EclipseCon Update

- ## Summary

  - Higher paid attendance than 2009 (550 paid vs 450 in 2009)

  - Compelling program – NASA Sponsored Programming Contest, Java Keynote, Bob Martin Keynote

  - Lower overall full conference attendance total (700 vs 750 in 2009) due to significantly fewer free passes (150 fewer free passes)

  - Higher than expected sponsor revenue ($222k), plus another significant Hardware Sponsorship ($48k in kind)

  - Cash profit will exceed budget forecast ($60k) by a healthy margin – perhaps by as much as 2.5x depending on possible last minute expenses (as forewarned by Anne).
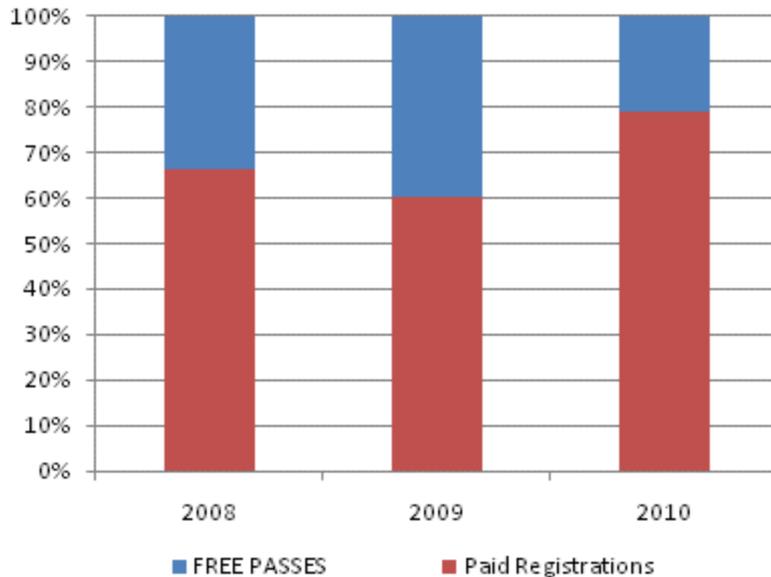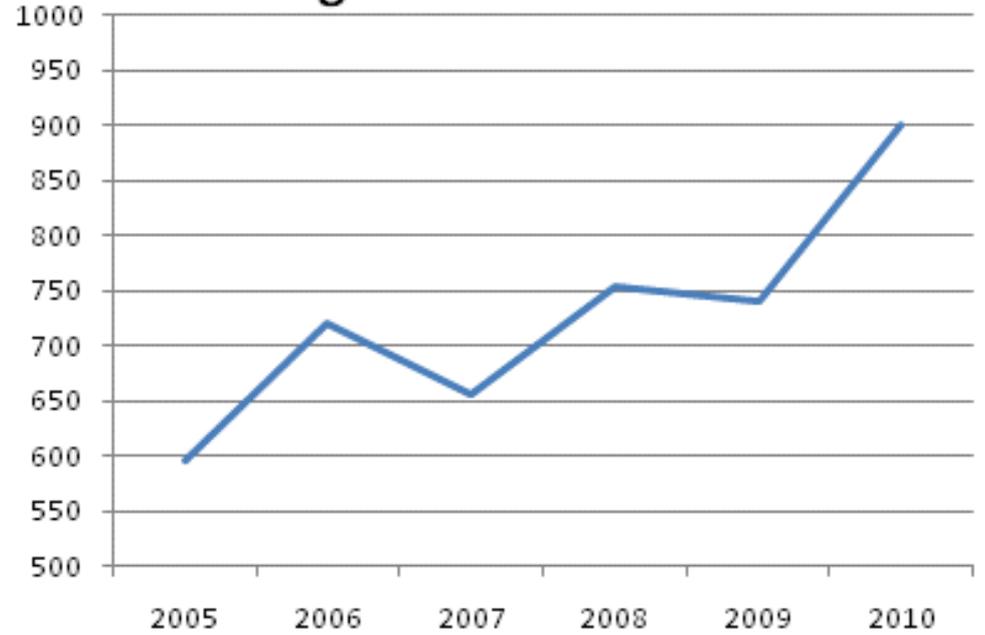
Blue Chip Sponsors
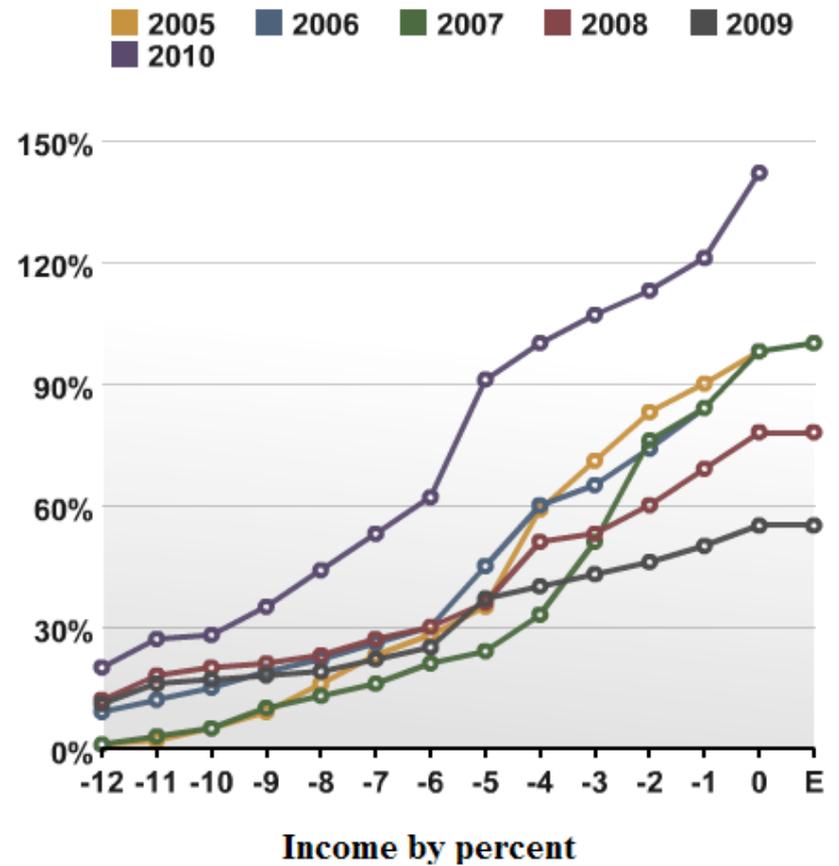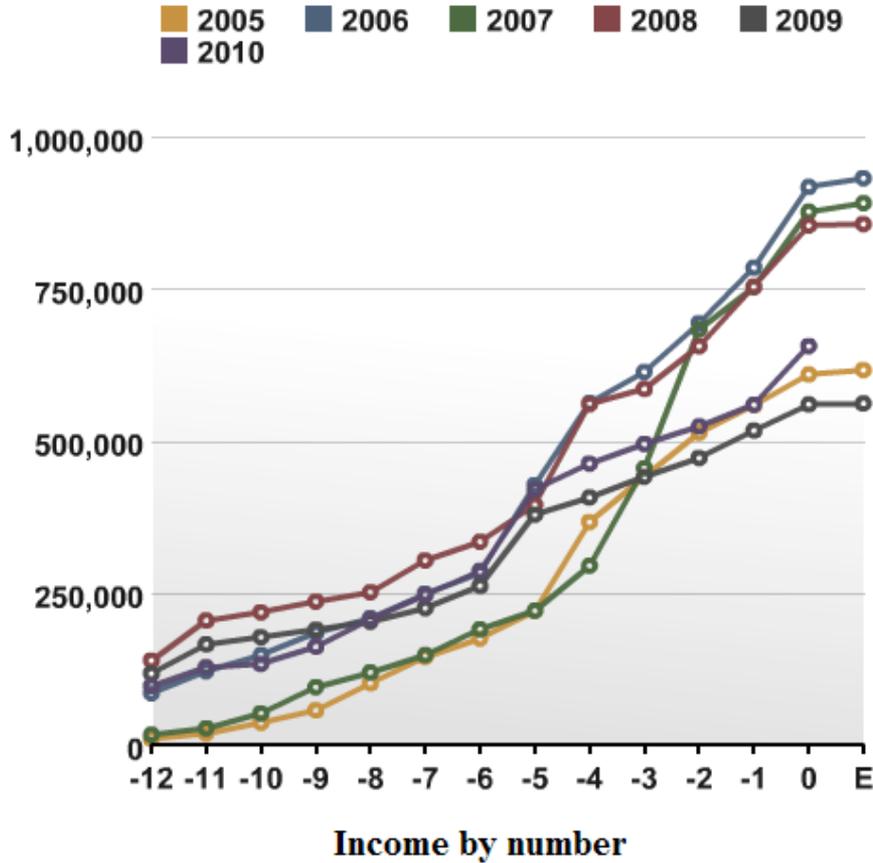
Reducing Risk

