



# **RailsConf 2023**

Atlanta • April 24-26

**Sponsorship Prospectus**

# The flagship event of the Ruby on Rails community

RailsConf is the largest official gathering of the year, attended by top Rails talent, companies and project representatives from all over the world. Presented by Ruby Central Inc, the 2023 edition of RailsConf will be held in Atlanta, Georgia. RailsConf is the place for product launches, project announcements, and good old-fashioned networking. Whether you're looking to recruit, to promote your product or just to soak in the content, you need to be at RailsConf 2023.

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## Benefits of Sponsoring and Attending RailsConf

**Meet and recruit Ruby developers to join your team!**

- 75% of past attendees said they spent the majority of their work time programming
- Over 50% of attendees describe themselves as Sr. Developers w/ 4+ years experience with Rails

**Educate the Rails community on your latest project!**

- RailsConf is the leading annual Ruby on Rails gathering of the year! Don't miss out on your opportunity to showcase your launch with a big splash

**Opportunity to interact with whole Ruby on Rails community, including the Rails core team.**

**Directly aid Ruby Central, the community-funded organization that funds the Ruby ecosystem and infrastructure through:**

- Our management and oversight of RubyGems.org
- Our support of the continued development and maintenance of the Ruby programming language, via grants made to Ruby Association

**Interact with Rubyists from around the world.**

**Help expand the growing roster of RailsConf Sponsor alumni**

# Sponsorship Levels and Benefits

	Bronze \$15,000	Silver \$20,000	Gold \$35,000	Platinum \$50,000
Brand Awareness				
Sponsor booth in Exhibit Area <sup>1</sup>	✓	✓	✓	✓
Logo in website footer (category placement)	✓	✓	✓	✓
Logo w/link & 100-word blurb on sponsor page (category placement)	✓	✓	✓	✓
Rotating banner ad on the conference website	✓	✓	✓	✓
Recognition in welcome/closing announcements	✓	✓	✓	✓
Logo on sponsor signage (category placement)	✓	✓	✓	✓
Sponsor callout in pre-conference attendee email	✓	✓	✓	✓
Sponsor callout in post-conference attendee email	✓	✓	✓	✓
Opportunity to include item in welcome swag bag <sup>2</sup>			✓	✓
Tweet from official RailsConf account promoting your presence at the conference			✓	✓
Featured post on Ruby Central LinkedIn post-event			✓	✓
30-second promo video to be played when entire conference is present				✓
10 minute keynote speaking opportunity				✓
Lead Generation				
Sponsored session			✓	✓
Opportunity to include offer in virtual goodie bag	✓	✓	✓	✓
Opt-in attendee list <sup>3</sup>			✓	✓
Opportunity to send email to attendee list				✓
Recruitment Opportunities				
Participation in RailsConf Job Fair		✓	✓	✓
Preferred placement on RailsConf Job Board		✓	✓	✓
Conference passes				
Conference passes	2	4	8	16
Unlimited 20% conference pass discount	✓	✓	✓	✓

<sup>1</sup> Space allotment commensurate with sponsorship tier. Does not include carpet, furniture,internet, or electricity

<sup>2</sup> Limited quantities and pre-approval required

<sup>3</sup> Requires signing a DPA

# Add On Opportunities

For any questions or to discuss a custom package, please contact us at [sponsors@rubycentral.org](mailto:sponsors@rubycentral.org).

## Community Booth

Are you a start-up or a F/OSS project and want to exhibit? Contact [sponsors@rubycentral.org](mailto:sponsors@rubycentral.org) to get the conversation started!

## Barista Bar

**SOLD**

This opportunity allows you to sponsor a barista bar located in the Exhibit Hall. If you have a booth, this could be located right next to it!

## Specialty Break

Signage on break stations in common areas and Exhibit Hall. Help to bring some fun to our breaks and provide a specialty break item for a morning or afternoon break. This includes a verbal announcement projected to the entire exhibit hall inviting attendees to come speak to you!

## Charging Station

Help keep attendees connected at the conference when they forget their cell phone chargers! These stations will be placed strategically around the conference area so your logo is visible throughout the event.

## Post-Conference Attendee Email

Reach our entire audience with this email to be sent by Ruby Central post-conference. We'll work with you to design an email that best suits your needs!

## Relaxation Station

**SOLD**

One of the most popular booths at the conference! Attendees enjoy a brief chair massage by a licensed professional massage therapist.

## Conference Bag

**SOLD**

Have your logo on the official RailsConf tote bag and we'll pre-stuff it with a piece of marketing collateral or small giveaway item. All you need to do is send us your company logo, and we'll take care of producing the bags!

## Hotel Keycards

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room.

## Opportunity Scholar's Program

RailsConf 2023 is offering a limited number of full conference registration scholarships. Our scholars program is open to anyone who would not normally attend, though we specifically encourage students, women, minorities, and other underrepresented groups in the technology sector to apply. The Opportunity Scholarship is a chance to jump in to learn more about Ruby specifically and software development in general. Funds secured will help support ticket and travel costs. We encourage all sponsors to submit programming and/or job opportunities specific to junior developers in hopes of diversifying our program and providing direct opportunities to our scholars each year. Join us as we support this important initiative by sponsoring the scholars program.

