



Getting the Most out of Eclipse Events

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and
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What are your goals for Eclipse Events?



- Brand awareness (yours), brand association (with Eclipse)
- Developer relations – Make them love your organization
- Business Development and Business Opportunity Generation
- Networking, experience sharing, troubleshooting (ecosystem)
- Lead generation

During The Show

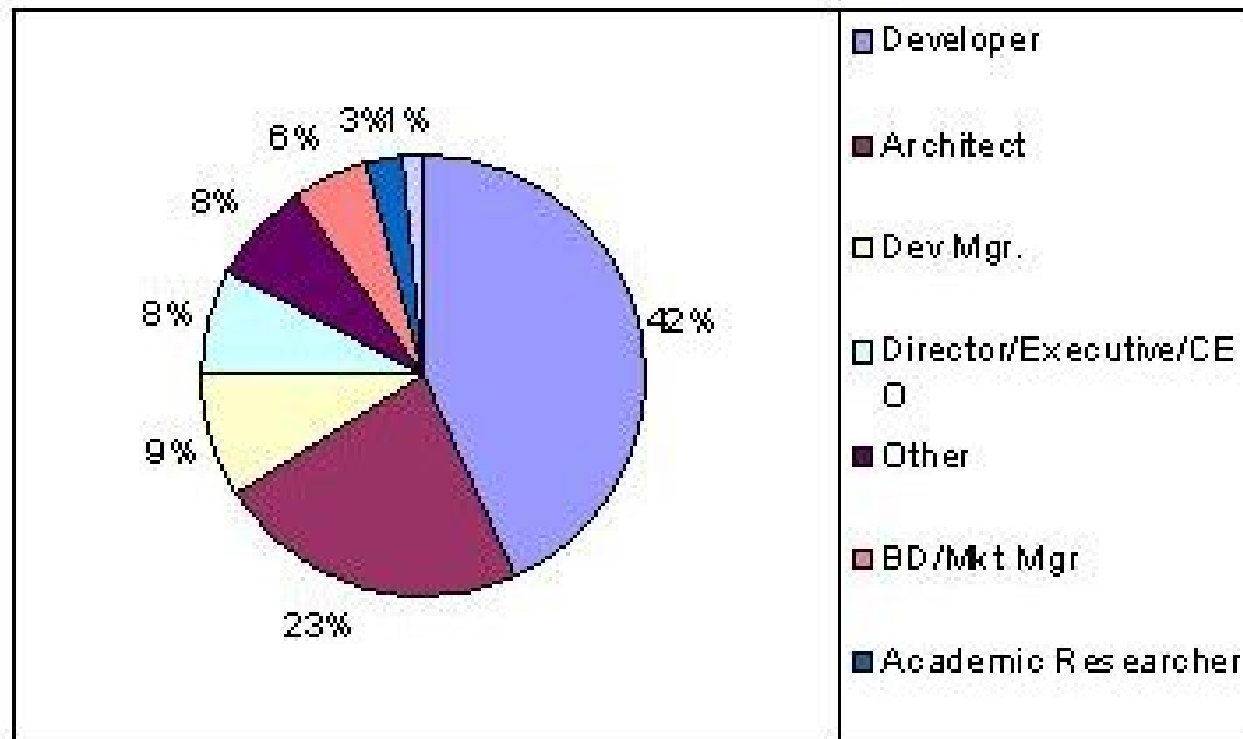


- Do something Buzz-worthy – news, release, beta, shenanigans
- Exhibit hall games, Sponsored Tutorials
- Press activities – Press and Analysts in attendance
- Have your biz dev people in the exhibit hall and events
- Work on Lead Generation, but don't miss the opportunity to listen to the developers
- Mechanisms to solicit input/feedback from the Eclipse Community are always well liked
- Vendor Receptions
- Poster Reception, Demos
- Market your project participation
- Attend membership meeting and networking events
- Don't be silent – pass on your feedback when given the opportunity

