



CALL FOR PAPERS OVERVIEW

We are looking for papers from individuals and companies to become presenters at the BlackBerry® Developer Conference 2009, held November 9-12 in San Francisco, California. The BlackBerry Developer Conference is a forum for many groups who represent the development community to share their experiences developing for the BlackBerry® solution.

The submission form will open June 16, 2009. Submissions should be technically focused, offer practical solutions and outline real-world experiences with developing commercial or corporate applications using the BlackBerry platform.

By participating as a presenter at the BlackBerry Developer Conference, you'll have the opportunity to share your know-how with an educated, focused developer community. Not only will you meet like-minded developers and businesses, your company will benefit from being showcased as experts in this dynamic field.

Audience

The BlackBerry Developer Conference targets a broad scope of the development community: newcomers to the BlackBerry solution, people who have years of hands-on experience and attendees with expertise across multiple development platforms. We expect to attract attendees who represent:

- Commercial and corporate developers creating applications for the BlackBerry solution
- Business leads and product visionaries from mobile application development shops
- RIM partners involved in the technology and marketing of commercial and corporate applications

Speaker Profile

The ideal session candidate will be a strong speaker with sound knowledge of the subject matter, who offers valuable knowledge about application development. This includes software development experts, such as development managers, software developers, architects, and testing and QA managers. One speaker per session is the optimum format, however please indicate when completing the form if your session would benefit from co-speakers.

Key Dates

June 16: Call for Papers opens

July 17: Deadline for all submissions

August 3: Notification of acceptance

September 18: Presentation materials due for review by the RIM content committee



Types of Sessions

The BlackBerry Developer Conference is soliciting a limited number of targeted, valuable presentations. Attendees to the conference want to learn something new and translate that expertise into solving their own business challenges. Sessions submitted must be technical in nature, without sales, product or marketing pitches. Code samples are a great learning tool for developers and come highly recommended for presentations.

The session format is flexible, for example, presentation, panel or Birds of a Feather styles. When completing the form, please indicate what type of presentation you will deliver. All presentations should run for 60 minutes and will take place on either Monday November 9, Tuesday, November 10 or Wednesday, November 11. We will consider requests for longer presentation lengths if it is indicated on the submission form, however we cannot guarantee that special requests can be accommodated in the schedule.

Sample Session Topics

These are sample topics that fit the overall tone of the conference. The committee is also open to any new session topics not covered here:

- Developing with the latest tools (BlackBerry JDE Plug-in for Eclipse™, BlackBerry Plug-in for Microsoft® Visual Studio® in the .NET programming environment, and more)
- Creating compelling BlackBerry Widgets
- Creating unique and powerful BlackBerry web-based applications for individuals or businesses
- Leveraging BlackBerry® Internet Service push technology in your application architecture
- Developing and distributing your applications through BlackBerry® App World™
- New techniques for improving developer efficiency including build environments, testing environments and tools
- Using the latest Java® APIs for BlackBerry to create addictive applications
- Lessons learned working with multimedia, WiFi®, GPS and Bluetooth® technologies

Submission Preparation and Approvals

1. Review this entire document. If you have questions prior to submitting your session please email devcon@rim.com.

2. Fill out the online form starting June 16, 2009 at <https://www.blackberrydeveloperconference.net/2009/portal/cfp/cfpLogin.www>

You will need to submit the following information on the online form:

- A. Contact information to create a user account
- B. General Information

Session Title - *Make sure your title is concise and clearly depicts what your session is about.*



Technical Level (Introductory/Intermediate/Advanced/General) – *Choose the level which best describes the content you will be presenting.*

Abstract (max 500 words) - *Describe the features, ideas, and prerequisites for the proposed class.*

Key Takeaways – *What benefits will attendees get from participating in your session? List 3-5 takeaways.*

Session Details (max 3500 characters) – *Outline the discussion points you will touch upon in your presentation. Include any other details, including code samples you plan to cover in this session*

Submitter Comments – *Include any special AV requirements or other notes for the committee*

