

Event Experience Design Toolkit

12 July 2021



Purpose

This toolkit provides a framework to ensure IBM's event designs are aligned to priority audiences, business objectives and its GTM strategy.

We have established a set of booth designs with fixed and flexible elements to define the experience.

Use of these standard environments is required, as it ensures consistency across all IBM events globally, and enables event owners to focus on the content and storytelling.

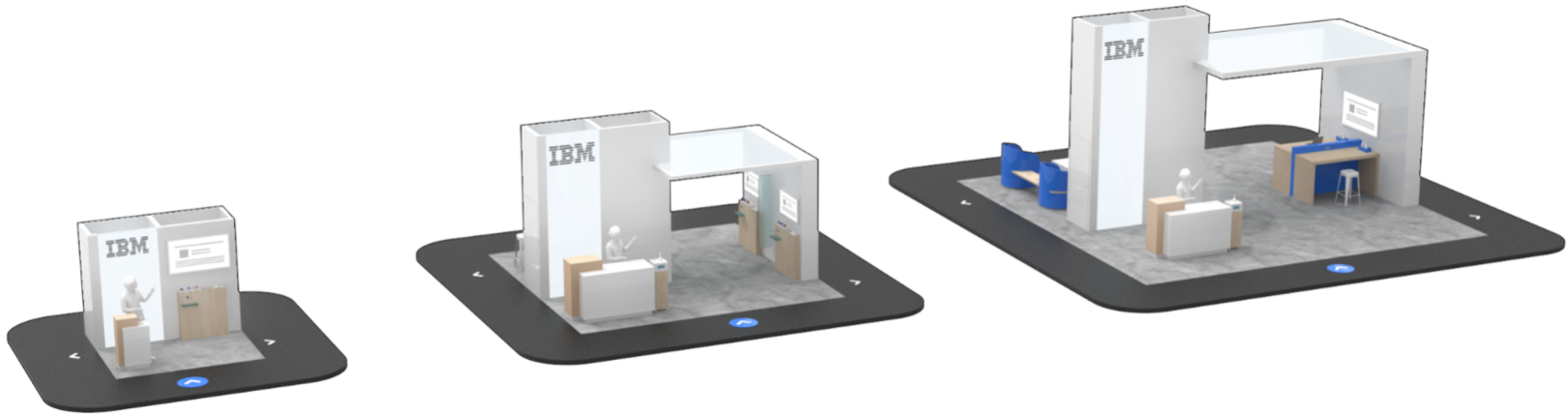
Architecture System Overview

- Standard Version
(with custom canopy structure)
- Simplified Version
(without canopy / primarily Aluvision)



Standard Version

Architectural System Overview





Simplified Version

Architectural System Overview

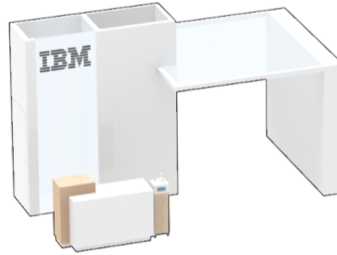


Fixed Structural Environment

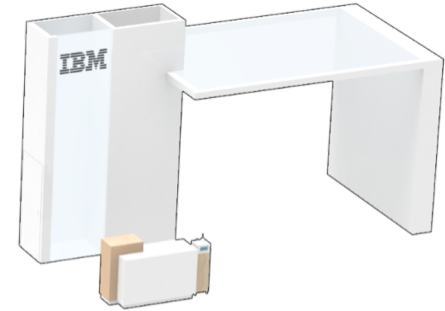
The **large tower** and intersecting canopy wall offer custom branding opportunities and introduce a fixed environment to accommodate flexible journeys throughout the space. These elements intentionally define an open and inviting architectural language that promotes distancing and Covid protocols, while aligning to the IBM Design Language.



10 x 10



20 x 20



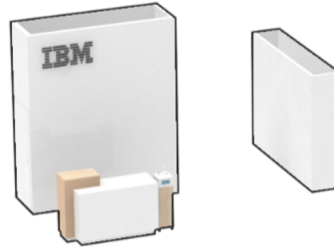
30 x 30

Fixed Structural Environment

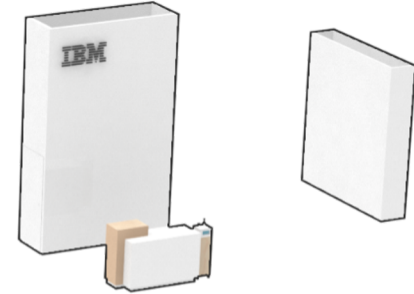
The **large tower** and **perpendicular wall** offer up custom branding opportunities and introduce a fixed environment to accommodate flexible journeys throughout the space. Their relationship to each other is fixed, but the pair can move forward, back or rotate to accommodate ultimate traffic flow and/or entry points.



