THANK YOU FOR YOUR SUPPORT!
WHAT IS OCX?

As the Eclipse Foundation strives to inspire our vibrant community of communities, we have expanded our annual conference to create Open Code Experience (OCX).

This event is the new developer conference from the Eclipse Foundation that will host collocated events such as EclipseCon 2024 (the centre of gravity for all topics related to the Eclipse IDE platform and developer tools), an open source Java conference, and an event dedicated to automotive software and software defined vehicles.

This new format enables more diverse communities to join, learn from the best, network, get inspired, grow, and connect. The core of our mission for this event is to provide an experience that empowers our communities to expand their limits.

We are excited to take on what’s next and we hope you’ll be part of it!
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JOIN US FOR OPEN CODE EXPERIENCE!

OCX will attract prominent open source developers and adopters from all over the world. It will be the leading forum in Europe for developers engaged in open source ecosystems to meet, share ideas and experiences, and learn from each other.

OCX24 is the ideal place for companies looking to connect with experienced developers and users of Eclipse projects and related technologies. We are passionate about providing innovative ways for our sponsors to interact with the community and achieve a great return on investment.

**EVENT DATES**

22-24 October 2024

**LOCATION**

Mainz, Germany

**NUMBER OF ATTENDEES**

700+
We are happy to introduce to you the new conference format. It's important to note that we are actively refining it to ensure the best experience possible. As a community-focused organization, we highly value your insights. Therefore, we welcome any input that you may have. Anticipate further updates that will be communicated in a timely manner as we refine the format to meet your expectations.
WHY SUPPORT US?

As you know, we value the quality of attendees coming to our events and OCX will be no different. We want to ensure that as a valued sponsor, you get to make the best connections possible. Your business associates, potential partners, future collaborators, users, and customers will gather at OCX. We're expecting 700 attendees, covering a wide range of topics to address the diverse interests and needs of our audience.

2023 ECLIPSECON STATISTICS

JOB DESCRIPTIONS IN 2023

- Developer, Engineer & R&D: 45%
- Architect: 18%
- C-Level & Executive (eg. CEO, CTO, Director, VP etc.): 13%
- Product Manager: 8%
- Other: 5%
- Business (Marketing, Business development & Sales): 4%
- IT Manager: 3%
- Educator/Student: 2%
- Policy Makers: 1%
REPRESENTED MARKETS IN 2023

- Software Products Or Services: 26%
- IT / Telecommunications: 27%
- Automotive: 21%
- Government / Research: 8%
- Manufacturing: 4%
- Other: 4%
- Semiconductor: 3%
- Education: 2%
- Defense / Aerospace: 1%
- Financial Services (E.g. Banking, Insurance): 1%
- All Others: 1%

PROGRAM IN 2023

- 107 Sessions Submitted
- 5 Keynotes
- 10 BoFs
- 3 Networking Receptions
- 16 Sponsors
- 12 Stands

COMPANY SIZE IN 2023

- Fewer Than 100: 37%
- More Than 10,000: 26%
- 100-500: 17%
- 1,001-5,000: 10%
- 501-1,000: 6%
- 5,001-10,000: 4%
WHY SPONSOR OCX?

1. Increase brand visibility
   Get exposure from a targeted audience interested in software defined vehicles and automotive, enterprise Java, embedded systems, IoT, developer tools, cloud and edge applications

2. Engage with communities
   Foster relationships with the communities of users, adopters, and contributors powering the technologies you care about

3. Promote your products and services
   Highlight your offerings to an audience of technology practitioners and industry leaders

4. Leverage networking opportunities
   Connect with some of the brightest minds in the global open source ecosystem, including developers, technical managers, and business leaders

5. Identify and recruit top talent
   Showcase your commitment to the open source industry and attract experienced development professionals to your organization

6. Demonstrate thought leadership
   Leverage speaking spots to enhance your organization’s visibility and reputation

7. Generate leads for your business
   Drive awareness and interest with potential customers and partners

8. Be part of an exclusive experience
   OCX will be the place to be in 2024, and you don’t want to miss it
SPONSORS WHO SUPPORTED US AT ECLIPSECON IN THE PAST
They say it better than we do

We asked our recurring sponsors why they love sponsoring the Eclipse Foundation’s flagship event and here is what some of them said…

**HUAWEI**

Huawei has participated at EclipseCon as an Elite Sponsor every year since 2020, where we found a very welcoming Eclipse Foundation community. During these years we have launched the Eclipse Xpanse and Oniro projects and through our EclipseCon participation we discovered many opportunities to integrate them with other Eclipse Foundation projects.

