JavaOne and Oracle Develop 2010 Conferences

Alvina O'Neal
Conference Lead
Agenda

- Overview
- Logistics
- Agenda
- Curriculum Program
  - JavaOne and Oracle Develop Tracks
  - Session Counts
- Website(s)

- Exhibition Hall and DEMOgrounds
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- Java University
- Mason Street Tent
- OTN Party
- Appreciation Event
- Up Next
Overview

• Bringing together developer communities
  • Co-locating JavaOne and Oracle Develop
  • Two streams
    • JavaOne – Focus on technology
    • Oracle Develop – Focus on products
  • Four keynotes
    • Two JavaOne
    • Two Oracle Develop

• Returning Activities
  • General Technical session (JavaOne only)
  • Birds-of-a-Feather sessions (JavaOne only)
  • Hands-on-Labs
  • SunRays (Connection Centers)
  • Java Exhibition Hall
Logistics

• JavaOne and Oracle Develop 2010
• San Francisco, California September 19-23, 2010
  • “The Zone”
    • Parc 55, Hotel Nikko, Hilton Union Square and the Mason Street Tent
• ~600 JavaOne and Oracle Develop sessions
• ~35 exhibitor booths
• Numerous networking event opportunities
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<tr>
<th>Time</th>
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<th>Wednesday</th>
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* Subject to change
Curriculum Program

• JavaOne Tracks
  • Core Java Platform
  • Desktop Java
  • Enterprise Service Architectures and the Cloud
  • Java EE Web Profile and Platform Technologies
  • JavaFX and Rich User Experience
  • Java ME and Mobile
  • Java for Devices, Card, and TV
  • The Java Frontier

• Oracle Develop Tracks
  • Database Development
  • .NET
  • Application Grid and Oracle WebLogic
  • Oracle Fusion Development
  • Rich Enterprise Applications
  • Service-Oriented Architecture
  • Oracle Solaris and Linux Development
## Curriculum Program - Session Counts

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<th>JavaOne</th>
<th>Oracle Develop</th>
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<tr>
<td>Sessions</td>
<td>260</td>
<td>145</td>
<td>405</td>
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<td>Hands-on Labs</td>
<td>22</td>
<td>54</td>
<td>76</td>
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<td>BOFs*</td>
<td>114</td>
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<td>Total</td>
<td>396</td>
<td>199</td>
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* Birds of a Feather sessions
Exhibition Hall and DEMOgrounds

- Dedicated Java Exhibition Hall
  - Focus on Java technology
  - ~35 cosponsors and exhibitors
  - DEMOgrounds with 26 Oracle demos
Java Exhibition Hall*

* As of 7/26/10
Current Sponsors/Exhibitors
As of 6/25/10

• Sponsors – As of 7/26/10
  • Diamond – Intel
  • Gold – Rally Software
  • Silver – Blackberry
  • Bronze – BIRT Exchange by Actuate, JetBrains, SpringSource

• Exhibitors (37) – As of 7/26/10
Java University

- Friday, September 24th, 2010 – Moscone Center – South
- 12th Year
- 16 Courses
  - Four (4) all day
  - Six (6) morning
  - Six (6) afternoon
- Internal/External Instructors
- Offering to all three (3) conferences as an Add-On
- Offering as standalone event
- Price $750.00
Mason Street Tent

• Monday – Thursday (September 20 – 23, 2010)
• Tent creates continuity for Java One and Oracle Develop by linking three hotels
• 40’ by 270’ Tent – Approximately same size as Moscone South Drive
• Tent Houses
  • OTN Lounge
  • OTN Swag Stations
  • Webcasting
  • Lego Pit
  • Java.net Kiosk
  • Duke Choice Winner Kiosks
  • Central Water Station
  • Bean Bags
  • Tap & Brew
  • Java Bus located @ corner of O’Farrell and Mason Street
OTN Party

• 7:30 p.m. – 10:00 p.m. September 20th, 2010
  • Yerba Buena Gardens
  • JavaOne and Oracle Develop Full Conference Attendees
• Surf/Boardwalk Theme
  • Surf Band – APE
  • Jeopardy (Game)
  • DJ
Appreciation Event

- Wednesday, September 22\textsuperscript{nd}, 2010
  - Treasure Island
  - Oracle OpenWorld, JavaOne and Oracle Develop Full Conference Attendees

- Entertainment
  - Black Eyed Peas
  - Steve Miller Band
  - Don Henley
  - Montgomery Gentry
Up Next

• Sao Paulo, Brazil December 7-9, 2010
• Beijing, China December 13-16, 2010