10 x 10



20 x 20

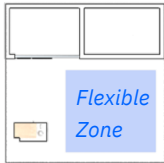


30 x 30

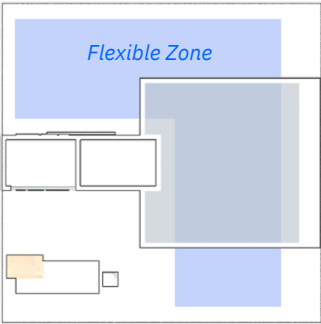
Flexible Zones for Functionality

Customized Functionalities

While the booth architecture and welcome counter are fixed, the way the zones are activated is flexible, based on the desired experience. These zones can be tailored to any specific scenario and populated with demos, activations, seating, workstations, etc.

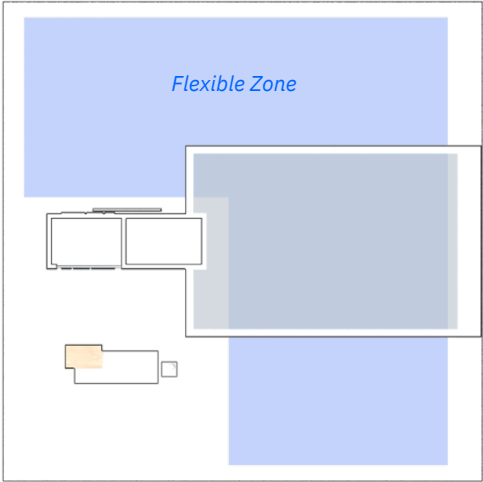


10 x 10



20 x 20

Physical structures can move forward, back or rotate to customize flexible zone footprint



