Getting the Most out of EclipseCon 2011

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# What are your goals for EclipseCon?

Our sponsors tell us year after year, these are the key benefits:

- Brand awareness (yours), brand association (with Eclipse)

- Developer relations – Make them love your organization

- Business Development and Business Opportunity Generation

- Networking, experience sharing, troubleshooting (ecosystem)

- Lead Generation
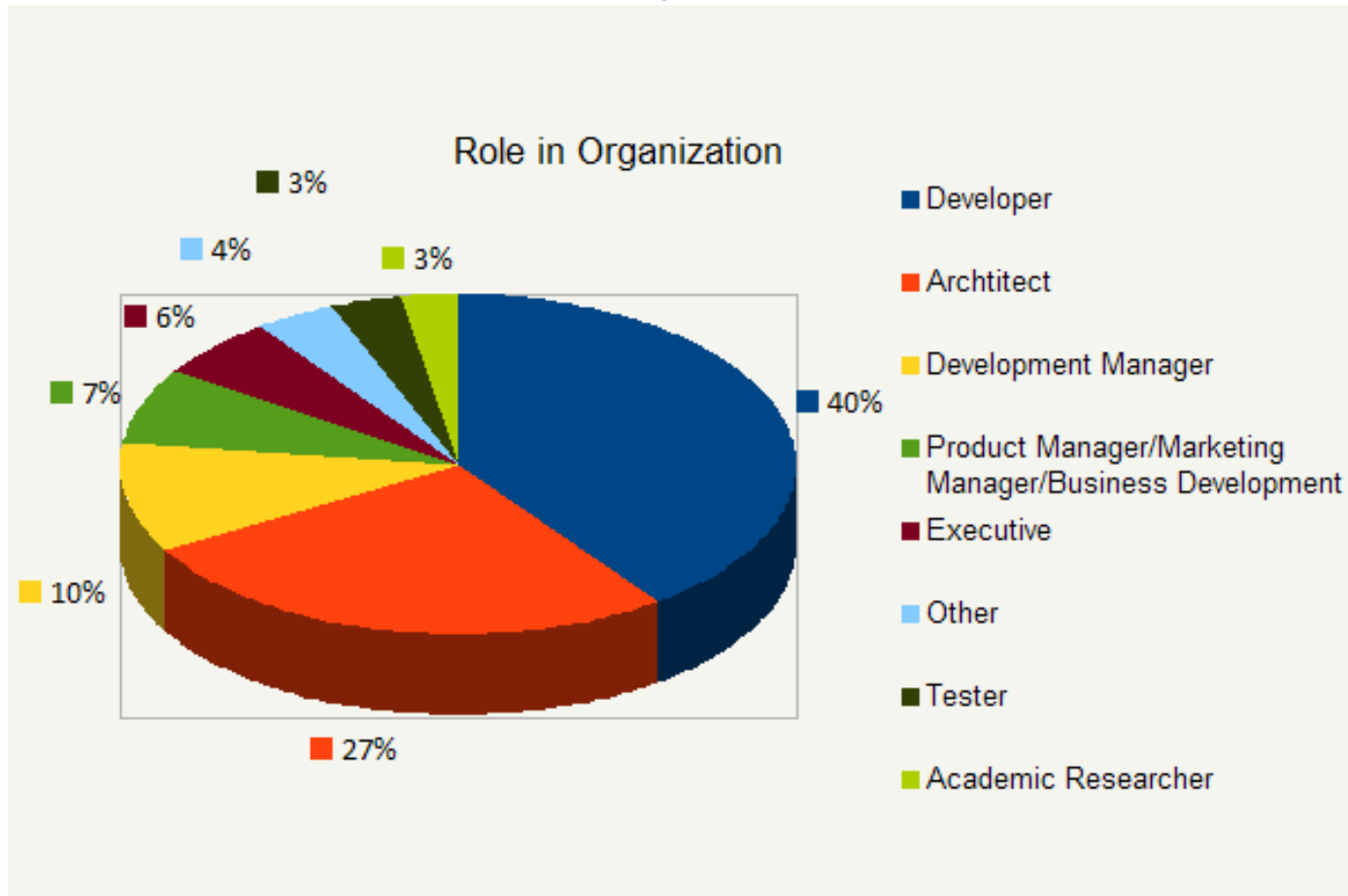
Background – Attendee Experience

