

EXCEED EXCHANGE ECLIPSE

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Considered open source's best-kept secret, Eclipse has come out of the closet. Now at a crossroad in its evolution, it is broadening to encompass a larger spectrum of offerings for software developers in areas like modelling, embedded, mobile, RIA and Ajax, SOA and dynamic languages. Eclipse India Summit, Asia's first Eclipse-only show, will feature all that you need to know as a Developer using Eclipse-based technologies.

One of the largest user bases for Eclipse in the world, the Indian ecosystem of developers and technology companies are benefiting from quick time to market and standardised user experiences by building their tools using Eclipse technology. Brought to you by Saltmarch, producers of the hugely successful Great Indian Developer Summit, in association with India's pioneering and foremost group of Eclipse intelligentsia - ANCiT, Eclipse India Summit 2009 will feature four core tracks that hold relevance and immediacy for the Eclipse ecosystem in India.

LATITUDES OF ECLIPSE INDIA SUMMIT



The Modeling Techniques track promises to be an exciting one with an introduction to Eclipse Modeling Project (EMF), primers on Graphical Modeling Framework (GMF), Eclipse Model-to-Model Transformation (M2M), Eclipse Model-to-Text Transformation (M2T), Eclipse Communication Framework (ECF), Eclipse Generative Modeling Technologies (GMT), Eclipse MDT, Real Usages of Eclipse Modeling Framework -> Model, Edit, Editor, a primer on Eclipse Graphical Editing Framework (GEF), Extending Visual Editor to support other Widgets, Introduction to EMFT, QUERY, VALIDATION, TRANSACTION, SDO, and lots more.

- EMF - Eclipse Modeling Framework**
- GMF - Graphical Modeling Framework**
- ECF - Eclipse Communication Framework**
- GEF - Graphical Editing Framework**
- M2M - Model-to-Model Transformation**
- EMFT - Eclipse Modeling Framework Technology**
- Extending Visual Editor**



The Product Development Essentials track includes topics such as Encrypting a Plugin Code, Testing RCPs and PDEs, a primer on RAP, Automating Build Process, Migration techniques from One Version of Eclipse to another, Command Patterns used in Eclipse, Fine Tuning the Performance of RCP, Contributing Extension Points, playing around with different runtimes in Eclipse and its advantages and much more.

- Equinox**
- RCP - Rich Client Platform**
- PDE - Plug-in Development Environment**
- RAP - Rich Ajax Platform**



The eDevelopment track includes Developing Handheld Device Applications, Target Management in Eclipse, a primer to CDT, Extending CDT, Introductions to the BIRT API and BIRT RCP, a primer on Testing and Profiling Tools Platform (TPTP), extending TPTP, primers on the Web Tools Platform (WTP) and Data Tools Platform (DTP), and qualitative sessions on extending WTP and DTP.

- eRCP - Embedded RCP**
- CDT - C/C++ Development Tooling**
- BIRT- Business Intelligence Reporting Tool**
- TPTP - Testing and Profiling Tools Platform**
- WTP - Web Tools Platform**
- DTP - Data Tools Platform**



The proposed topics to be covered in the Ganymede - Cool & New track include sessions on the new features coming out of the Ganymede release. It will provide attendees with the know-how of the several projects and the projects' roadmap for the next release in 2009. Projects and sub-projects that exhibit new and noteworthy attributes are also proposed to be showcased at the various sessions.

- New & Noteworthy**
- Exciting Sub-projects**
- Road Ahead 2009**

ECLIPSE JAPA

Indian mythology has it that those who do Japa at the time of the eclipse derive great benefits. At Eclipse India Summit 2009 soak into intensive talks on all that you need to know as a developer to attain perfection with Eclipse technologies and tools that boost your productivity.

- Two days of intensive full-day workshops**
- 180-minute workshops on Eclipse-based tools and technologies**

Insight into Eclipse hacks, shortcuts and annoyances led by practitioners, subject experts and authoritative speakers gathering to exchange ideas about potential new uses of Eclipse

ATTENDEE PROFILE

The Eclipse India Summit 2009 program is being stitched together by a program chair that has its pulse on the Eclipse ecosystem in India, a hands-on understanding of the level of detail required for the Indian ecosystem of Eclipse developers and users, and most importantly the insider information on how companies and individuals are, and planning, to harness Eclipse today, and in the future. If your answer to any of these questions below is a YES, you will definitely benefit from the program at Eclipse India Summit 2009. Very simply, if you have used, or plan to use, any of the offerings from the Eclipse Foundation, you will go back armed with qualitative information that will not only transform your career and open up trap doors, but also increase your productivity at work.

Are you developing tools in Java, Web 2.0, SOA, Dynamic Languages, based on the open source Eclipse environment?

Are you designing and developing user interface components in SWT/JFace?

Are you designing and developing sophisticated IDE components?

Are you supporting and integrating with testing automation systems?

Are you looking to architect Eclipse products, perform a qualitative review, check and vet architectures, and in short looking for best practices to build eclipse products?

Have you been assigned the task of tracking the Eclipse community process and aligning with other Eclipse initiatives?

Are you developing or overseeing teams developing eclipse-based plugin's and other tools?

Are you looking to set up and commence team-building activities in Eclipse?

Are you a project manager, project leader, or middle-level manager wanting to know what Eclipse is, what it can do, leverage it for use within your teams, and demystify some of the grey areas?

Are you a budding Eclipse Committer? Are you willing to contribute and give back to the community and the ecosystem?

Is your company ramping up to launch Eclipse Services?

Is your company working with a partner to execute Eclipse projects?

Is your India team working alongside the HQ teams to deliver projects based on Eclipse?