30 x 30

Edge Lit Plexi



3D Shadow Box



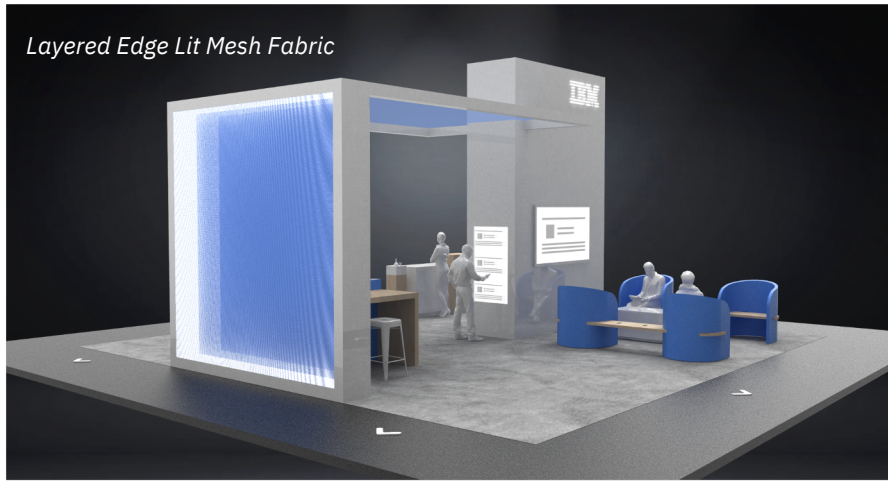
LED Screen



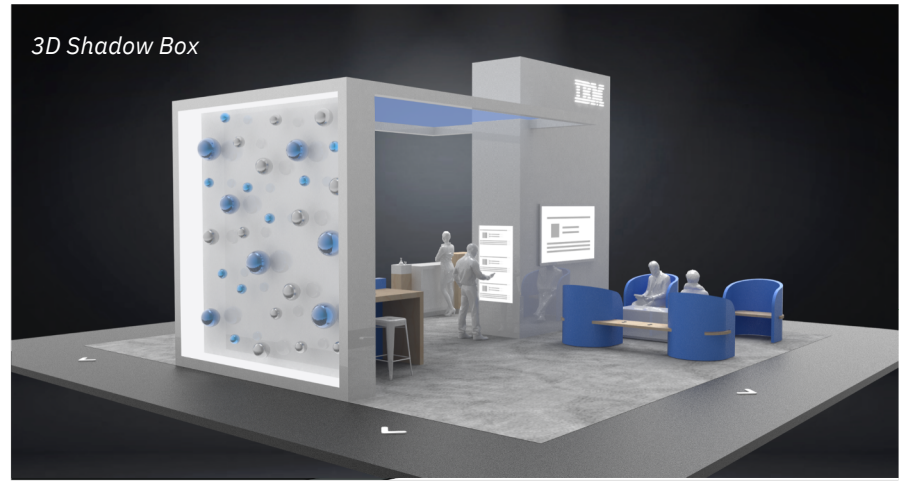
Mesh Fabric



Layered Edge Lit Mesh Fabric



3D Shadow Box



LED Screen



Backlit Lightbox Opaque Fabric

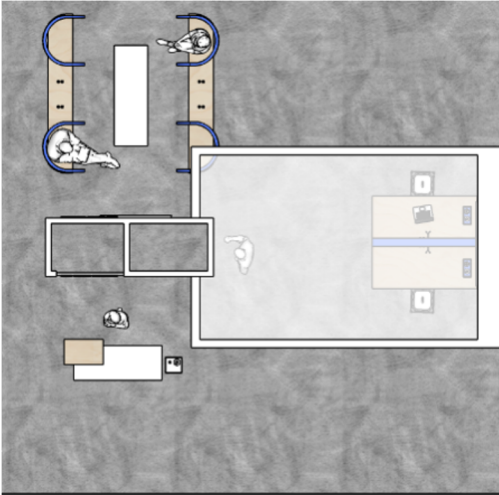


Example Flexible Scenarios

- (3) Floorplan Arrangements

Floorplan Arrangements

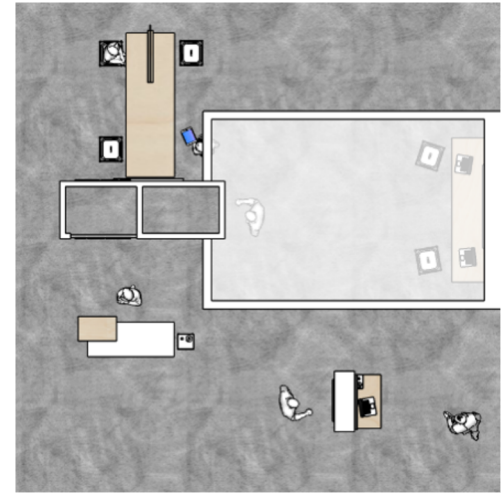
While the booth architecture for the 30 x 30 booths is fixed, the way the zones are activated is flexible, based on the desired experience. Here we have provided a few arrangement scenarios.



