# EclipseCon 2012

Draft as of March 19
Updated version will be sent Sunday,
March 25

Summary of Results

- Attendance: 634

- Sponsors: 28

- New location

- New Agile ALM Connect Conference

- Preliminary Financials

	Estimate (600 All Access)	Budget (650 All Access)
Sponsor Income	$250K	$258.5K
Registration Income	$490K	$546.5K
Costs	$621K	$662K
Profit	$134K (includes hotel commission)	$161K (includes hotel commission)

Attendees
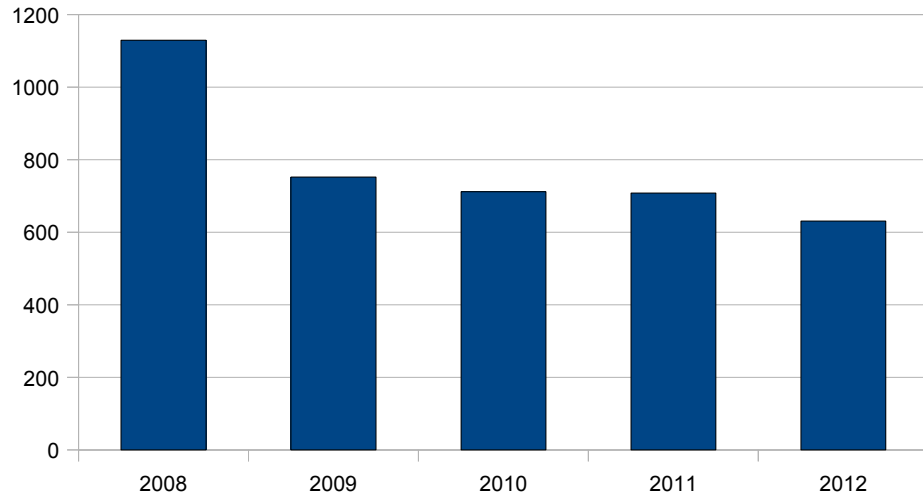
	2011	**2012**	**Diff**
All Access	637	601	36
Exhibits Only	71	33	38
Total	708	631	74

Geographical Comparison

	2011	2011 (Count)	2012	2012 (Count)
USA	**54.8%**	**388**	**52%**	**329**
Canada	9.6%	68	10%	64
Europe	**31.6%**	**222**	**31.7%**	**200**
Asia	2.7%	19	3.3%	21
ROW	.7	11	2.7%	17

- Europe and USA decreased in total count
- Half the USA decrease were Exhibit Only passes

USA Geographical Comparison

2011

	%	Count
CA	**28.8%**	**204**
TX	3.7%	26
WA	3.1%	22
MA	2.0%	14
MD	1.8%	13
NY	1.7%	12
OR	1.6%	11
MI	1.1%	8
NJ	1.0%	7

2012

	%	Count
CA	12.10%	76
VA	**5.10%**	**32**
TX	4.30%	27
MA	3.66%	23
MD	**3.34%**	**21**
PA	**3.18%**	**20**
NC	**2.23%**	**14**
WA	2.23%	14
NY	1.43%	9

- California drops by 16%
- Local states to Reston account for approx. 13%

Sponsors

- Number of Sponsors: 28

- New Sponsors: 11

  - Agile ALM Connect: Atlassian, HP, Perforce, Urban Code

  - EclipseCon: Black Duck, eBay, Klocwork, Motorola, SkyTap, Vaadin, VMWare

- Not returning from 2011: 11

- Total number of companies contacted for sponsorship: 50+

Marketing Outreach

- Mailing lists

  - Alumni and member-committer

- Content creation marketing

  - Blogs

- Social Media

  - Twitter @eclipsecon, LinkedIn Groups, Facebook Eclipse Page

- Media Sponsors

- Paid Advertising

  - Stack Overflow, Facebook, LinkedIn, Google AdWords

- User Group Outreach

Target 'Local' User Groups

- Visited NOVA/DC JUG, NYC JavaSig, Boston JUG in Fall of 2011

- Offered 'local' User Groups $250 discount coupons

- Key Java User Groups hosted a draw for a free pass

- Results:

  - 16 groups promoted the $250 coupon; 0 coupons used

Media Sponsors

- SD Times – 34 clicks

- Dzone – 299 clicks

- Pearson Publications – not tracked

- Method&Tools – 46 clicks

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- 19 media organizations contacted; some declined, most did not answer

Paid Advertising

- StackOverflow

  - #10 referring of traffic to eclipse.org

  - Paid $2500 for ads for 1 month; Results in 450 clicks – CPC $5.55

- Facebook

  - Paid $2100; Results: 2100 clicks – CPC $1.00

- Google AdWords

  - Paid: $824; Results: 363 – CPC $2.63

- LinkedIn Ads

  - Paid $2; results: 1 click

  - People don't seem to click LinkedIn Ads

Attendee Demographic

Role	2011	2012
Developer	54.8%	53.9%
Archtitect	32.5%	30.4%
Development Manager	13.7%	13.9%
Product Manager/Marketing Manager/Business Development	9.5%	9.8%
Executive	7.1%	7.6%
Tester	5.6%	5.7%
Academic Researcher	5.4%	5.1%
Other	4.4%	6.3%
Release Engineer		2.9%

Attendee Demographic

Use of Eclipse	2011	2012
I build rich client applications using Eclipse RCP	38.1%	33.6%
I build Java EE applications with Eclipse	28.4%	30.3%
I build applications that use the Eclipse Modeling projects	26.1%	24.1%
I build server applications using Eclipse Equinox	17.2%	18.5%
I use Eclipse for C/C++, PHP or JavaScript development	14.1%	11.3%
I build SOA applications using Eclipse	12.6%	9.8%
I build mobile applications with Eclipse	11.2%	13.5%
I build embedded applications with Eclipse	9.9%	10.0%
I build RIA and web applications with Eclipse	9.5%	9.8%
Other (please specify below)	13.7%	11.6%
I don't use Eclipse technology		4.1%

Things to Look At

- Location
  - should we go back to Bay Area or some other place?

- Registration Price
  - lots of developer conferences cost less than $1000
  - We would have to reduce our costs and profit expectations

- Content
  - Is there more compelling content to attract attendees