

Exhibitor Prospectus

Announcing EclipseWorld,
the industry's first independent conference
for enterprise software developers
and development managers
using Eclipse tools and technologies



August 29-31, 2005

Roosevelt Hotel
New York City



Produced by

BZ Media

SDTimes
THE INDUSTRY NEWSLETTER FOR SOFTWARE DEVELOPMENT MANAGERS

**Software Test
& Performance**

www.eclipseworld.net

Welcome to EclipseWorld 2005!



EclipseWorld is the first independent enterprise-focused technical conference for software developers, architects and development managers who are using Eclipse-based tools and technologies.

Over 500 Enterprise Eclipse Tool Buyers will be in New York August 29-31 this year. Make sure your tools and solutions are there, too!

Whether a developer is an Eclipse expert, just getting started with the platform, or trying to decide if Eclipse is right for the development team, EclipseWorld is the must-attend independent educational event of the year!

EclipseWorld will help enterprise developers master this cutting-edge technology, and learn how to draw upon the entire Eclipse ecosystem, from the Eclipse code itself to the commercial plug-ins, tools and platforms that leverage the Eclipse framework.

The Eclipse platform has taken the developer world by storm — and thousands of organizations, and tens of thousands of developers, are already seeing tremendous productivity benefits from using the integrated development environment, test/QA tools, collaboration features and other aspects of the ever-growing Eclipse ecosystem. The code is ready for download. And our world-class faculty is ready to teach enterprise developers and development managers how to become Eclipse masters.

EclipseWorld offers a wide variety of classes. Newcomers will learn the basics of using Eclipse to build C/C++ and Java applications for Linux, Windows and other operating systems. We'll cover the unique open-source licenses and organization behind Eclipse, and dive deep into the software architecture.

Attendees will learn about the wide range of Eclipse projects that they can use today, such as the Business Intelligence and Reporting Tools, Aspect-Oriented Programming, the UML2 Project, the Rich Client Platform, and much more. They'll learn about software modeling, collaboration, testing/quality assurance, Web development, build management, software deployment and other essential topics.

Their learning won't stop in the classroom as they head into the bustling exhibit hall Tuesday and Wednesday afternoon! Coffee breaks in the exhibit area and the Tuesday evening reception on the show floor will encourage interaction between buyers and exhibitors.

At EclipseWorld, conference attendees will...

- Learn how to save money and improve developer productivity with Eclipse.
- Improve team collaboration using Eclipse-based tool sets.
- Go beyond the IDE to understand the wide range of Eclipse technologies.
- Get deep inside Eclipse's open-source architecture.
- Discover the best, most effective Eclipse add-ins and plug-ins.
- Master techniques for building high-quality, more secure software.

Show-only traffic will be generated from the largest concentration of IT professionals in the U.S, including many from Fortune 500 companies in the world's capital of the financial industry.

"Eclipse is pleased to welcome BZ Media's launch of EclipseWorld,"

said Mike Milinkovich, executive director of the Eclipse Foundation. "Adoption of Eclipse-based tools and technologies is on the rise, and developers and development managers are looking for education and training. We think that it's important that leading-edge media companies like BZ Media are taking the initiative with this enterprise-focused conference." The Eclipse Foundation, a non-profit corporation, manages the evolution and promotion of the Eclipse platform.



BZ Media is a member of the Eclipse Foundation

Who will be attending EclipseWorld?



Software development managers
Senior developers
Chief software architects
Software engineers
Project managers
QA managers
Applications development managers

IT directors
Internet development managers
Software engineering managers
Systems programming directors
Team lead developers
Development directors
Development VPs

Check out this list of sample classes!!

Sample Tutorials

Understanding the Eclipse Architecture
Introduction to Using Eclipse on Windows
Introduction to Using Eclipse on Linux
Introduction to Business Intelligence Using BIRT
The Eclipse Ecosystem: Tools and Plug-Ins for Eclipse
Introduction to Aspect-Oriented Programming With AspectJ

Sample Classes

Advanced Java Development Using Eclipse Platform IDE
Programming to the Eclipse Rich Client Platform (RCP)
The Future of Eclipse: Walking Through the Road Map
Data Visualization Using BIRT
Integrating Eclipse With the Ant Build Tool
Integrating Eclipse With CVS
Deep Dive: Understanding the Eclipse Internals
Graphical Development With Eclipse, GEF and SWT
Collaboration Using Eclipse and WebDAV
Web Services and Eclipse Using EMF
Eclipse for COBOL Developers
Advanced AOP With AspectJ
Troubleshooting Eclipse
Web Development Using Eclipse and WST
Understanding the Eclipse Open-Source License
Refactoring With Eclipse

Over 40 top technical tutorials and classes!