Arrangement 1



Arrangement 2

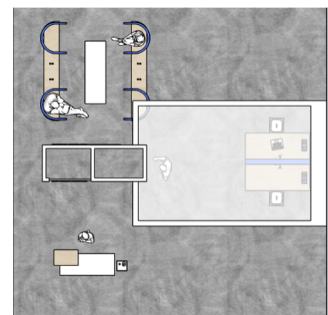
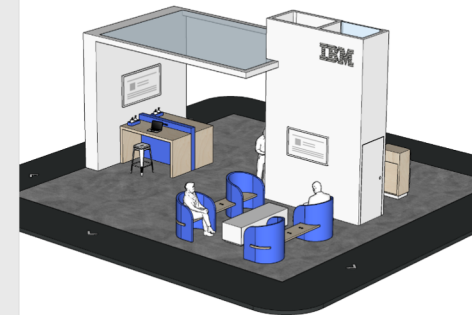
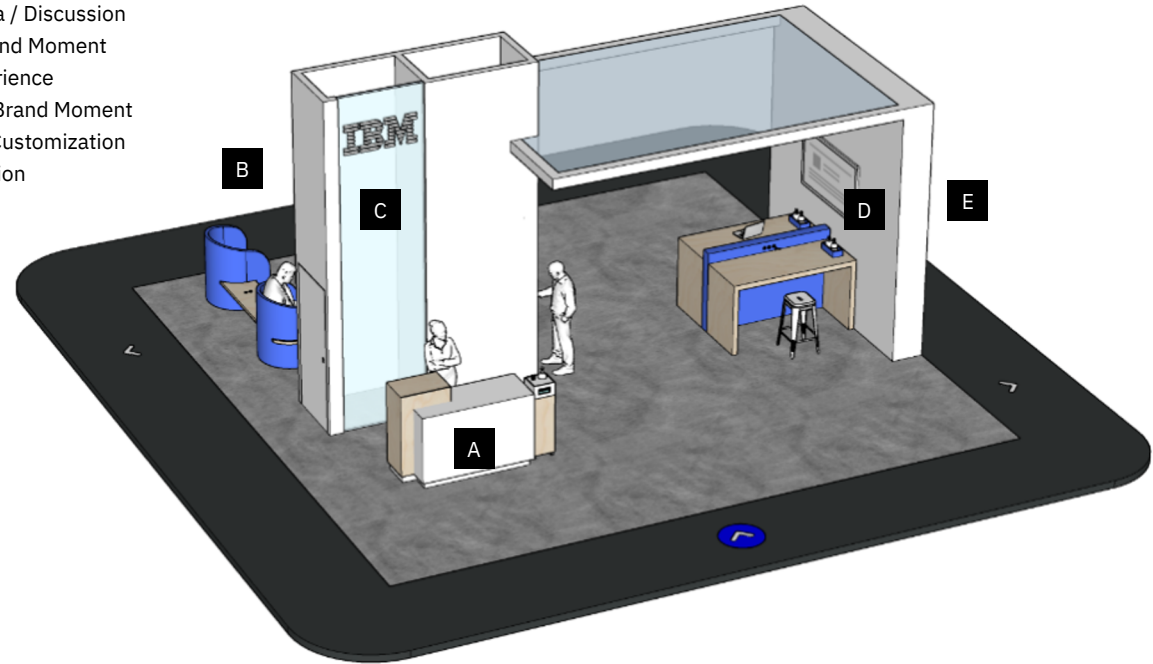


Arrangement 3

Architecture System
30 x 30

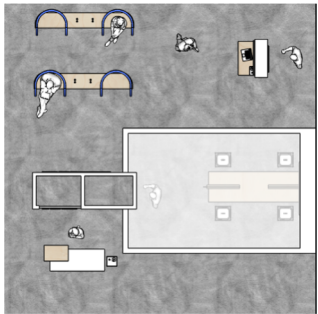
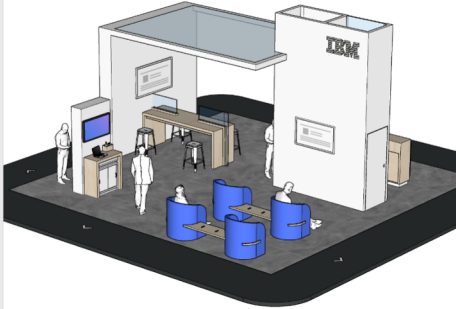
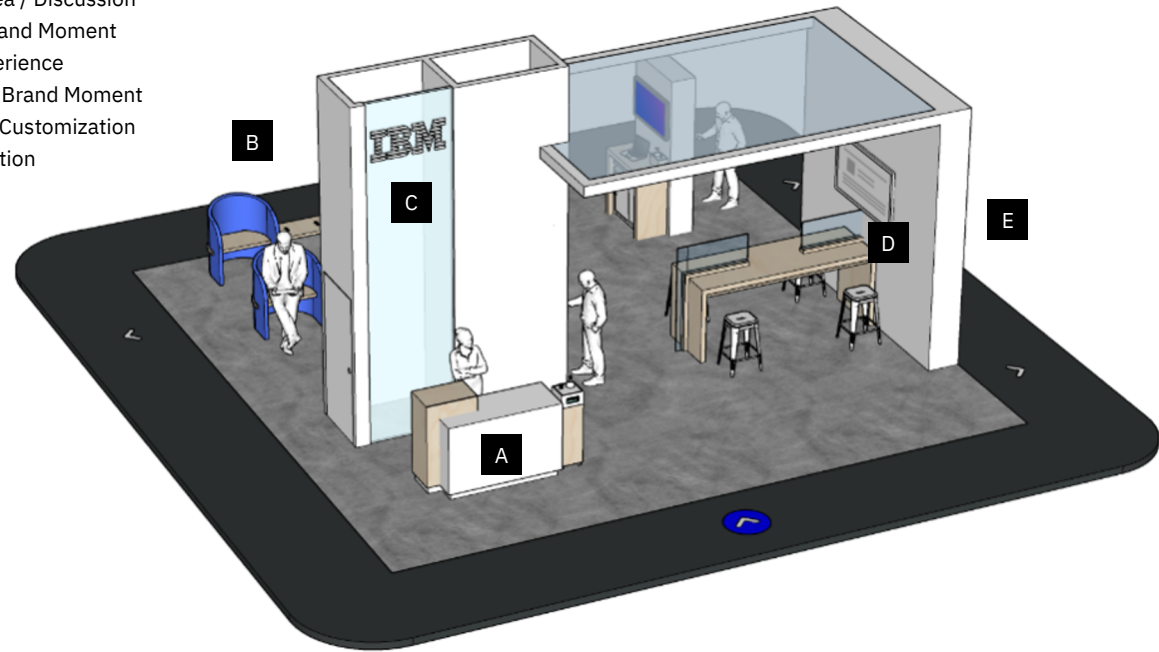
Floorplan Arrangements 1