- **2010 Attendee Years Experience with Eclipse**
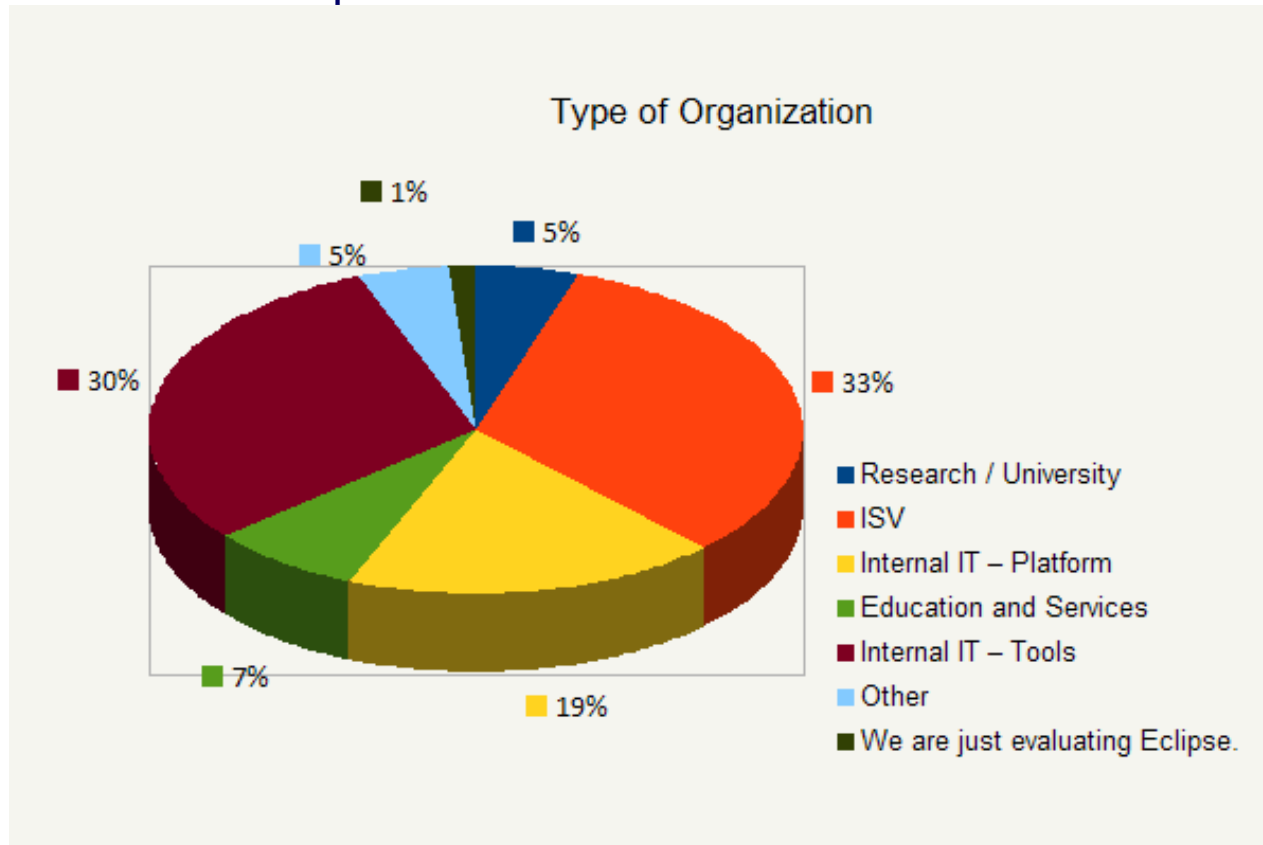 - Our attendees are very experienced!

