

a project at the Eclipse Foundation



2007 Community Outreach Plan

Draft 11-30-06

Community Outreach 1H 2007

Plan Objective: Awareness & Recruitment

- ***Kickoff call results:***

- Participation in some key shows throughout year
 - SNW (US and EMEA) and Storage Decisions topped the list
 - Gartner Datacenter conference was also suggested
- Consider seminar/Webcast to more targeted audience in lieu of booth
- Analyst updates was also a strong suggestion
- Maintenance of Aperi Website and linkages from vendor participants

1H 2007 Events

	Event Start Date	+120 Days	+90 Days	+60 Days	+30 Days
<i>Lead Time Considerations</i>		Secure funding & sign sponsorship contracts with Eclipse; Submit for speaker slot and/or paper	Execution kickoff call to define plans and logistics; order collateral/promo items	Submit description and logos for show; order booth property rentals; register attendees	Create signage; update demos/presentations
SNW US Spring	16-Apr	13-Dec	16-Jan	15-Feb	17-Mar
Storage Decisions	16-May	16-Jan	15-Feb	17-Mar	16-Apr
Storage World Conference	12-Jun	12-Feb	14-Mar	13-Apr	13-May

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<i>Sponsorship Costs</i>	Estimated Costs	IBM Estimated Contribution
SNW US Spring	\$23k	\$10k
Storage Decisions	\$44k	\$10k
Storage World Conference	\$14k	\$6k

<i>Additional Costs</i>	Estimated Costs	IBM Contribution
Pop-up booth	\$10k	\$4k
Booth properties	\$1k	\$1k
Collateral (update & printing)*	\$4k	\$1k
Promotional Items	\$5k	\$2k
Customized Seminar/Webcasts	Requires discussion	\$5k
Downloadable Training Module	Requires discussion	
Downloadable Demo Package	Requires discussion	

* Trifold modifications can be done by community if someone has Adobe InDesign

SNIA Alliance Cost Estimate

<i>SNIA Alliance Benefits</i>	Estimated Costs
SMF	\$25k
SMI Lab	\$13k
CTP Testing	\$2.5K/test
Plugfest travel/staffing	?