ESE Quick Overview

- Where: Ludwigsburg, Germany
- When: Oktober 27 – 29, 2009
- Budget Goals:
  - Break even
  - 20+ paying Sponsors (current: 21)
  - 300+ Attendees (current: 18 – 7 weeks to go)
- Parallel Events
  - OSGi German User Group Meeting
  - OS Executive Summit
Program Overview

Tuesday
- Symposia
- Workshops
- OSGi User Group Meeting
- OS Exec Summit

Wednesday
- Keynote
- Talks
- Poster Reception
- ESE Night

Thursday
- Keynote
- Talks
- Closing Panel
Program Highlights

- **Tutorials/Workshops**
  - Participants from Eclipse consumers
  - Focused user groups, allowing sponsors to address target groups

- **Symposia**
  - Participants from Eclipse producers and consumers
  - 2009: Focus on vertical industries and key initiatives

- **Open program structure, high quality main program**

- **New: Sponsored talks**

- **Additional Events**
  - OSGi User Group Meeting
    - Meet with the German OSGi user community
  - OS Strategy Summit
    - For decision maker
Keynotes

- Don Syme, Microsoft:
  Taking Functional Programming into Mainstream

- Tony Bailetti, Carleton University
  Open Source Maturity Curve and Ecosystems
  Interactions - Lessons Learned
Sponsoring

Actuate, USA
Band XI, USA
Bredex, DE
Brox, DE
BSI, CH
Cloudsmith, USA
compeople, DE
D-Punkt, DE
Innoopract, DE
froglogic, DE
Geensys, FR
IBM, USA
Instantiations, USA
itemis AG, DE
MicroDoc, DE
Microsoft, USA
Open-Exchange, DE
Oracle, USA
PurpleScout, SE
SAP, DE
Software&Support Verlag, DE
Sopera, DE
WeigleWilczek, DE
Sponsors – More Details

Roles

By Country

Roles:
- Overall
- Paying
- Member
- Strategic
- Media

By Country:
- Europe
- North America
- DE
- F
- US
- SE
- CH
- UK

Graphs showing the distribution of roles and countries.
ESE Sponsor Agreement Trends

- **2009 Agreements**
- **2008 Agreements**
- **2007 Agreements**

**Weeks Before ESE**

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Sponsorship

ESE Sponsor Agreements by % of Goal

- 2007 Agreements
- 2008 Agreements
- 2009 Agreements

Weeks Before ESE

0.0% 20.0% 40.0% 60.0% 80.0% 100.0% 120.0%
Sponsor Highlights

- World's big software companies
  IBM, Microsoft, Oracle, SAP

- Many strategic members signed up

- Long time supporters are coming again despite of economical crisis

- Microsoft Bookstore and Café
Call for action

- Send your people and ask your customers to send their people too
- If you are not a sponsor, become a sponsor
- Special request for posters: Research dissemination effort (for details, contact ralph.mueller@eclipse.org)
- We still need a sponsor for the annual ESE night (approx € 500)