



Conference Overview Map

1. Grand Garden Arena

- Breakfast (Monday and Tuesday)
- General Sessions
- Pulse Palooza

Studio Rooms

 Proven Practice Workshops (Tuesday)

2. Signature Towers 2 and 3

Press Activities

3. North Pavilion

- Lunch
- Breakfast (Wednesday)

4. Conference Center

Level One

- · Morning Refreshment Break
- Registration
- Kiosks
- Information Desk
- Pulse Bookstore
- Pulse Logo Store
- Breakout Sessions
- Industry User Group Meetings (Sunday)
- Post-Conference Education (Thursday and Friday)
- · Hands-on Labs

Level Two

- Producer Boardroom
- Director Boardroom

Level Three

- Morning Refreshment Break
- Kiosks
- **Breakout Sessions**
- Business Partner Summit (Sunday)
- Speaker Ready Room
- Certification Testing
- Network Help Desk

5. Studio Ballroom

- Analyst Activities
- International Connection Reception (Sunday)

6. Marquee Ballroom

- Solution Expo:
 - IBM and Partner Exhibits
 - Expo Theaters
 - Maximo Solution Center
 - Meet the Experts
 - Client Hospitality Lounge
 - Integrated Service Management Simulator
 - IBM Research Center Innovation Demonstration
 - User Community Networking Area
 - Business Partner Café
 - Window to Watson

 - Usability Feedback Area
- AVP Red Carpet Lounge Afternoon Refreshment Break
- Executive Meeting Center