- A. Welcome Area / PPE
- B. Lounge Area / Discussion
- C. Primary Brand Moment
- D. Demo Experience
- E. Secondary Brand Moment
 - Graphic Customization
 - Illumination



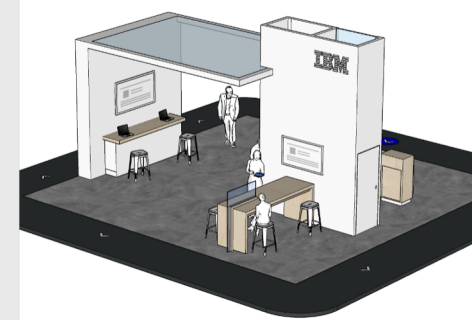
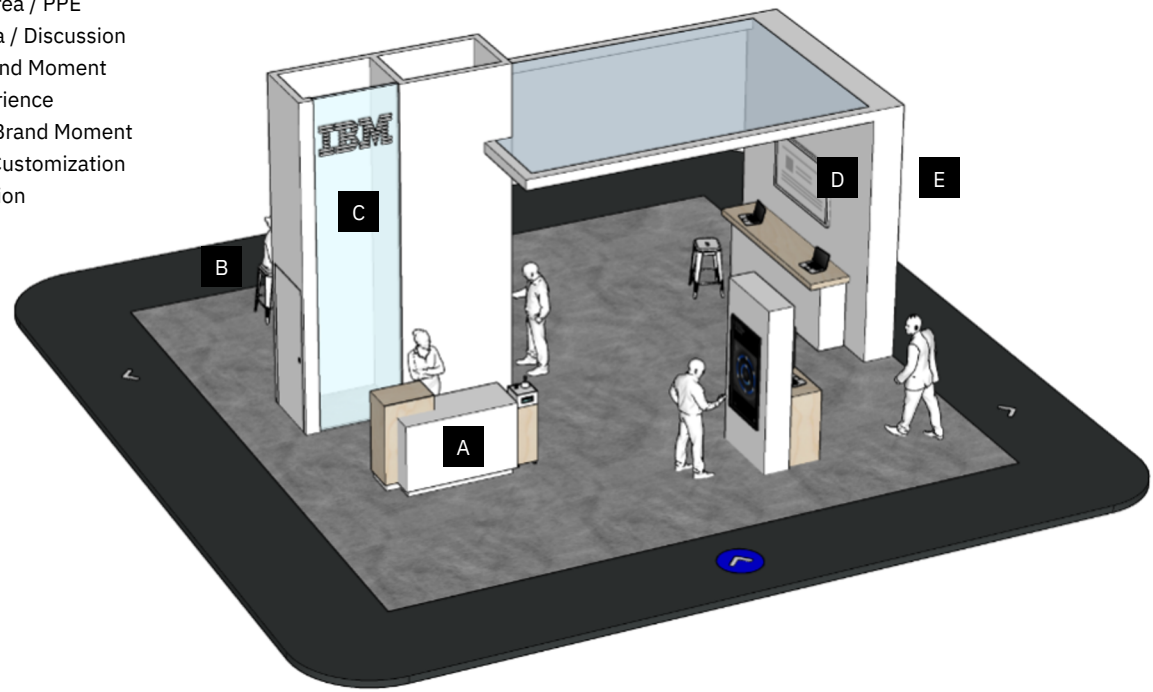
Floorplan Arrangements 2