Adrian - HUAWEI

**ZettaScale**

We've been an Eclipse member since 2018, leading key projects such as Eclipse Cyclone and Eclipse Zenoh. We prioritize sponsoring and attending EclipseCon, as it's proven to be an invaluable way to meet our users, get feedback, and gain new committers from the open-source community. Some of them have been with us and supported us since the very beginning, and we wouldn't have met them otherwise. See you next year!

Angelo - ZettaScale

**Gradle**

We are passionate about developer productivity and are keen to understand what developers suffer from during their day to day job. Attending EclipseCon helped us understand the struggles developers deal with specifically when working on large Eclipse based projects.

Benedikt - GRADLE

**EclipseSource**

EclipseCon is an exceptional platform where visionaries in the domains of open source technologies, tools and IDEs converge. As sponsors, EclipseSource celebrates this dynamic event for fostering unparalleled learning and networking opportunities. Our commitment as technical partners in tools and IDEs is to contribute and engage in this vibrant community, furthering innovation and collaboration.

Jonas - EclipseSource
WHERE WILL OCX24 BE HELD?

Open Code Experience 2024 will take place at Halle 45, a beautifully restored tram depot with a rich history dating back to 1904. Originally serving as a transportation hub for Mainz, the depot fell into disrepair by the late 20th century. In the early 2000s, a visionary initiative transformed it into Halle 45, a dynamic cultural and event center, showcasing successful adaptive reuse.

Today, it stands as a testament to repurposing historical buildings for contemporary needs, contributing to Mainz’s cultural landscape.
BOOTH DESIGNS

The booth structure and equipment pictured below are integral components of your sponsorship package. Your only task will be to provide branding, tailored to the dimensions that will be shared with you. This exemplifies what we refer to as a seamless and hassle-free sponsorship package.
These designs are our current vision for each booth, but note that these are early drafts! We are actively collaborating with our community to fine-tune the final details. Therefore, the final booth setup may be slightly adjusted based on valuable feedback and input we get from our community. We will keep you informed about any potential adjustments.
<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speaking opportunity</strong></td>
<td>10 min keynote session and 1 breakou</td>
<td>10 min keynote session or 1 breakou</td>
<td>1 breakou session of 35 min</td>
<td>N/A</td>
</tr>
<tr>
<td>(content to be approved by Eclipse Foundation)</td>
<td>session of 35min</td>
<td>t session of 35min</td>
<td>session of 35 min</td>
<td></td>
</tr>
<tr>
<td><strong>Video testimonial on conference website</strong></td>
<td>3 min</td>
<td>1 min</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition space</strong></td>
<td>5x3m width (stand-alone)</td>
<td>3x3m width (stand-alone)</td>
<td>2x3m width (back to back)</td>
<td>1m width (triangle)</td>
</tr>
<tr>
<td><strong>Lead scanning</strong></td>
<td>4 licenses</td>
<td>3 licenses</td>
<td>2 licenses</td>
<td>1 license</td>
</tr>
<tr>
<td><strong>Complimentary conference tickets</strong></td>
<td>20</td>
<td>12</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><strong>Discount on additional tickets</strong></td>
<td>30%</td>
<td>25%</td>
<td>15%</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Opt-in attendee emails</strong></td>
<td>1 pre- and 1 post-conference email</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Emails sent by Eclipse Foundation on behalf of sponsor)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor recognition in all conference email to attendees and on conference website</strong></td>
<td>Logo (with link)</td>
<td>Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor recognition on keynote screen</strong></td>
<td>Promo video shown before keynote talk (60 sec)</td>
<td>Logo on screen before keynote</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C-Level dinner</strong></td>
<td>5 seats and a welcome speech of max 5 minutes</td>
<td></td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Company description on conference website</strong></td>
<td></td>
<td></td>
<td>Included for all levels</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion in Eclipse Community Newsletter (100K subscribers)</strong></td>
<td>Article and logo (with link)</td>
<td>Logo (with link)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo on onsite sponsor signage and on conference schedule</strong></td>
<td></td>
<td></td>
<td>Included for all (tiered by levels)</td>
<td></td>
</tr>
<tr>
<td><strong>Meeting room</strong></td>
<td>1 dedicated meeting room with automated meeting scheduler</td>
<td></td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Press release in March</strong></td>
<td>Included (optional)</td>
<td>Included (optional)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Access to opt-in attendee list</strong></td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Social media posts</strong></td>
<td>4 single posts + 1 group post</td>
<td>3 single posts + 1 group post</td>
<td>2 single posts + 1 group post</td>
<td>Group post</td>
</tr>
<tr>
<td>(before and during the event)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PRICE</strong></td>
<td><strong>65,000€</strong></td>
<td><strong>35,000€</strong></td>
<td><strong>15,000€</strong></td>
<td><strong>5,500€</strong></td>
</tr>
</tbody>
</table>

