EclipseCon Update

- ## Summary

  - Lower Paid Attendance (506 vs 550 in 2010 vs 450 in 2009)

  - Compelling program – Watson, OpenJDK and Hadoop Keynotes

  - Lower overall full conference attendance total (~640 vs 700 in 2010 vs 750 in 2009)

  - Total (Full + Exhibits) will be ~720 versus 791 in 2010.

  - Higher than expected sponsor cash revenue ($245k) (versus $222k in 2010), but no Hardware Sponsor

Blue Chip Sponsors

Reducing Risk

Free vs Paid Registrations

Average Revenue Per Attendee
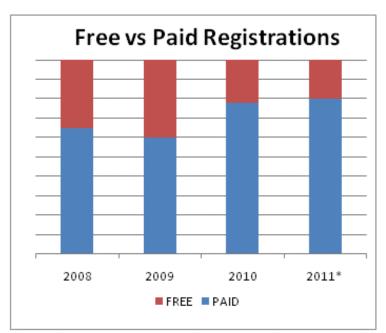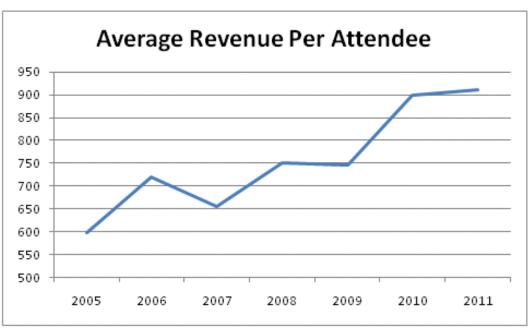
- Maintained discipline with free passes and kept "average revenue per attendee" (speakers + comps + paid) / total at over $900.

ESE 2011 – Rebranding and Repositioning

- Conference will be rebranded to "EclipseCon Europe"
- November 2, 3, 4 (Wed-Fri)
    - Make use of larger space and target 600+ attendees
- Bernd Kolb reprises role as Conference Chair
- Introduction of an "Early Bird" registration step
- Introduce new premium sponsor benefits
- Formal announcement of "EclipseCon Europe 2011" this week
- Detailed planning meeting tomorrow morning

EclipseCon North America 2012

- We have a hold for EclipseCon 2012 week of March 26-30, 2012

- Recommend holding 1Q to determine:
  - See if "JAX San Jose" (June) gets traction
  - Oracle's Plans for Java One
  - Gather feedback from TSSJS last week