Background – Attendee Roles



- 2007 EclipseCon Attendee Profile



Background – Technology Interests



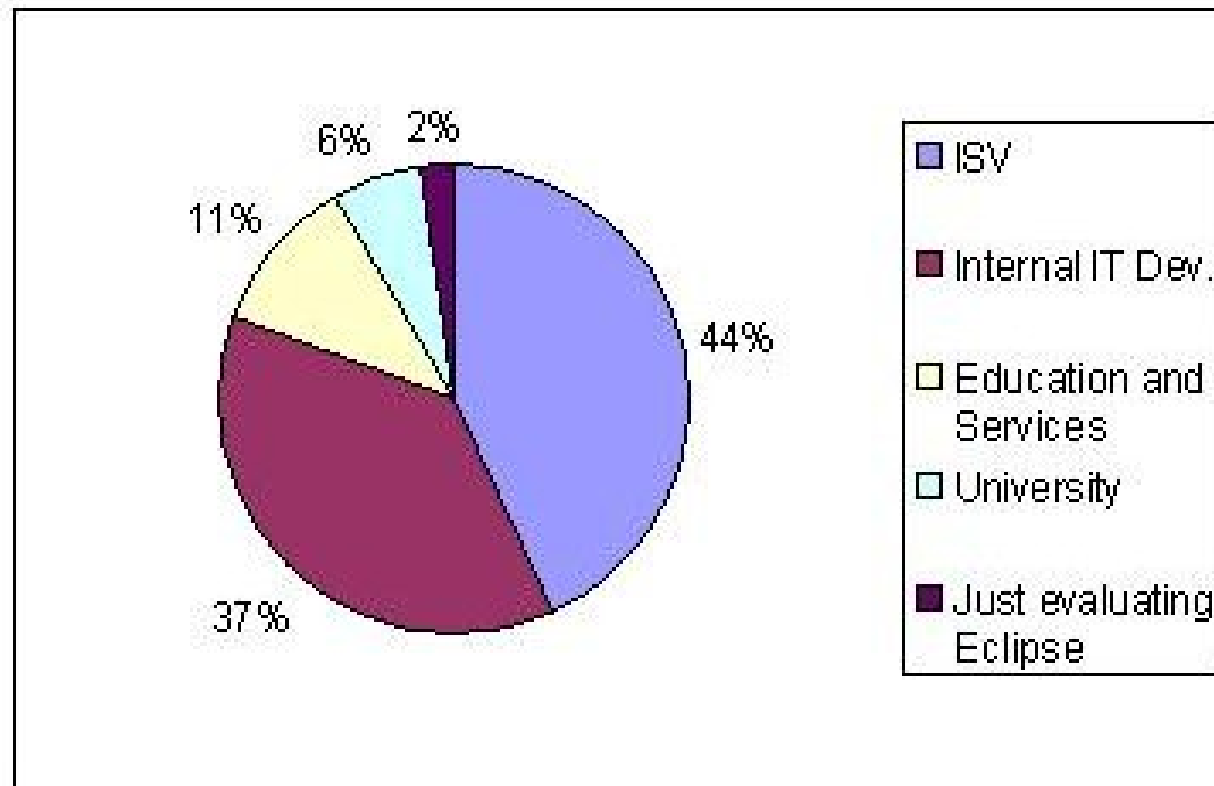
- 2007 EclipseCon Attendee Profile

Project	Attendees
JDT	741
RCP	397
WTP	314
EMF	311
GEF	281
CDT	199
TPTP	192
VE	149
Equinox	141
BIRT	120
GMF	119
Mylar	110
DTP	95
UML2	82
ATF	62
STP	59
PHP IDE	49
eRCP	42
AspectJ	38
MTJ	32
TM	31
AJDT	31
Dali	29
ALF	12

Background – Organization Representations



- 2007 EclipseCon Attendee Profile





Some Upcoming Events...



eclipse Summit

October 10th - 11th
Ludwigsburg, Germany

INGRES
Java mit Integrations-
SPEKTRUM

itemis



heiler|software

com people
technology in motion.