Building Strong GUIs for Eclipse Projects
The Eclipse Debugger
Modeling Using Eclipse and the UML2 Project
Introduction to Web Development Using Eclipse and WST
Advanced Web Development Using Eclipse and WST
Interoperability Workshop: Eclipse Tools, .NET Platform
How to Contribute to the Eclipse Project
Advanced C/C++ Development Using Eclipse Platform IDE
Advanced Reporting Using BIRT
Eclipse Integration With Tomcat
Using Eclipse With the Struts Framework
An Open-Source Stack: Linux, Apache, MySQL, Eclipse
How to Contribute to the Eclipse Project
How to Build Eclipse Plug-Ins
Software Testing With the Eclipse Framework
Building Secure Applications Using Eclipse
Database Integration Using Eclipse
J2EE Development Using Eclipse and JST
Panel: Open Source and Intellectual Property
Advanced JavaScript With Eclipse
Panel: Meet the Eclipse Contributors: How Eclipse Works

Ten Great Reasons to Exhibit at EclipseWorld



- 1.** EclipseWorld is the industry's first independent conference for enterprise software developers and development managers using Eclipse tools and technologies. Buyers are pre-qualified by their interest in the subject.
- 2.** You'll meet and sell to an estimated 500 dedicated software and application development managers, project managers, architects and test/QA managers looking to buy and use plug-in tools for Eclipse.
- 3.** You'll talk to potential customers in a relaxed and intimate atmosphere — coffee breaks are in the exhibit ballroom so you'll have plenty of time to meet each attendee.
- 4.** EclipseWorld is about more than just the free IDE. It teaches how to master Eclipse from the perspective of the entire software development life cycle, from architecture to coding to testing to deployment.
- 5.** Extensive marketing to the 55,000+ software development managers reading SD Times will bring you the high-level management audience that can sign off on big-ticket testing and performance tools.
- 6.** EclipseWorld is located in New York City, home to thousands of IT professionals, many of whom work in the lucrative financial industries.
- 7.** EclipseWorld is inexpensive and easy to staff. Show hours are arranged to maximize productivity and minimize standing-around time.
- 8.** More than 1,500,000 marketing impressions will build awareness of your company and create interest in your products before the show.
- 9.** Classes and faculty have been chosen for their work experience and their ability to teach useful and practical information.
- 10.** A high-quality conference with independent faculty will attract a discriminating and high-quality audience for your products.

What people said about BZ Media's recent Software Test & Performance Conference

"This was the most practical conference I have been to in 18 years."

Mary Schafrik
Fifth Third Bank
B2B Manager/QA & Defect Management

"Very diverse set of sessions passing on great & door-opening information and techniques at a level that many can comprehend. The speakers were excellent & approachable. The conference was very well organized!"

Jessica Navarette
Software Engineer
Alion Science & Technology

"Go! Very impressive list of speakers. Can't wait to see what next year brings."

Wayne Eddy
Production Process
Development Manager

"New tips and best practices in software testing were presented by excellent speakers and professionals."

Ella Naydorf
Booz Allen Hamilton
QA/Test Manager

EclipseWorld Marketing Promotion



- Two-page spreads and full tabloid pages will begin running with the May 1 issues of SD Times and Software Test & Performance. Print ads in other publications will run in June and July.
- Direct mail postcards.
- Telemarketing to best prospects hand-picked by event organizers.
- E-newsletter sponsorships.
- Direct opt-in e-mail blasts.
- Banners on www.sdtimes.com and other leading sites.
- The Course Catalog will be printed and mailed to tens of thousands of top prospects.
- Banners and buttons are available for you to promote your presence at the show on your Web site.
- Exhibitors who reserve sponsorships early will be included in promotional advertising and marketing efforts for the event. This is valuable exposure for your company, and the earlier you sign up, the more you get!

Over
1,500,000
impressions to
be generated!



Sponsorship Packages for EclipseWorld



What you get!	Diamond (Exclusive)	Platinum	Gold	Silver	Booth Only
8' x 10' Exhibit Space	x	x	x	x	x
Promotion of Your Company: Print	Logo, Diamond	Logo, Platinum	Logo, Gold	Logo, Silver	Exhibitor Listing
Promotion of Your Company: Web	Logo, Diamond	Logo, Platinum	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Listing
Premium Booth Position on Floor	x	x	x	x	
Direct Mail List, All Attendees	x	x	x	x	
Attendee Bag Insert	x	x	x	x	
Full-Page Ad in Show Program		x	x	x	
E-mail List of Attendees	x	x	x		
Reception Sponsors	x	x	x		
Pre-show E-mail to Registration List	x	x			
Attendee Brief Bag Logo	x	x			
Proceedings - 15MB Demo	x	x			
Coffee Break Sponsors		x			
Junior Page Ad in SD Times		x			
Full Tab Page Ad in SD Times	x				
Lunch Sponsor and Speaker	x				
Back Cover Ad in Show Program	x				
Lanyard Sponsor	x				
Exclusive Sponsor	x				

Pricing

Charter Sponsor – by May 25	\$14,995	\$8,375	\$5,995	\$4,495	\$2,395
Early Bird – by July 12	\$16,895	\$9,495	\$7,285	\$4,995	\$2,695
After July 12	\$18,335	\$10,465	\$8,195	\$5,795	\$2,895

INCLUDED IN BOOTH PRICE:

- Standard draped 8' x 10' booth, with backdrop and sidewall drape dividers
- Company ID sign
- 6 Exhibitor Passes per 8' x 10' booth
- Listing in EclipseWorld Conference Show Program
- Company listing, product description and link on Web site
- One pass to the technical conference
- Access to additional sponsorship opportunities at the event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Increase your exposure and earn the gratitude of EclipseWorld Conference attendees by sponsoring unique one-of-a-kind items. Contact Donna Esposito at 415-785-3419 or desposito@bzmedia.com for a complete list of additional sponsorship ideas.