*Member Discount
20% off Diamond and Gold sponsorships for Strategic Members
10% off Silver and Bronze sponsorships for Strategic and Contributing Members

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SPONSORSHIP PACKAGES

As we try to be as flexible for our members and our sponsors as possible, we can also offer additional discounts and types of packages based on your needs.

Also, if you have any specific adjustments or requirements that you would like to suggest, we are open to discussion.

DISCOUNT FOR STRATEGIC MEMBERS

20% off Diamond and Gold sponsorships
10% off Silver and Bronze sponsorships

DISCOUNT FOR CONTRIBUTING MEMBERS

10% off Silver and Bronze sponsorships

NO-BOOTH OPTION

If you are not interested in a booth, don't worry – we have you covered. Reach out to us so we can make a tailor-made offer to you.
ADD-ON OPTIONS

Conference WiFi
Enabling connectivity

10,000€

Session Recording
Showcasing your commitment to spreading industry expertise and innovation

5,000€

Sponsored Lunch
Making lunchtime a memorable part of the event

10,000€

Photo Booth
Making lasting memories

10,000€

Waffle Bar
Leaving a sweet impression associated with your brand

5,000€

Popcorn Station
Creating a poppin’ good time

5,000€

Barista
Fostering meaningful connections over the perfect cup

15,000€

Charging Lounge
Showcasing your commitment to connectivity in a tech-savvy world

5,000€

Sponsored Reception
Elevate networking opportunities

15,000€

Games Lounge
Recharge through interactive gaming experiences

15,000€

Wellness Lounge
Fostering a healthy and energised environment

15,000€
At OCX24, we’re taking a bold step forward by prioritising sustainability in every aspect of our event. Our commitment to creating a sustainable conference experience is driven by numerous and compelling reasons. In 2024, we plan to implement a range of initiatives to make OCX an eco-friendly experience in line with our values. Here's some of the sustainable actions we would like to implement:

- **Recycling system**: We’re introducing a comprehensive recycling program with strategically placed recycling bins throughout the venue. By actively encouraging attendees to sort their waste, we aim to minimize our environmental footprint and promote a circular economy.

- **Repurposed venue**: OCX is hosted at a venue that embraces sustainability at its core. By choosing a repurposed space, we not only contribute to the revitalization of existing structures, but also reduce the demand for new construction, lowering our overall environmental impact.

- **Food waste management**: Our commitment to sustainable practices extends to the culinary experience at OCX. We're implementing stringent food waste management strategies to ensure that surplus food is redirected to local charities or composted, minimizing the environmental impact of discarded food.
SUSTAINABILITY

- **Stand smart**: To further reduce waste, we’re opting for stand structures that can be rented and reused for future events. This not only cuts down on the production of single-use materials but also encourages a more sustainable approach within the event industry.

- **Digitalized communication**: Minimize paper waste by utilizing digital platforms for event communication, including invitations, schedules, and information packets. Provide attendees with QR codes for easy check-in, and recycle badges.

- **Green transportation options**: Encourage attendees to use sustainable transportation options, such as public transit, biking, or carpooling.

- **Local and sustainable catering**: We will source food locally to support regional farmers and reduce the carbon footprint associated with transportation. Our goal is to choose sustainable and seasonal menu options, and we will be working with a caterer who prioritizes eco-friendly practices, such as composting and recycling.

- **Swag reduction**: We are trying to reduce the amount of gifts production, offering instead a donation to One Tree Planted to balance our carbon footprint.

Let’s come together to make a positive impact on the planet, one sustainable step at a time.

See you at OCX, where we’re redefining conferences for a greener future.
To sign up or learn more, email us at event.sponsor@eclipse.org
We look forward to working with you!
OCX24 promises you inspiring connections, fun experiences, engaging speakers, and valuable content

THANK YOU!