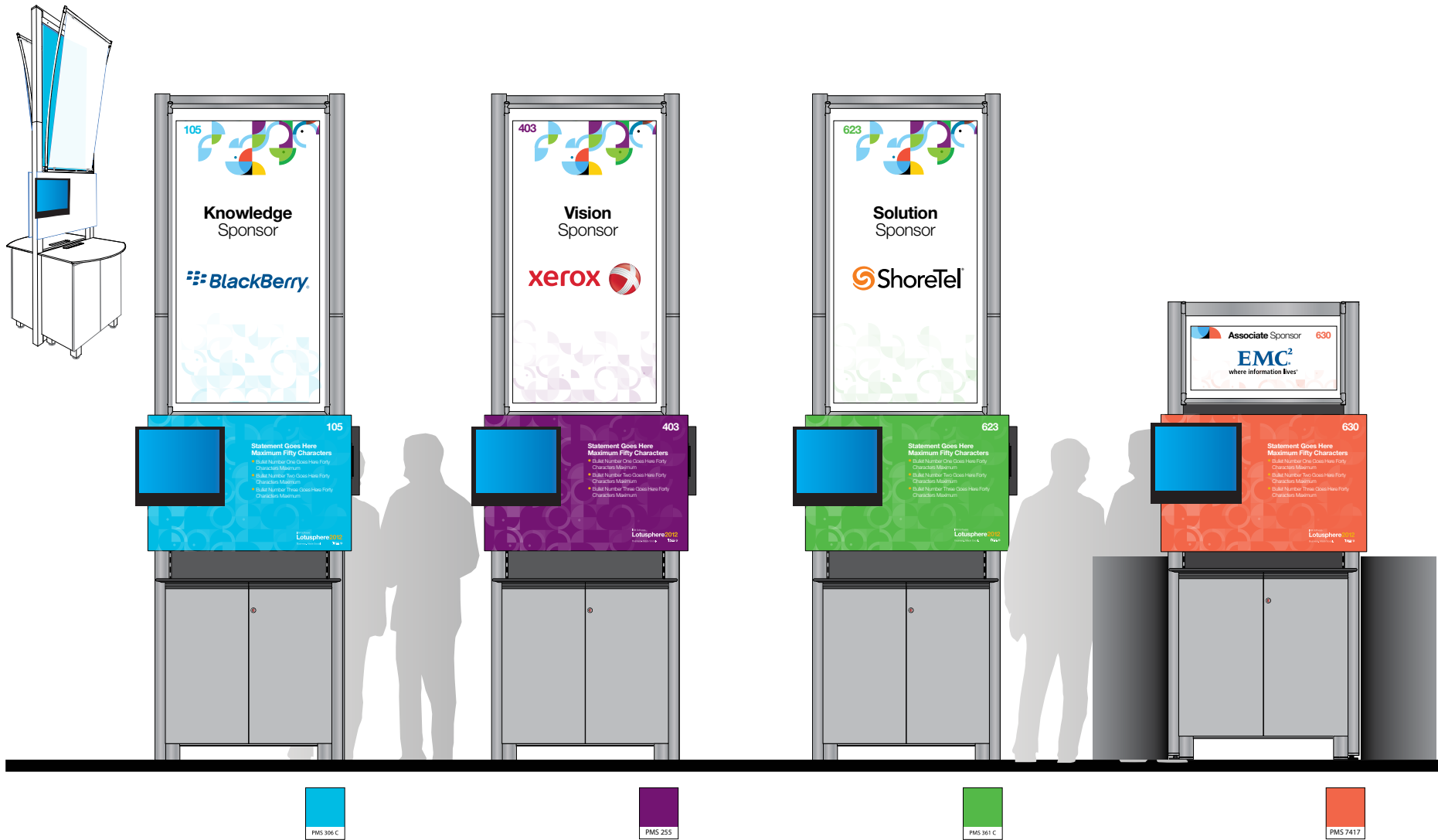


Exhibit Hall Banner Placement

- Sponsor Banners
- Aisle Banners
- IBM Showcase Banner



Sponsor Levels



Sponsor Level: Exhibitors



