



Marketing Update for October 2012



New Hire

- Roxanne Joncas - Events and Marketing Specialist
- Focus on helping with EclipseCon registration and other events
 - plus help with overall Eclipse marketing

EclipseCon 2013



- Seaport Hotel and Trade Center, Boston, MA
- Call for Papers Now Open
 - John Arthorne is PC Chair
- Sponsorship Prospectus now open
- ALM Connect and OSGi DevCon will be co-located



Boston, MA
March 25 - 28



EclipseCon 2013 – NEW PRICES

- Goal: Make conference accessible to more people
 - High price has been raised as an issue by individuals and companies
- OSS conference tend to be lower priced
 - ex. DrupalCon (\$400), PyCon (\$450-\$750), LinuxCon (\$400-\$600)
- New EclipseCon Prices (Old 2012 Prices)
 - Very early: \$800 (\$1345)
 - Early: \$1000 (\$1595)
 - Regular: \$1200 (\$1745)
 - Onsite: \$1500 (\$1945)
 - New Non-corporate price of \$500 (limited numbers)
- How?
 - Reduced Food and Beverage – coffee only at breakfast, no Wednesday reception
 - Reduce Meet Green cost – registration being done in-house
 - Reduce member/alumni discount – now \$100 vs \$250 in 2012



Eclipse Finance Day in Zurich

- Hosted by UBS in Zurich
 - Organized by the Foundation, BSI and itemis
- 100+ attendees for day long event
- Speakers from UBS, Credit Suisse, Swiss Post, PostFinance, Basler, Swiss Mobiliar, SIX Payment, itemis, BSI, Zuhlke, and others



Other Eclipse Day events in Q3

- Eclipse Testing Day, Darmstadt Germany
- Eclipse Day Krakow
- Eclipse IT 2012, Air Force Academy (Napoli) Italy
- Eclipse Day Delft (September 27)



Eclipse DemoCamp

- Running a series of DemoCamps in November
- 15 cities organized
 - This is down from our typical 25-30 cities, so interest seems to be down
 - Germany continues to have strong interest