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- B. Lounge Area / Discussion
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- D. Demo Experience
- E. Secondary Brand Moment
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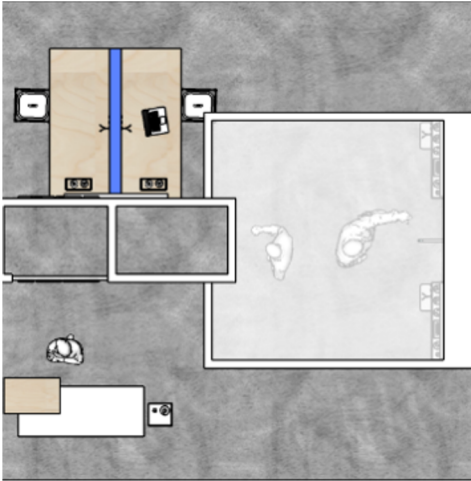
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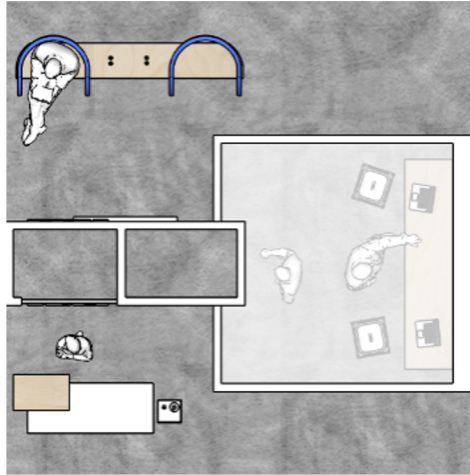


Floorplan Arrangements

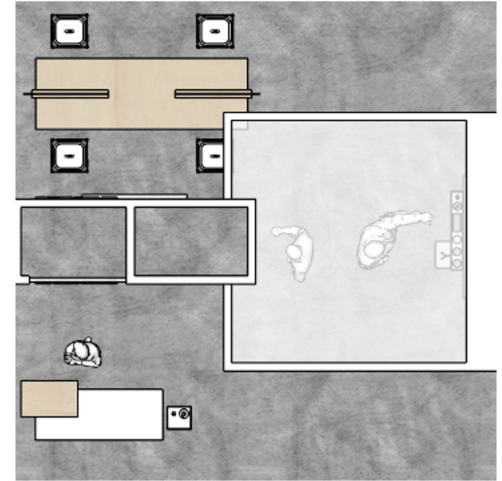
While the booth architecture for the 20 x 20 booths is fixed, the way the zones are activated is flexible, based on the desired experience. Here we have provided a few arrangement scenarios.



Arrangement 1



Arrangement 2

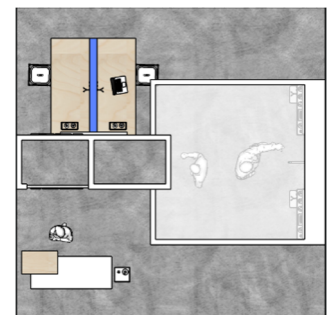
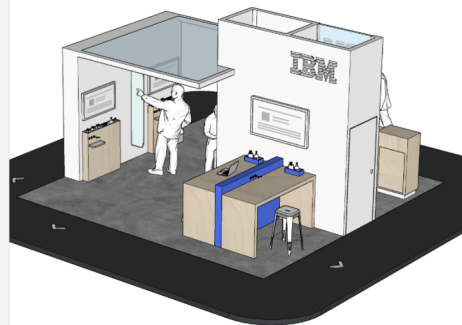
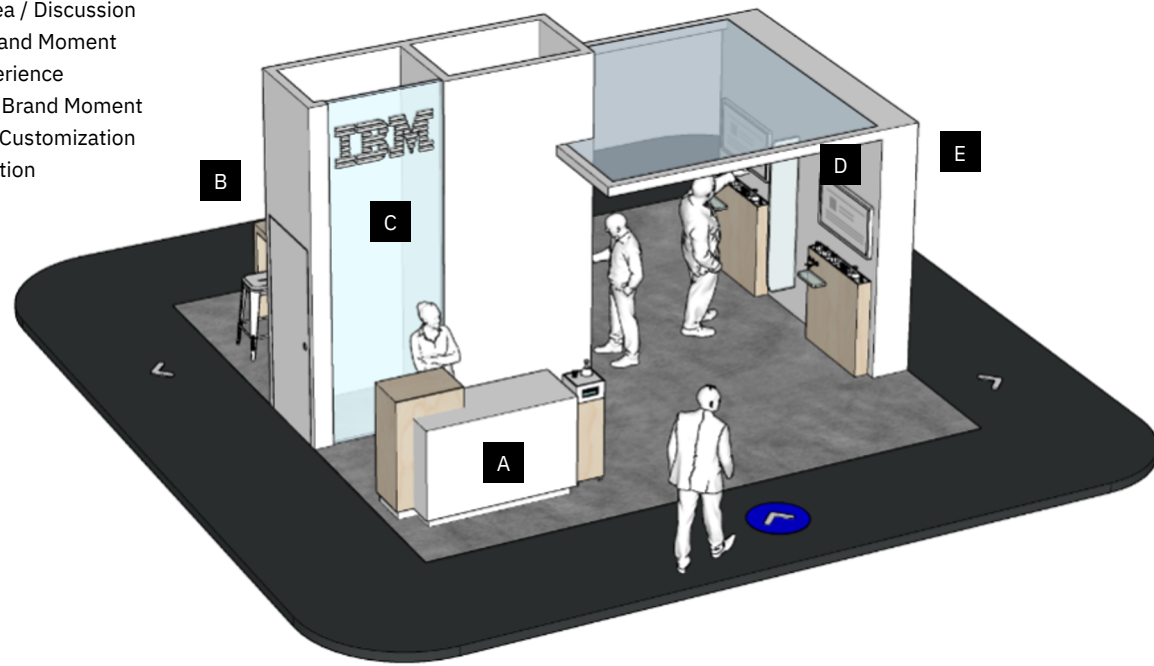