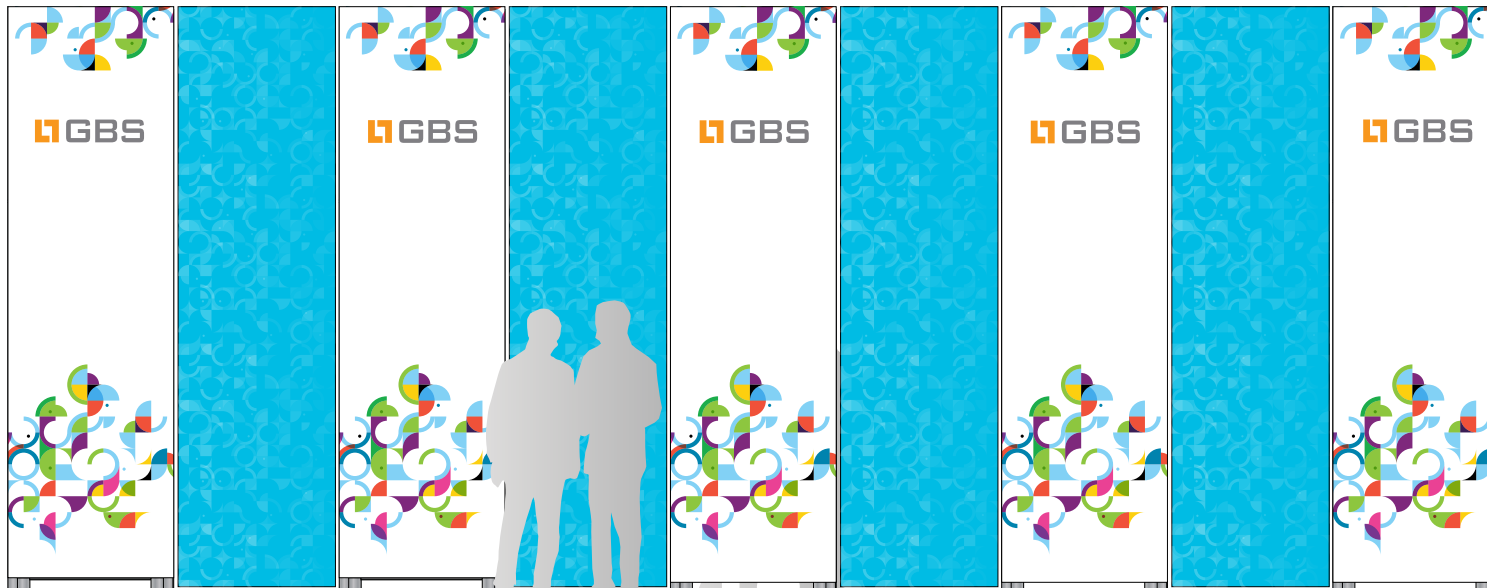
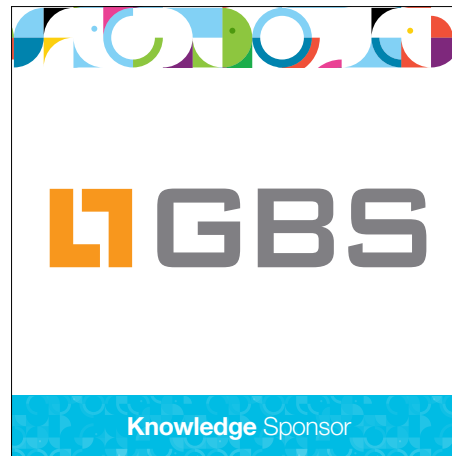
Sponsor Level: IBM



Sponsor Level: Knowledge “Group”



Sponsor Level: Knowledge “Group” Option 1 Outside



T Shirt