Experience with Eclipse

- 4%
- 19%
- 4%
- 73%

Legend:
- 1-3 years
- < 1 year
- >3 years
- Just learning about Eclipse
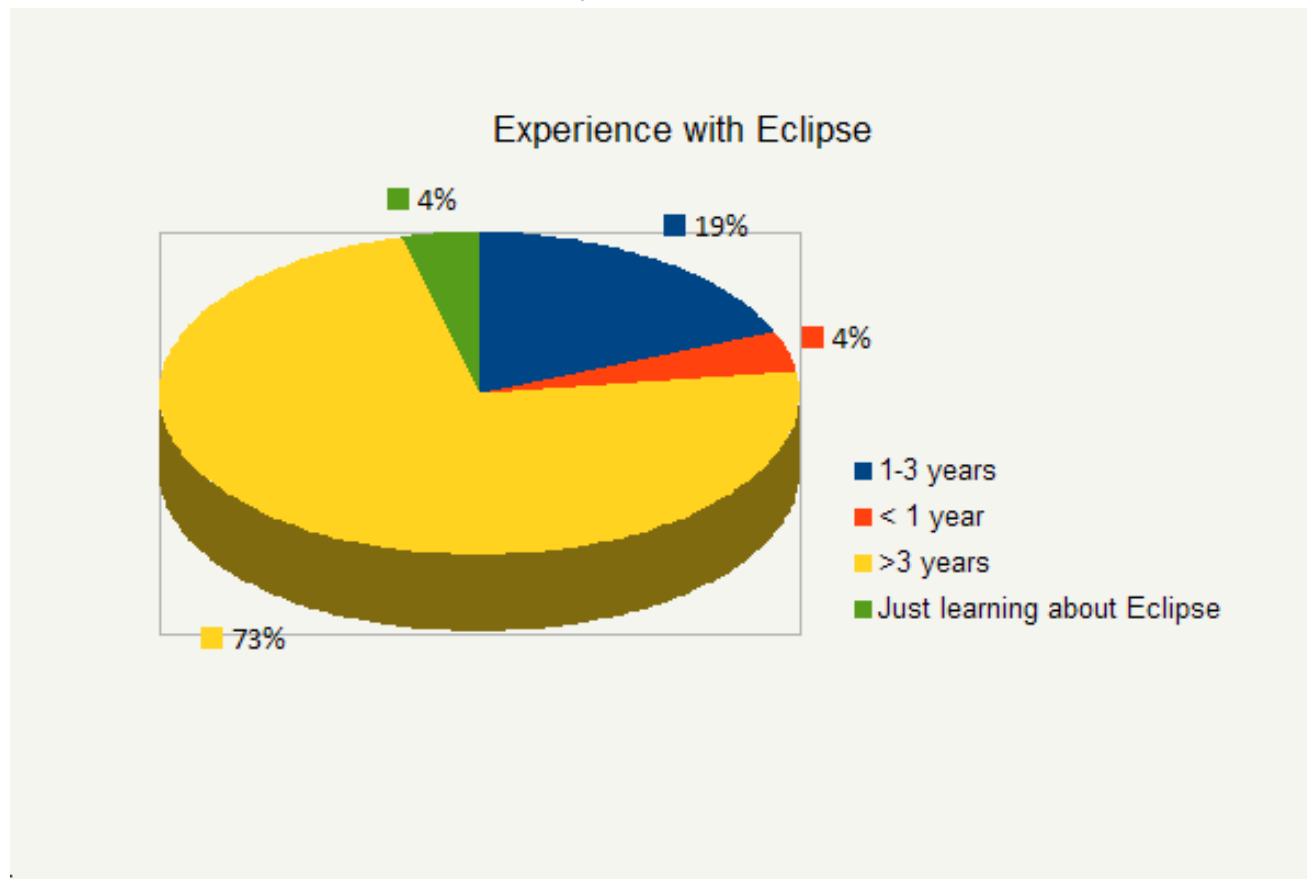
Background – Attendee Roles

- 2010 EclipseCon Attendee Profile
  - Our attendees are *very* technical

Role in Organization

- 3%
- 4%
- 3%
- 6%
- 7%
- 10%
- 27%
- 40%

- Developer
- Archtitect
- Development Manager
- Product Manager/Marketing Manager/Business Development
- Executive
- Other
- Tester
- Academic Researcher

Background – Organization Representations

- 2010 EclipseCon Attendee Profile
    - Our attendees are split between Tools and Application developers

Type of Organization

- 5% Research / University
- 33% ISV
- 19% Internal IT – Platform
- 7% Education and Services
- 30% Internal IT – Tools
- 5% Other
- 1% We are just evaluating Eclipse.

Before The Show….

- Help us promote the conference

  http://www.eclipsecon.org/2011/friends/

- **Send your developers, architects and biz dev teams too!**

  This is important for you to help achieve the first 4 goals of EclipseCon!

  Contact us for last minute group rates and packages!

During The Show

- Attend membership meeting (Monday, March 21st @3:40pm in the Cypress Room in the Hyatt Santa Clara) and networking events

- Have your biz dev people in the exhibit hall and events

- Work on Lead Generation, but **don't miss the opportunity to listen to the developers**

- Do something Buzz-worthy

- EclipseCon New Products Showcase, Demos

- Press activities

- Market your project participation

- Don't be silent – pass on your feedback when given the opportunity

- Mechanisms to solicit input/feedback from the Eclipse Community are always well liked