Event Schedule



Monday, August 29

9:00 a.m. – 5:00 p.m. Full-Day Tutorials

Tuesday, August 30

- 8:15 a.m. – 9:00 a.m. Industry Keynote
- 9:15 a.m. – 10:45 a.m. Technical Classes
- 10:45 a.m. – 11:00 a.m. Coffee Break
- 11:00 a.m. – 12:30 p.m. Technical Classes
- 12:30 p.m. – 1:30 p.m. Lunch Break
- 1:30 p.m. – 3:00 p.m. Technical Classes
- 3:00 p.m. – 7:30 p.m. Exhibits Open**
- 3:00 p.m. – 3:30 p.m. Coffee Break
- 3:30 p.m. – 5:00 p.m. Technical Classes
- 5:00 p.m. – 5:45 p.m. Keynote Presentation
- 5:45 p.m. – 7:30 p.m. Show Floor Reception**

Wednesday, August 31

- 8:15 a.m. – 9:00 a.m. Industry Keynote
- 9:15 a.m. – 10:45 a.m. Technical Classes
- 10:45 a.m. – 11:00 a.m. Coffee Break
- 11:00 a.m. – 12:30 p.m. Technical Classes
- 12:30 p.m. – 2:00 p.m. Lunch Near Exhibits**
- 12:00 p.m. – 4:00 p.m. Exhibits Open**
- 2:00 p.m. – 3:30 p.m. Technical Classes
- 3:30 p.m. – 4:00 p.m. Coffee Break
- 4:00 p.m. – 5:30 p.m. Technical Classes

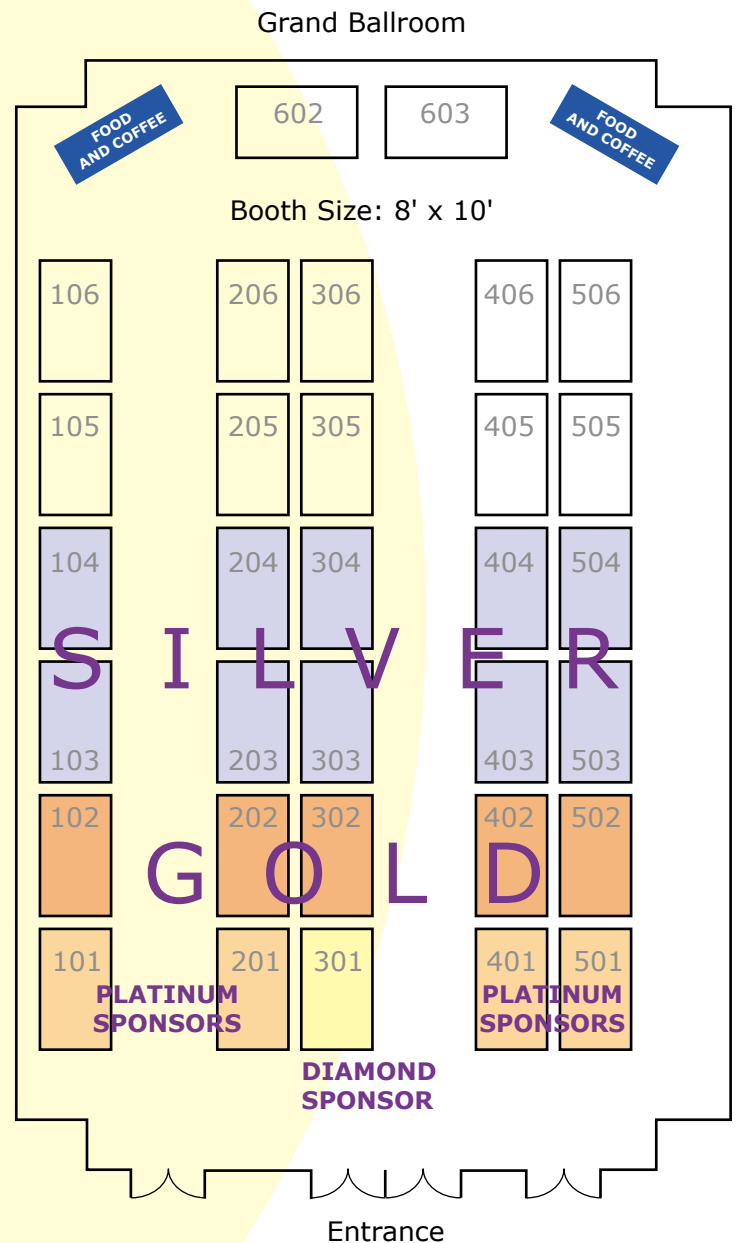
Pick Your Booth And Call Your Sales Manager Today!!

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