- C. **Speaker Details** – *One speaker is required to complete the form. We strongly recommend limiting the number of speakers to 1-2 per session (only one complimentary conference pass will be provided), unless a panel format is used.*
 - D. **Session Profile** – *Use the opportunity to upload supporting documents (optional)*
3. Select the “Finished” button on the *Session Overview* page to complete the form. You will receive a confirmation email from devcon@blackberrydeveloperconference.net to notify you of your successful submission.
 4. The Speaker Manager may contact you during the review cycle to gather additional information for the content committee. You will receive a notification if your session has been accepted by August 3. You will also be notified if your session has been rejected.
 5. If your session is selected the content committee will begin reviewing presentation materials September 18th. The objective of the review is to ensure the presentation materials are consistent and reflective of the content details originally approved. The committee may request changes to your materials during this period. Changes must be reflected in the final upload of your materials by October 22nd. RIM reserves the right to remove your session from the schedule if changes are not reflected in the updated materials.

Speaker Benefits

If your session is selected to be presented at the 2009 BlackBerry Developer Conference, you will receive one (1) complimentary, full conference pass. Your session, company and branding will be given a high-visibility profile in conference marketing initiatives, including the session catalog/scheduler and onsite conference guide. You will receive a DVD copy of the 2009 BlackBerry Developer Conference Proceedings which will be mailed to you after the conference. You will also be given your session survey results a few weeks after the conference ends.



Session Access Control

Attendees of the BlackBerry Developer Conference will be required to reserve a seat in any session they want to attend using the online My Scheduler tool. The scheduler tool will launch in September with RIM sessions. All accepted Call for Papers sessions will be added to the catalog for attendees to schedule by mid-September.

Session Audio Visual

The following audio visual equipment is standard in each breakout session room at the conference:

One (1) LCD video/SVGA projector (maximum resolution output is 800 x 600)

One (1) projection screen (appropriate for room size)

One (1) UHF wireless lavalier microphone

One (1) tabletop microphone for every two panelists (if required)

One (1) flip chart with markers

One (1) laptop pre-loaded with Microsoft® Office

- Each laptop will be pre-loaded with Microsoft Office. We cannot provide any other software. If you choose to use a presentation package other than those provided, you will be responsible for bringing and loading the software necessary to run your presentation. Please prepare your presentation in slide show format, as there is limited time before each session to load software.
- Internet access will be available from the presentation laptop in each breakout room for instructors. You can use this connection to access code samples and software demos for your presentation.

The Speaker Manager will be in touch with you to help organize special AV requirements stated on the form. We cannot guarantee that we will be able to accommodate all AV requests.

Speaker Resource Site

You will receive access to the Speaker Resource Site – an online portal to upload session presentations, register for the conference and get more details about speaking at the BlackBerry Developer Conference. The Speaker Manager will provide approved session speakers with access to the Speaker Resource Site in August.

The Speaker Resource Site (SRC) is a central location for all session materials to be collected prior to the conference. It is very important to submit your presentations to the SRC. Presentations and supporting materials will be pushed to the breakout room laptops for you. If materials are submitted after the deadline, we cannot guarantee your presentation will be ready in your session room. Please bring a back-up copy with you.



Other Important Information

We welcome international speakers to present at the BlackBerry Developer Conference, but all speakers should be fluent in English.

Our goal is to have excellent content and speakers that benefit the attendees. Please prepare and submit your slides by the required deadline and practice your presentation beforehand.

Presentation materials should be professional and delivered by experts and practitioners in the field. Unrehearsed presentations reflect badly on the speakers and the conference. We also strongly discourage product pitches. If your desire is to market your products or services, consider becoming a sponsor. The Solutions Showcase will give you the opportunity to interact with attendees eager and receptive to hearing about your products and services. Visit the conference website soon for more details on how to sponsor in 2009.

We will provide you with feedback on your session and will share session results after the conference. It is important that you remind your session's attendees to fill out the survey. This will benefit you and the overall conference. We intend to share all conference materials with attendees. Please prepare your materials and presentation knowing that it will be recorded and distributed to conference attendees.

We reserve the right to edit class titles, abstracts, and key takeaways to best present the course content to prospective conference attendees. The planning team will notify you of any changes.

Contact Details

Questions about the Call for Papers? Please contact the BlackBerry Developer Conference planning team at devcon@rim.com