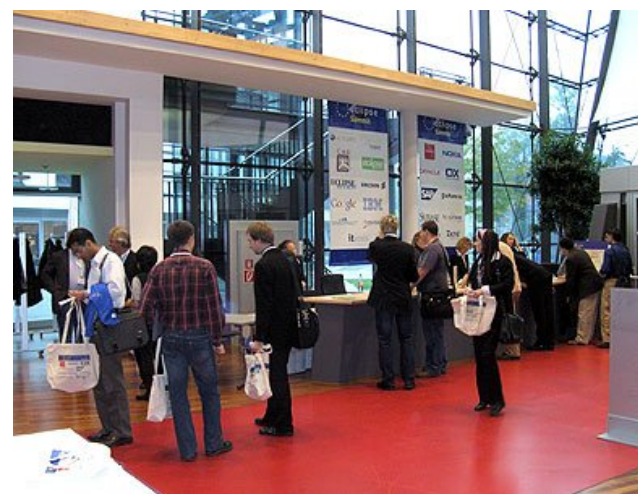
ELEKTRONIK
PRAXIS

ACTUATE.

inventage



WIND RIVER



software AG

WEIGLEWILCZEK
INFORMATION MANAGEMENT

T&T

IONA

Methods & Tools

SAP

CLOUDSMITH™



SOPERA



POLARION

INNOOPRACT

NOVATEC
IT-Projectmanagement & Consulting

tNI SOFTWARE
IT-Softwareentwicklung
und -wartung

gentleware
model to business



HYATT REGENCY RESTON
RESTON, VA
NOVEMBER 6-8, 2007
www.eclipseworld.net
A **BZ Media** Event

- Helping to make Eclipse a commercially-viable software development solution
- Audience: Real-world users with real-world problems
- Exhibits: Two days, Nov. 7-8, turnkey option available
- Contact: Donna Esposito, desposito@bzmedia or 415.785.3419

eclipse
W O R L D
The Enterprise
Development
Conference



- Most popular class to date:
 - Building Commercial Quality Plug-Ins
- 73% of last year's audience involved in Java development
- Keynote Speakers:
 - David Intersimone, CodeGear
 - Robert Martin, ObjectMentor
- Great hotel, great location, great audience
- Be There!

OS Summit Asia



OS SUMMIT
Asia 2007

26-30 Nov 2007
Hong Kong



Combining the talents of the **Eclipse Foundation** and the **Apache Software Foundation** to create the first open source community summit in Hong Kong.

EclipseCon 2008

A screenshot of the EclipseCon 2008 website. The header features the Eclipse logo and the text "eclipseCON™ 2008" on the left, and "March 17th - 21st
Santa Clara, California" on the right. Below the header are two navigation buttons: "Home" and "About". A sidebar on the left is titled "PAST CONFERENCES" and contains a list of links: "EclipseCon 2007", "EclipseCon 2006", "EclipseCon 2005", "EclipseCon 2004", "Eclipse Summit Europe 2007", and "Eclipse Summit Europe 2006". The main content area has a heading "Save the Dates!" followed by text: "The Eclipse Foundation is pleased to announce EclipseCon 2008. The entire Eclipse community is invited to attend. Monitor the RSS feed or the EclipseCon 2008 page for more information. For slides, examples, and other information, see EclipseCon 2007, EclipseCon 2006, Eclipse Summit Europe 2007, Eclipse Summit Europe 2006, and EclipseCon 2005."/>

eclipseCON™ 2008

March 17th - 21st
Santa Clara, California

Home About

PAST CONFERENCES

- EclipseCon 2007
- EclipseCon 2006
- EclipseCon 2005
- EclipseCon 2004
- Eclipse Summit Europe 2007
- Eclipse Summit Europe 2006

Save the Dates!

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EclipseCon 2008



- OSGi Alliance co-conference
 - Apache members invited
 - Eclipse Community Awards
 - Eclipse Members-Only Reception
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- The most reliable wireless internet on the planet
 - The most convenient hotel bar for networking