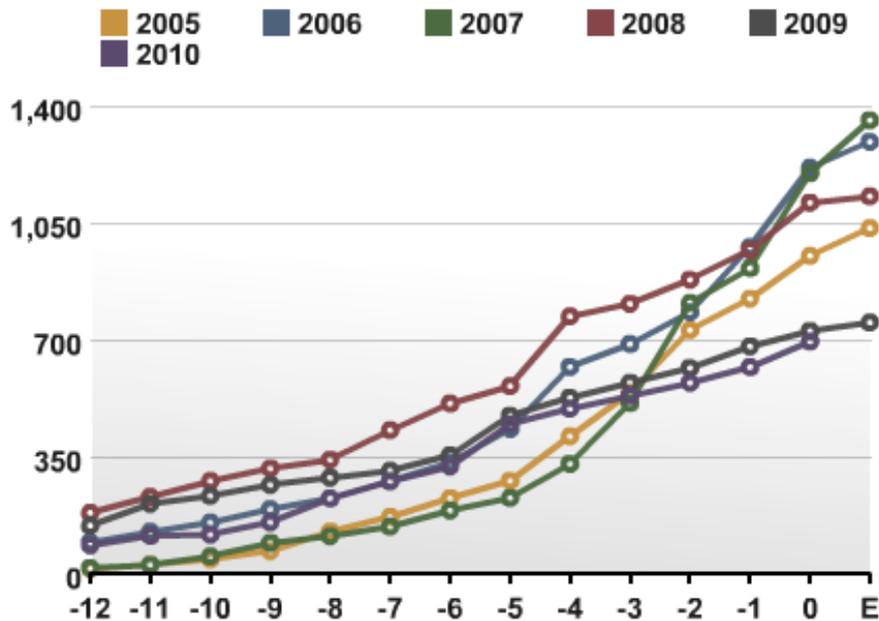
Free vs Paid Registrations

Average Revenue Per Attendee

- Variable cost per attendee jumped in 2010 as a way to share risk with our suppliers (approx 20% increase in variable costs to $750/attendee vs $620 in 2009).
- Consciously cut number of free passes in half, mostly by reducing concurrent tracks from program, from 300 to 143. This ensured average revenue per attendee stayed ahead of history.
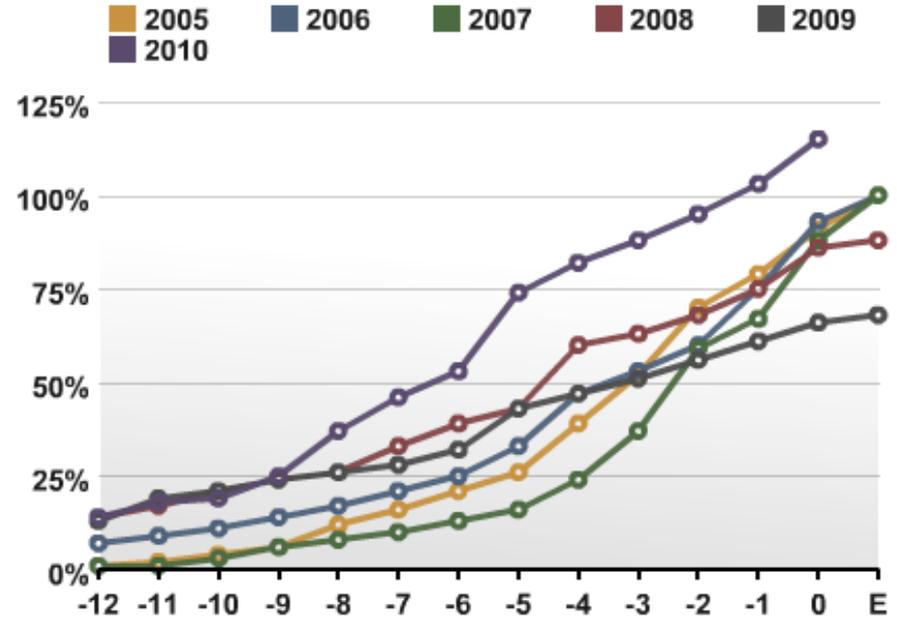
Income Graphs (Noon Sunday Mar 21)

Income by number

Income by percent

Attendee Graphs (Noon Sunday Mar 21)

Session attendees by number

Session attendees by percent

EclipseCon 2011

- EclipseCon 2011 will be March 21-24
- Three venues are under consideration, depending on feedback from 2010:
    1. Same structure as 2010 at Hyatt and CC Ballrooms
        - Lowest risk, assumes minimal to moderate growth
    2. Make use of newly built facility
        - Provides some interesting flexibility in use of space and Exhibits area, but with some increased risk in cost
    3. Old structure at Convention Center
        - Highest risk, requires expensive minimums and significant increase in attendees to be profitable

EclipseCon 2011 Launch