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## Job Fair Participation

Opportunity to be a part of the job fair at RailConf 2023 Job Fair! This is an opportunity to share information on current job positions, company culture, and discuss the benefits of joining your team!

## Speaker Reception

RailConf would not exist without our amazing speakers! This reception is a great way of showing gratitude for their time and effort. Sponsor has the opportunity to share a sponsored gift and sponsor logo will be included in signage.

## Childcare

RailsConf offers attendees the opportunity to bring their children to play in a safe environment while their parents take advantage of all that the event has to offer.

## Welcome Reception

Sponsor the Welcome Reception, where we will all come together to network over light-bites after what's been a year for the books. Your company's recognition will include event signage, branded napkins and a special thank you during welcome remarks. You'll also have the opportunity to speak to the audience during opening remarks for 5 minutes.

## Sponsor Lounge

The 20'x20' lounge space gives attendees the power to stay connected through more intimate networking opportunities.

## Video Recording (post-conference)

Extend your presence long after the live conference concludes with the video recording sponsorship. We will have limited sponsorships available, one for each day of the conference. Your company logo will be displayed on screen for each video and archived in our YouTube Channel after the virtual conference.

# Thank you for your interest in sponsoring RailsConf 2023

Payment is due within 30 days of the execution of this agreement or before the start of the conference, April 24 2023, whichever comes first.

## Primary Contact Information

NAME

EMAIL

COMPANY

PHONE

MAILING ADDRESS

CITY

STATE

ZIP

## Billing Information

NAME

EMAIL

COMPANY

PHONE

MAILING ADDRESS

CITY

STATE

ZIP

## Payment Information

Payment schedule will be provided with initial invoice. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor does not relieve Sponsor of liability for full payment of fees, notwithstanding the loss of Sponsor package benefits.

## Additional Requirements

Please submit a company logo in both vector (SVG, EPS, PDF) and high resolution bitmap format (JPG or PNG) for inclusion in sponsorship materials. Also include a one-paragraph company blurb of 100 words maximum.

## Payment Instructions

Checks should be addressed as follows:

8605 Santa Monica Blvd PMB 35793  
West Hollywood, California 90069

For any questions about payments or to pay via Wire Transfer, contact [sponsors@rubycentral.org](mailto:sponsors@rubycentral.org).

## Please select your Sponsorship Package

☐ Platinum \$50,000

☐ Gold \$35,000

☐ Silver \$20,000

☐ Bronze \$15,000

☐ Other \$ \_\_\_\_\_

## Total Due:

**ASSIGNMENT OF SPACE:** Ruby Central shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than three weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by Ruby Central due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Ruby Central. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

**USE OF SPACE:** Company is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Company’s assigned space. Company’s product demonstration, placement or handing out of literature, signage, all booth furnishings, and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied, and dismantled in accordance with Ruby Central’s schedule. Ruby Central may refuse permission to exhibit any products or services Ruby Central deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of Ruby Central, which Ruby Central may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, signage, third-party branded giveaways or handouts, and any other representation bearing a brand other than that of the sponsor. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from Ruby Central.

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Ruby Central’s Conference schedule. All events must be pre-authorized by Ruby Central to avoid such conflicts. Events can only be listed as official conference events and promoted by Ruby Central if they are sponsored exclusively by event sponsors.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither Ruby Central, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury, or death to the person, property, or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect Ruby Central and hold Ruby Central, any co- sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might result or arise from Company’s participation in the Conference or any actions of Company’s officers, agents, employees, contractors, or other representatives. Under no circumstance will Ruby Central, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Ruby Central’s liability, under any circumstance, exceed the amount actually paid to it by the Company. Ruby Central makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

**CANCELLATION OR TERMINATION BY RUBY CENTRAL:** If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God (“Force Majeure”), Ruby Central shall determine that the Conference or any part will not be held, Ruby Central may cancel the Conference or any part thereof. In that event, the liability of Ruby Central is limited to the amount of fees paid, and Ruby Central shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Ruby Central. In the event, however, that Ruby Central cancels the Conference for any reason other than Force Majeure, Ruby Central shall refund to Company the full amount of the fees paid by Company.

**CANCELLATION BY COMPANY:** All payments made to Ruby Central or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Ruby Central and Ruby Central’s lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to [sponsors@rubycentral.org](mailto:sponsors@rubycentral.org).

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Ruby Central reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Ruby Central from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Ruby Central concerning the subject matter of this Agreement. Ruby Central does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Ruby Central. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Ruby Central under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Ruby Central. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.

**AGREED: Sponsor is bound to this Sponsor Application and Contract (“Agreement”) for RailsConf (“Conference” and/or “Event”). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor listed above and that all information I have provided is complete and accurate.**

Upon receipt of this signed contract and full payment, Ruby Central will countersign and return a copy to the contact listed on Page 5 of the contract.

**SPONSOR SIGNATURE**

**RUBY CENTRAL, INC SIGNATURE**