

Marketing Update

Ian Skerrett Members Meeting October 27, 2004



Success in Numbers

Total number of members: 75

Strategic: 9

Add-in Provider: 59

Associate: 9

- Number of open source projects: 34
- Number of third party plug-ins: 640+
- Number of books published about Eclipse: 19 (N Number of books that mention **Eclipse Java**: 3,151 (NetBeans 1)
- (Source: Amazon)
- Google hits for Eclipse Java: 1,600,000 (NetBeans java 170,000)
 Google hits for Eclipse RCP: 30,500
- Eclipse related projects listed on SourceForge: 400+ (NetBeans 25)
- Hit to Eclipse Download server, not including mirrors (August 2004): 38 million Number of mirrors worldwide hosting Eclipse downloads: 37 in 22 countries



SD Times Spotlight on Eclipse

■ 17 Companies featured in special Eclipse supplement in SD Times Dec 1 issue.

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Agitar (Platinum)
Aonix
Catalyst
Exadel (Gold)
Hewlett-Packard
IBM
Inoopract
Instantations
Intel
M1 Global
M7
Mentor Graphics (Diamond)
Parasoft (Gold)
Perforce
RTI
SlickEdit
WindRiver (Gold)
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Short window of time to still participate. Contact Ted Bahr, BZ Media or Ian Skerrett



New Logos and Wordmark

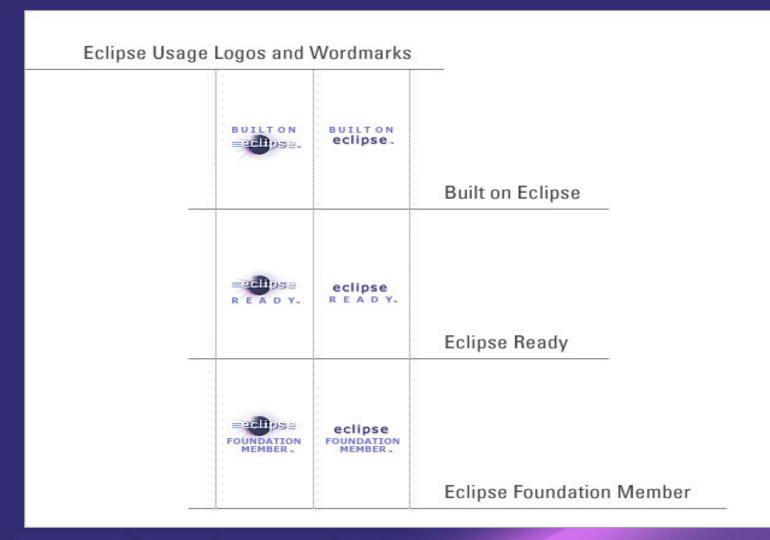
- Original logo remains main identifier of Eclipse
- New logos being introduce to support the brand Eclipse
- New logos will be supported by Trademark Usage Guidelines







New Logos and Wordmark





EclipseCon

- Location: Hyatt Regency, Burlingame CA
 - Near San Francisco Airport
- Estimated Number of Attendees: 800
- Conference Program
 - Keynotes
 - Tim O'Reilly, O'Reilly Media
 - Urs Hoelzle, Google
 - 20+ tutorials on Monday, February 28
 - 3 days of sessions, divided into 3 themes:
 - Understanding Eclipse Projects
 - Using Eclipse Tools
 - Experiences with Eclipse
- We need your help promoting EclipseCon
 - EclipseCon article in your customer newsletter
 - EclipseCon link on your web site



FEB. 28 - MAR. 3 BURLINGAME, CA



EclipseCon Exhibitor Information

Gold Level Sponsorship (Eclipse Member \$14,000; Non-Member \$20,000)

- 4 pre-configured pedestals
- Corporate logo displayed as gold level sponsor on conference material
 - including conference web site, conference bag and program.
- Company write-up EclipseCon web site and conference program.
- Pre and post show mailing to attendees (via bonded mailing house)
- Conference bag insert
- 8 exhibitor passes

Silver Level Sponsorship (Eclipse Member \$7,000; Non-Member \$9,000)

- 2 pre-configured pedestals in exhibit hall
 Corporate logo displayed as silver level sponsor on conference material, including conference web site, conference bag and program.
- Company write-up EclipseCon web site and conference program.
- 4 exhibitor passes

Individual Pedestals (Eclipse Member \$2,500; Non-Member \$3,500)

- 1 pre-configured pedestal in exhibit hall
 Listed as exhibitor in conference program
- 2 exhibitor passes



EclipseCon Marketing Opportunities

Sponsorship	Price
Committers Reception (Wednesday night) - Private reception for Eclipse open source committers and representatives from Eclipse Board of Directors. Estimated attendance: 150	Call for details.
Conference bag insert	\$750 per item
Breakfast sponsorship - Includes identification of sponsorship in conference program and signage during breakfast.	\$2000 (max 2 sponsors per breakfast)
Lunch sponsorship - Includes identification of sponsorship in conference program and signage during lunch.	\$3000 (max 2 sponsors per lunch)
Poster Reception - Includes identification of sponsorship in conference program and signage during reception.	\$5000 (max 2 sponsors)
Exhibit Reception - Includes identification of sponsorship in conference program and signage during reception.	\$5000 (max 2 sponsors)
Coffee Cart Sponsor	Call for details



EclipseCon Marketing Opportunities

Press room - Includes preferential access to press room and signage in press room.	\$2000
Project Sprints (Monday night) - Includes identification in conference program, dedicated room and snacks	\$1500 per session
Sponsored BOF/Receptions (Tuesday night) - Includes identification in conference program, dedicated room and snacks	Call for details
Snacks for BOF (Wednesday Night) - Include identification of sponsorship in conference program and signage during BOF on Wednesday evening.	Call for details
Back cover or inside cover of conference program	\$1000
Full page ad in conference program	\$500
Mailing to conference attendees (pre or post show)	\$1000 per mailing
Conference T-shirt	Call for details
Exhibit Hall Game (cost per exhibitor)	\$300 per exhibitor (min 10)



How to Order

- Exhibitor contract sent to Member-at-large mailing list
- Fax completed contract to Sharon Wolfe at Eclipse Foundation
 - 613-224-5172
- Floorplan and complete exhibitor package will be available in early November
- Contact Ian Skerrett (<u>ian@eclipse.org</u>) or Tracy Ragan (<u>tracy.ragan@openmake.com</u>)



Moving Forward

- Expand the awareness of Eclipse in specified market segments
- Proposed segments
 - Embedded
 - Linux
 - Test and Performance
 - Business Intelligence
 - Application Frameworks (RCP)
 - Vertical markets
 - Other Ideas?????