Eclipse Marketing Team   **Teleconference**   **May 17, 2005**

<u>**Time**</u>: 12:00-1:00pm EST / 9:00-10:00am PST

<u>**Attendees**</u>:
Gary Cernosek– IBM
Howard Lewis - Discovery Machine.
Mark Johnson - Instantiations
Pieter Humphrey - BEA
Melinda Wilson - Sybase
Karen Frederiksen - Sybase
Ian Skerrett - Eclipse

<u>**Agenda**</u>:
- JavaOne
- ACM Queue

<u>JavaOne</u> (All)

    Please see attached proposal from Ian for highlights of the discussion
- General discussion focused on ways we can work together to create buzz at JavaOne
- Agreed to do a passport to drive booth traffic. Each member company would have buttons with company and Eclipse logo.
- Agreed to do a luncheon with a panel discussion hosted by Eclipse luminaries, analysts, editors. The W Hotel has been reserved for a luncheon for 150 on Tuesday June 28th
- Member companies must pay to participate and will be based on company size
- Initial costs: $7500 for package A; $1500 for package B (only available to companies with less than 100 million in revenue)

<u>Action Items</u>

- Determine ways to drive attendance, in particular from IT Managers, to attend luncheon (All)
  - o Each paying member company participating in the Eclipse/JavaOne promotion hands out a certain number of invitations
  - o Each paying member company participating in the Eclipse/JavaOne promotion will be able hand out a limited number of invitations at their booth
  - o EclipseCon list to be culled for IT managers
  - o Standard HTML email to made (Ian and Melinda)

- Panel Discussion at Luncheon Addressing a Business Audience (Ian)
  - o Need to find speakers who are Editors, Eclipse luminaries, or industry analysts (Ian)
  - o Need to find case studies

- Luncheon Logistics (Melinda)
  - o Signage
  - o Food and Beverage

- Passport (Melinda)
  - o Brochure specs
  - o Artwork and text compilation

- o T-shirt pricing
- Artwork compilation
  - Button pricing

-Melinda Wilson
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