Arrangement 3

Architecture System
20 x 20

Floorplan Arrangements 1

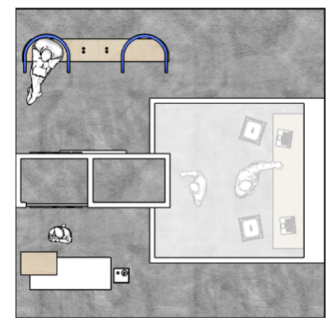
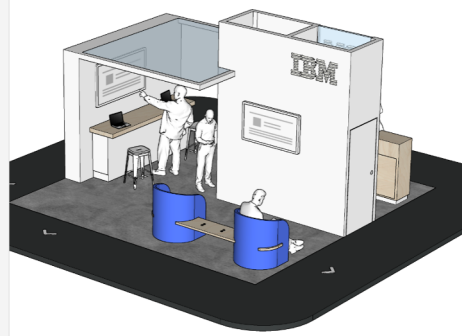
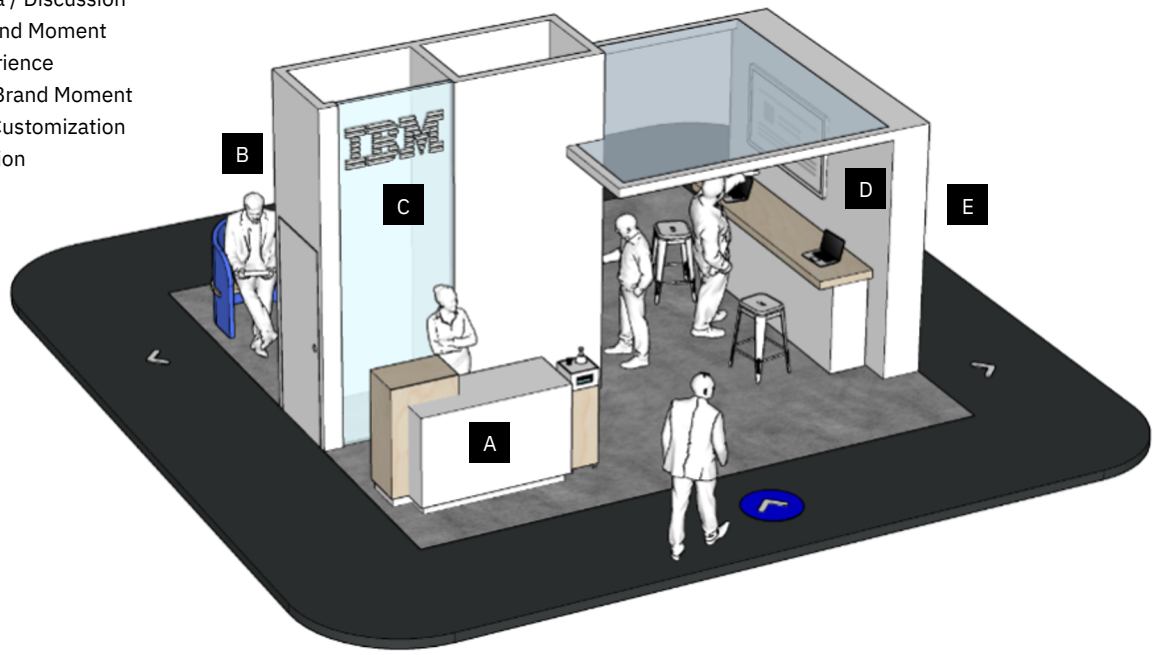
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Architecture System
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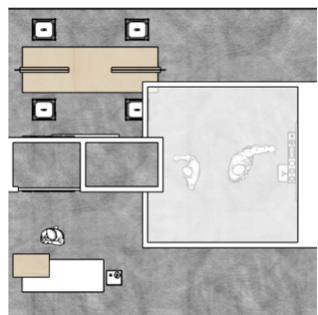
