

Your powerful presence at Eclipse Forum Europe 2006



Marketing Benefits for Sponsors and Exhibitors

■ Conference Website:

www.eclipseforumeurope.com

The Conference website contains all the information of the Conference. Conference attendees get the latest news on sessions and workshops, speakers, exhibitors and sponsors. Besides this, there is a complete information on the Conference program which give attendees the possibility to plan it's attendance even prior to the Conference.

Sponsors are represented on the Conference website with their logo and link to their website

■ Direct Marketing

- E-Newsletter
- Direct Mail

Sponsors are represented with a logo

■ Press Activities

- Press information to renowned IT publications
- Accreditation possibilities for journalists

■ Advertisement

- Advertisement in renowned IT publications (Print/online)
- Eclipse Magazin – the worldwide first magazin for Eclipse-users with more than 30.000 contacts
- Java Magazin – the German-speaking professional magazine in the Java and XML area with more than 50.000 contacts
- Entwickler Magazin – the magazine for professional IT solutions with more than 30.000 contacts
- PHP Magazine with more than 30.000 contacts
- XML& Web Services Magazine with more than 30.000 contacts
- Linux Enterprise – the magazine for professional Linux & Open Source Development with more than 50.000 contacts
- Computerwoche
- C't

Sponsors are represented with a logo

Sponsoring

■ Platinum Sponsorship Package

The Platinum Sponsorship Package gives you the opportunity to present the leadership role of your company in the market and show the attendees visually and through your participation at the Conference program your technological leadership.

Platinum Sponsorship Package contains the following benefits:

1. 12 square metres booth space at the exhibition (incl. 6 exhibitor passes)
2. Emphasized logo presence in all Conference advertisements
3. Emphasized logo presence on the Conference website (Conference homepage, sponsor page and exhibitor page)
4. 2 pages ad in the Conference agenda
5. Possibility to insert up to 3 collaterals in the Conference bags
6. Up to 6 Conference passes for your staff or customers
7. Keynote speaking possibility
8. Speaking Slots within the Conference program

■ Gold Sponsorship Package

The Gold Sponsorship Package gives you the unique opportunity to present your company and products in an unparalleled way leaving a long-lasting impression on attendees. The Gold Sponsorship Package demonstrates your company's position in the market by participating in all marketing activities.

The Gold Sponsorship Package contains the following benefits:

1. 8 square metres booth space at the exhibition (incl. 4 exhibitor passes)
2. Logo presence in all advertisements
3. Logo presence on the Conference website (Conference homepage, sponsor page and exhibitor page)
4. 1 page ad in the Conference agenda
5. Possibility to insert up to 2 collaterals in the Conference bags
6. Up to 4 Conference passes for your staff or customers
7. Keynote speaking possibility – on arrangement
8. Speaking Slots within the Conference program

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Sponsoring

Silver Sponsorship Package

The Silver Sponsorship Package gives you the opportunity to participate in all conference marketing activities and to present your company as a professional supplier of software or services etc.

The Silver Sponsorship Package contains the following benefits:

1. 4 square metres booth space at the exhibition (incl. 4 exhibitor passes)
2. Logo presence in all advertisements
3. Logo presence on the Conference website (Conference homepage, sponsor page and exhibitor page)
4. 1/2 page ad in the Conference agenda
5. Possibility to insert one collateral in the Conference bags
6. Up to 2 Conference passes for your staff or customers

Exhibition

The Exhibition contains the following benefits

- 4 square metres booth (incl. two exhibitor passes)
- Logo presence on the Conference website
- One Conference pass for your staff or customers

We offer you a ready-to-use solution, for your booth space without any additional costs:

The ready to use solution includes:

- 4 square metres booth space
- Counter
- One back wall incl. company logo
- Electricity
- Lightning

You have the possibility to use your own booth equipment as well. Please refer to the back for the prices per square metre.

Overview on Sponsorship Packages

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Exhibitor
Keynote	✓	✓ (on arrangement)	–	–
Speaking Slots	✓ (on arrangement)	✓ (on arrangement)	limited	limited
Logo presence/Link	In all advertisements and on the Conference website	In all advertisements and on the Conference website	In all advertisements and on the Conference website	–
Advertisement in the Conference agenda	2 page ad in the Conference Program	1 page ad in the Conference Program	1/2 page ad in the Conference Program	–
Exhibitions Area	12 sqm	8 sqm	4 sqm	4 sqm
Collateral to the Conference bag	Up to 3 collaterals	Up to 2 collaterals	One collateral	–
Free passes for the Conference	8	4	2	1
Price EFE 2006	€ 28.000 plus VAT	€ 19.000 plus VAT	€ 14.000 plus VAT	€ 3.000 plus VAT

Your contact for Sponsoring and Exhibition:

Patrik Baumann and Kathrin Ahrndt.

++049(0) 69-630089-20 and ++049(0) 69-630089-27

email: pbaumann@eclipseforumeurope.com and

kahrndt@eclipseforumeurope.com

Application

Company _____

Name _____

Street _____

City, Zip _____

Country _____

Tel./Fax _____

E-Mail _____

www _____

We herewith confirm our order of:

EFE-Sponsorship Packages

- | | |
|---|-------------|
| <input type="checkbox"/> Platinum Sponsorship Package | € 28.000,-* |
| <input type="checkbox"/> Gold Sponsorship Package | € 19.000,-* |
| <input type="checkbox"/> Silver Sponsorship Package | € 14.000,-* |

Exhibition: May 9 to 12

- | | |
|---|-------------|
| <input type="checkbox"/> 4 sqm Booth at the exhibition
(For the ready to use solution please turn over to the front) | € 3.000,-* |
| <input type="checkbox"/> Booth space over 10 sqm may be built by the exhibitor:
_____ sqm (desired size) | € 750,-/sqm |

Co-Exhibitors:

Please note that co-exhibitors must be allowed by the organizer.
Co-exhibitor fee: € 1.000,-*

All prices + VAT.

We hereby apply according to the terms of participation.

Terms of Participation

Registration:

Please complete the entire application, and include a legally binding signature to indicate acceptance of the following terms of participation.

Subletting/Co-exhibitors:

The exhibitor is not entitled to sublet, wholly or in part, or to hand over in some other manner, or to exchange the stand assigned to him, or to accept orders on behalf of other firms without permission of the organizer. Any co-exhibitor allowed by the organizer shall have to pay a fee.

Insurance/Liability:

Exhibitors are strongly advised to make their own arrangements for the security of their stands and exhibition items. The organizer cannot be held liable for any damage to goods or persons.

Payment:

The deadlines for payment given in the invoice must be observed. Full payment must be received prior to exhibiting. All sales are liable to VAT.

Place of Fulfilment and Court of Jurisdiction:

Place of fulfilment and court of jurisdiction is Frankfurt am Main.

Organizer:

Software & Support Verlag GmbH
Geleitsstraße 14
60596 Frankfurt am Main

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Place, date, legally binding signature and stamp