Are you a recruiter looking for profiles of Eclipse technologies that can be used in development? Are you looking for tips on what constitutes a great Eclipse hire?

Are you looking to evolve from just being happy to use eclipse for free?

ECLIPSE ALL THE ATTENTION!

Exhibit at Eclipse India Summit

This compelling, world-class summit is the premier industry showcase on this side of the planet, and features the brightest, most well-respected thought leaders and practitioners in the Eclipse space, providing an exciting complement to your products and services. Exhibiting at Eclipse India Expo 2009 will provide you with an exceptional format to showcase your products and services. The entire Eclipse ecosystem in India will be attendance. Eclipse adopters, core Eclipse developers and development shops, plug-in developers, add-in providers, service providers, business and research organizations will congregate to share their expertise and learn from one other. Eclipse India Summit 2009 offers an excellent platform delivers networking opportunities that lead to synergies in the community, as well as opportunities to give and receive help on specific technical issues. Sponsors of Eclipse India Summit have a unique opportunity to be an integral part of the entire event.

BENEFITS

Focused Audience:

the conference is highly targeted to our database of attendee profiles to match that of the event. This ensures your audience is precise and your sales effort can be accurate and cost-effective.

Meet Implementers and Buyers:

the delegates visit from near and far but all are making a clear effort to set time aside to attend, learn and do business.

Networking:

business executives and technology stalwarts come to the summit to meet and establish a strong rapport with potential partners and open up possibilities for knowledge exchange. So the event is a great opportunity, if you are looking to sell your company's brand equity and establish relationships within the ecosystem.

**YOUR CHANCE TO BE SEEN
ALONGSIDE THE BRIGHTEST
ECLIPSE THOUGHT LEADERS
AND NOTICED BY THOSE
WHO MATTER. BECOME
A SPONSOR RIGHT NOW!**

Maximum Market Reach:

by sponsoring and exhibiting at the summit your brand and your product will be seen by many more of your focused target group over two days than if you were to invest in many months of alternative routes. The summit is also a great place to meet potential customers whom you may never have met otherwise.

Optimum Showcase:

by showcasing your goods in a vendor-neutral environment that reflects your brand, your gain greater impact because you are allowing your customers to see, feel and interact with your company where the buyer is under no strain to make a purchase.

SPONSOR & EXHIBITOR INFORMATION

Sign up by March 10, 2009, to receive the best sponsor packages and rates.

Sponsors of Eclipse India Summit 2009 have the unique opportunity to showcase their brand, propagate their leadership message, and spread awareness of their presence. All sponsorship opportunities are exclusive to Eclipse India Summit 2009 exhibitors, and are designed to maximize your companies' visibility.

Eclipse India Summit 2009 offers an unparalleled opportunity to expand your presence in the rapidly growing Indian Eclipse ecosystem. The industry's first of-its-kind premier event brings together professionals from across the industry and throughout the world. Across two days, exhibitors have the opportunity to meet with hundreds of unique and qualified delegates.

Come join hundreds of people who are active constituents and stakeholders in the Indian eclipse ecosystem. For further details on sponsorship and exhibitor opportunities, please contact your Saltmarch Media representative at the summit hotline +91 80 40051000 or through email at info@eclipsesummit.com.

Eclipse the Media

Eclipse India Summit 2009 offers an exciting range of media sponsorship opportunities. If your media house is looking to qualitatively enrich the list of your subscribers/viewer ship, or for a new avenue to distribute your circulation, or striving to improve media brand equity, you should consider the non-commercial media support packages to extract concentrated benefits in more than one way! Media opportunities that exist at Eclipse India Summit 2009 are very versatile and include Global Media Sponsor, General Media Sponsors, and Official Media.

BE A SPONSOR NOW!

For further details on sponsorship and exhibitor opportunities, please fill up the form, or contact your Saltmarch Media representative at the summit hotline +91 80 40051000 or through email at info@eclipsesummit.com.

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Marketing Opportunities	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Eclipse Mentor	Lunch Sponsor	Conference Bag Sponsor	T-Shirt Sponsor	DVD Sponsor	Notepad, Pens Sponsor	Badge, Lanyard Sponsor	Exhibitor
Keynote	X										
Focused Session	X	X	X								
Panel Discussion	X	X									
Japa Day Demo Camp	X	X	X								
Logo Branding in Promo Materials	X	X	X	X							
Logo on EIS 2009 web site	X	X	X	X	X	X	X	X	X	X	X
Link to Sponsor's web site	X	X	X	X	X	X	X	X	X	X	X
Profile on EIS 2009 web Site (# of words)	250	200	150	100	75	75	75	50	50	50	50
Logo on Stage Backdrop	X	X	X	X							
Advertisement in Summit Guide (Size)	Full Page	Half Page									
A4 Size Literature Insert in Conference Bag	X	X	X	X							
Specific Logo Placement/Branding					X	X	X	X	X	X	
Attendee List - Post Conference	X										
Standalone EDM to Attendee List Post Conference		X	X								
Complimentary Golden Passes to the <i>Bangalore Edition</i>	15	12	10	3	2	2	2	1	1	1	
Complimentary Pass to the <i>Pune Edition</i>	5	3	2	1							
Table Space at <i>Pune Edition</i>	X	X									
Booth Space at EIS 2009 Expo, Bangalore (in sft)	200	100	100	100	100	100	100				
Investment in INR <i>(excludes Service Tax of 12.36%)</i>	8,00,000	5,00,000	3,00,000	1,00,000	1,00,000	1,00,000	1,00,000	1,50,000	50,000	50,000	50,000
Investment in USD <i>(excludes Service Tax of 12.36%)</i>	20,000	12,500	7,500	2,500	2,500	2,500	2,500	3,750	1,250	1,250	1,250