

Eclipse Add-in Provider Membership Package

The Eclipse Eco-system is a vibrant community of major software vendors, small innovative software start-ups, leading information and publishing organizations, education and service providers and influential research and standards organizations. The community works to develop the complimentary products, services and information, and market specific solutions (ex. Solution for Linux developers) that have been critical to the success of the Eclipse Platform. Being a member of this community allows organizations to benefit from the success of Eclipse!

Membership in the Eclipse community allows organizations to leverage the resources of the community and achieve a higher return on their investment in Eclipse. Eclipse members are offered a unique opportunity to understand the trends and directions of the Eclipse technology and participate in marketing programs that drive potential users to the members' offerings.

Understanding Technical Trends and Directions

The Eclipse Platform is the open platform for tools integration and extension. The successful open source projects have created the technology that is being used in a wide range of markets, from corporate IT, embedded, Linux, and ISVs. To protect and direct your investment, you need to understand the plans and direction of the Eclipse Platform.

Eclipse members are offered several unique opportunities to gain insight into these plans.

1. By invitation only, Member's Update Meetings, are held on a quarterly basis. The focus of these meetings is to provide an update on each open source top level project in the Eclipse open source community. Members gain better insight into 1) what and when will be in the next release of each top level project, 2) highlighted technical changes that may impact members, 3) the long-term direction of the project.
2. Members Update Meeting will also include detailed technical briefings on select projects. This is an opportunity for members to hear the lead developer or committers of a project present the detailed technical architecture of a project.
3. The Members elected two representatives to the Eclipse Board of Directors. This provides members direct representation to the management and operation of the Eclipse Foundation.

Participate in Eclipse Marketing Opportunities

Eclipse Members are able to benefit from brand awareness and install base of the Eclipse Platform. The Eclipse Foundation has created a number of opportunities to help drive more customers to your offerings.

Eclipse.org Web Site

Eclipse members can be highlighted on the eclipse.org web site in a number of ways:

Member Listing Each member is provided the opportunity to post their company name and log, url, 150 description of their Eclipse involvement and direct links to specific product/offering information.

Members in the News The Eclipse.org web site highlights members news related stories.

Eclipse in Action Members are able to post success stories of how their customers are using Eclipse based products.

Official Member Logo

Members will be granted the right to use the official Eclipse Member log. This exclusive members' only logo can be used on marketing material, ex. Web site, signs at trade shows, product collateral, etc. Eclipse.org will also highlight any member's activities with this logo.

Press releases

Eclipse Foundation will provide press assistance and quotes for new member's press releases and ongoing member product announcements.

Marketing Committee

Member companies are encouraged to actively participate in the Eclipse Marketing Committee and Public Relations Committee. These committees are engaged developing marketing strategy and implementing programs that promote Eclipse and the member companies.

Speaking and Editorial Contacts

Eclipse Foundation employs the services of a professional press agency. This agency is actively looking for opportunities to place Eclipse related articles in magazines and Eclipse related speaking opportunities. These opportunities are passed on to the members.

EclipseCon

Once a year, the Eclipse community meets for the annual EclipseCon user conference. This is a perfect opportunity to market to potential customers. Eclipse members will receive preferential exhibit space and sponsorship opportunities, show discounts and other members only opportunities.

Special Promotional Activities

The size and popularity of Eclipse community presents members unique promotional opportunities, ex. advertising supplements, newsletter sponsorships, etc.

Networking Opportunities:

Eclipse member meetings and committee discussions create many opportunities to network with other technical, marketing and business development professionals. Members discuss and leverage shared resources to solve Member problems and grow the Eclipse community.