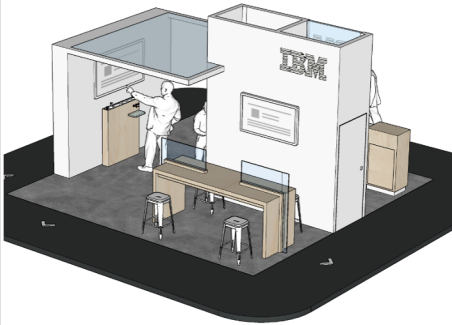
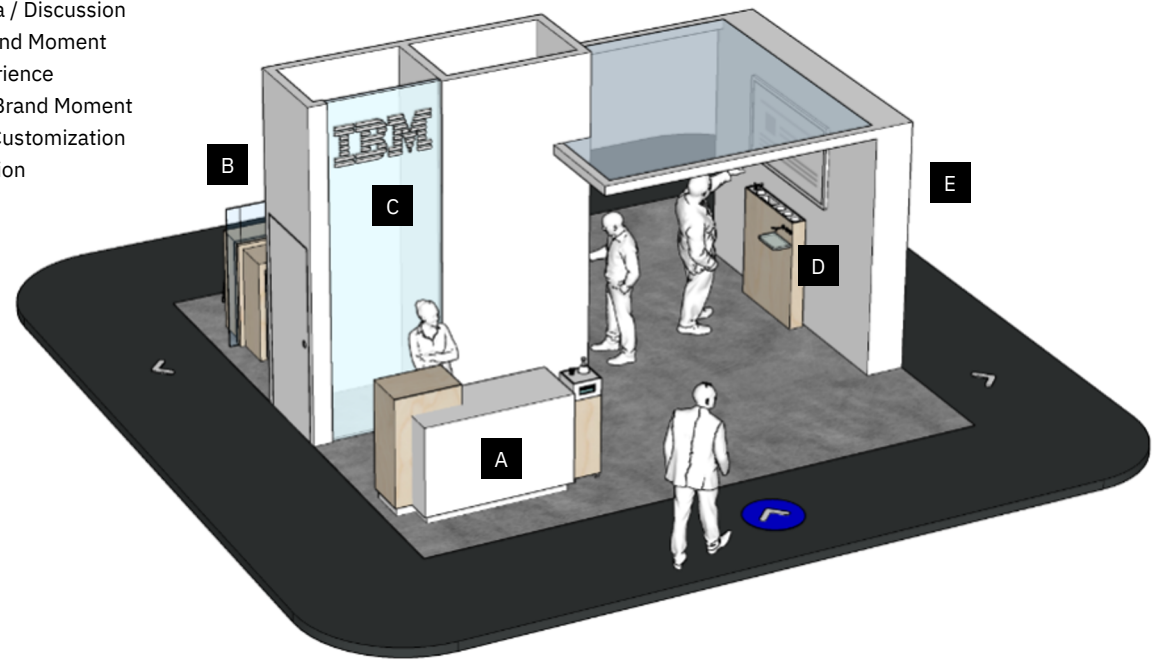
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Applying Graphics

- Master Brand
20 x 20
- Security
30 x 30
- Hybrid Cloud
30 x 30









Hybrid Cloud
30 x 30





Hybrid Cloud
30 x 30

Simplified Version



