



Marketing Update

Ian Skerrett
Members Meeting
October 27, 2004

August 3, 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 (*NetBeans 1*)
- Number of books that mention **Eclipse Java**: 3,151
(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.
 - 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)
- 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

Eclipse Usage Logos and Wordmarks		
		Built on Eclipse
		Eclipse Ready
		Eclipse Foundation Member



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





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 (ian@eclipse.org) or Tracy Ragan (tracy.ragan@openmake.com)



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?????