Promoting Eclipse at JavaOne
Sponsorship Packages

SUMMARY: Marketing and Lead Generation Opportunities
- *Eclipse Booth*
  - *Access to leads generated at Eclipse.org booth*
- *Eclipse Solution Brochure (passport) listing your company and product description*
  - *Drive prospects to your booth*
  - *Eclipse and your company logo buttons*
  - *Giveaways*
- *Luncheon for your top IT customers and prospects*
  - *Your company will receive invitations to invite your prospects and clients*
  - *Panel of industry luminaries and experts highlighting management solutions*
  - *Eclipse as the right business decision*

The Eclipse Foundation is organizing a number of sponsorship opportunities for Eclipse member companies at this years JavaOne conference. Our goal is to raise the profile of Eclipse and Eclipse member companies with Java developers and corporate IT decision makers that are considering Eclipse and Eclipse based products.

To achieve this goal, Eclipse is arranging a number of initiatives at JavaOne. These include a major press announcement launching the new Eclipse 3.1 release and an Eclipse booth in the exhibit hall showcasing the different Eclipse projects. We are also arranging two initiatives that will highlight the member companies: 1) an exhibit hall passport game, and 2) an invitation-only Eclipse Panel Discussion for IT decision makers.

Exhibit Hall Passport – 'We Contribute to Eclipse'
The goal of this initiative is to highlight with Java developers the Eclipse based products that are being demonstrated by member companies at JavaOne. Passport brochures will be distributed from the Eclipse.org booth that includes a map and profiles of the Eclipse products being demonstrated at JavaOne. The attendee will be asked to visit each member company's demo station to receive a button from the member company. Each member company will have unique buttons saying 'ABC Company contributes to Eclipse'. When the attendee has received the required number of buttons they can return to the Eclipse.org booth to receive a free Eclipse t-shirt.

Companies that participate in this initiative will receive the following:

- Eclipse buttons with your company logo to be handed out at your booth.
  - (Package A – 600 buttons; Package B – 250 buttons)
- Logo and product profile added to the passport brochure
  - (Package A – full page; Package B – half page)
- Logo added to the Eclipse t-shirt (500 t-shirt total)
- Leads generated at the Eclipse.org booth will be available to participating companies.

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Eclipse Roundtable Luncheon and Discussion
The goal of this initiative is to educate IT decision makers on why they should implement on Eclipse. The plan is to invite 150 IT decision makers to attend an invitation-only luncheon and roundtable discussion.   A panel of Eclipse experts will discuss the experiences and opportunities Eclipse presents for corporate IT. The luncheon will be held Tuesday afternoon at the W Hotel, next door to JavaOne.

Companies that participate in this initiative will receive the following:

- The ability to invite individuals to attend the event.
  - (Package A – 30 individuals; Package B – 15 individuals)
- Signage to indicate sponsorship of the event.
- Opportunity to display product literature during the event.

Pricing
Package A - $7500
Package B - $1500
(only available to companies with less than $100 million in annual revenue)

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The Eclipse Foundation plans to purchase and organize a number of marketing initiatives at the JavaOne 2005 conference, June 27-31 in San Francisco.   Eclipse Foundation member companies will sponsor and participate in the organization of these initiatives.   This document serves as the official document and binding contract for the Eclipse Foundation member companies who wish to sponsors the initiatives. A details description of the initiatives can be found on the previous pages of this document. Please review and fill in the billing information and sign below.

Billing Information

Sponsoring Company:_____

Street/Billing address:_____

City:_____ State:_____ Zip code: _____

Phone number: _____ Fax:_____

Sponsoring Company Purchase Order: _____
Please attach a copy of the purchase order to this agreement

Primary contact: _____ Title:_____

Email: _____ Fax:_____

Price Due: _____
Package A - $7500
Package B - $1500
(Package B only available to companies with less than $100 million in annual revenue)

Upon receipt of the signed Agreement you will be invoiced for the full amount of the Sponsor Fee. Sponsor Fees are non-refundable, except in the event that the meeting is canceled. . All orders must be finalized and payment received by June 1, 2005.

Fax completed agreement and purchase order to: 613-224-5172 Attn: Ian Skerrett
Remit to: Eclipse Foundation
c/o EclipseCon 2005
188 Cherokee Road
Asheville, NC 28804   Eclipse Foundation EIN# 20-0838203

If you have any questions, please contact: Ian Skerrett, 613-224-9461 ext. 227