




SPONSORSHIP PROSPECTUS

RC+KC

RAILSCONF | KANSAS CITY

May 4-6th, 2016



A Ruby Central Presentation 

THE FLAGSHIP EVENT OF THE RUBY ON RAILS TEAM AND COMMUNITY.

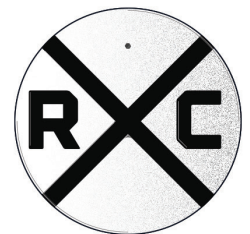
It's the largest official gathering of the year, attended by top Rails talent, companies and project representatives from all over the world. The 2016 edition of RailsConf is presented by Ruby Central, Inc., and will be held in Kansas City, MO. RailsConf is the place for product launches, project announcements 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 2016.

PAST SPEAKERS INCLUDE

- | | |
|------------------------------|-------------------------------------|
| DHH
BASECAMP | Derek Collison
VMWARE |
| Sara Chipps
JEWELBOTS | Dr. Nic Williams
STARK & WAYNE |
| Yehuda Katz
TILDE INC. | Robert Martin
OBJECT MENTOR INC. |
| José Valim
PLATAFORMA TEC | Gary Vaynerchuk
VAYNERMEDIA |
| Aaron Patterson
RED HAT | Chris Wanstrath
GITHUB |
| Kent Beck
FACEBOOK | Jim Weirich
EDGECASE LLC |
| Chad Dickerson
ETSY | Sandi Metz
TORQUE FORGE |

PAST SPONSORS & EXHIBITORS

- BRAINTREE
- COOKPAD
- ENGINE YARD
- HULU
- LIVINGSOCIAL
- MAILCHIMP
- NEW RELIC
- RACKSPACE HOSTING
- SALESFORCE
- SHOPIFY
- SPICEWORKS
- YAMMER



ESTIMATED ATTENDANCE: 1,500+

Sponsor RailsConf 2016:
May 4- 6th, 2016 | Kansas City, MO

For more information contact:
Leah Silber | sponsors@rubycentral.org | 917.714.4953

Sponsoring RailsConf is the number one way to get your message to the RailsConf audience. For any questions, or to discuss a custom package, please contact Leah Silber at 917.714.4953, or via email at sponsors@rubycentral.org.

DIAMOND SPONSORSHIP

LIMITED QUANTITY

50K

- Your company logo prominently displayed atop the sponsor section on every page and your company name, logo, and 100-word description included on the Sponsors Page
- Your company logo on conference marketing materials, PR announcements and on-site conference signage
- Your static banner advertisement to rotate on the conference website (728x90)
- Your company named in attendee email blasts
- Opportunity to send one pre-event email to attendee opt-in list
- On-stage recognition by Program Chair
- 10-minute Plenary Keynote
- 45-minute breakout session in Products and Services Track
- 40x40 Exhibit Hall Booth in premium location (does not include carpet, furniture, internet or electricity)
- 10 Conference session passes (additional booth staff passes can be provided upon advance request; inquire if interested)
- Two-page, full-color ad in printed program, premium placement
- Company name, logo and 100-word description in printed program
- First chance to sponsor attendee bag (additional investment required)
- Opportunity to host exclusive Diamond-designated reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (4x6 max size) or swag item (pre-approval required)
- First chance to sponsor attendee bags (additional investment required)
- Opportunity to send one post-event email to attendee opt-in list

PLATINUM SPONSORSHIP

LIMITED QUANTITY

40K

- Your company logo prominently displayed in the sponsor section on every page and your company name, logo and 75-word description on the Sponsors Page
- Your company logo on conference marketing materials, PR announcements and on-site conference signage
- Your company named in attendee email blasts
- Opportunity to send one pre-event email to attendee opt-in list
- 45-minute breakout session in Products and Services Track
- 30x30 Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 8 Conference session passes (additional booth staff passes can be provided upon advance request; inquire if interested)
- One-page, full-color ad in printed program
- Company name, logo and 75-word description in printed program
- Attendee bag insert (4x6 max size) or swag item (pre-approval required)

GOLD SPONSORSHIP

30K

- Your company logo prominently displayed in the sponsor section on every page and your company name, logo and 50-word description on the Sponsors Page
- Your company logo on conference marketing materials, PR announcements and on-site conference signage
- Your company named in attendee email blasts
- Opportunity to send one pre-or-post-event email to attendee opt-in list
- 45-minute breakout session in Products and Services Track
- 20x20 Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 4 Conference session passes (additional booth staff passes can be provided upon advance request; inquire if interested)
- Half-page, full-color ad in printed program
- Company name, logo and 50-word description in printed program
- Attendee bag insert (4x6 max size)

SILVER SPONSORSHIP

20K

- Your company logo displayed in the sponsor section on every page and your company name, logo and 50-word description on the Sponsors Page
- Your company logo on conference marketing materials, PR announcements and on-site conference signage
- Your company named in attendee email blasts
- 45-minute breakout session in Products and Services Track
- 20x10 Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 2 Conference session passes (additional booth staff passes can be provided upon advance request; inquire if interested)
- Half-page, full-color ad in printed program
- Company name, logo and 50-word description in printed program

EXHIBITOR PACKAGE

15K

- Company name, logo and 50-word description on conference website
- 10x10 Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 1 Conference session pass (additional booth staff passes can be provided upon advance request; inquire if interested)
- Company name, logo and 50-word description in printed program
- Your company named in attendee email blasts



CUSTOM PACKAGES & ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE:

Attendee bag sponsorship, break sponsorships, meal sponsorships, hotel key card sponsorship, registration sponsorship, Expo Hall massage sponsorship, coffee sponsorships, Expo Hall cocktail reception sponsorship and more. Contact us for more details.

Thank you for your interest in sponsoring the 2016 RailsConf. Please note, invoices are issued with payment due upon receipt, and payment in full is required before the start of the event.

PRIMARY CONTACT INFORMATION

NAME	EMAIL	
COMPANY		
PHONE		
MAILING ADDRESS <i>(if different from below)</i>		
CITY	STATE	ZIP

BILLING INFORMATION

NAME	EMAIL	
COMPANY		
PHONE		
MAILING ADDRESS		
CITY	STATE	ZIP

BILLING INFORMATION

Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

PAYMENT INSTRUCTIONS

Checks should be addressed as follows:

RUBY CENTRAL, INC.
P.O. BOX 438
PRINCETON JUNCTION, NJ 08550

For any questions about payments or to pay via Wire Transfer, contact sponsors@rubycentral.org.

ADDITIONAL REQUIREMENTS

Please submit a company logo (in vector format) for inclusion in sponsorship materials as soon as possible. Please also include company blurbs to the specification of the package you have selected.

SPONSORS & EXHIBITORS

RAILSCONF 2016 SPONSOR PACKAGE

LEVEL
PRICE \$

ADDITIONAL OPPORTUNITIES

RECEPTION
BAGS
BREAK
MEAL
KEY CARD
OTHER

TOTAL DUE \$

Thank you for your interest in sponsoring the 2016 RailsConf. Please note, invoices are issued with payment due upon receipt, and payment in full is required before the start of the event.

CONTRACT SIGNATURES

AGREED: Sponsor/Exhibitor is bound to this Sponsor and Exhibitor 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/Exhibitor listed above and that all information I have provided is complete and accurate.

SPONSOR

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

RUBY CENTRAL

PARTICIPATION AGREEMENT

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN RAILSCONF 2016 TAKING PLACE IN KANSAS CITY, MO ON MAY 4 - 6, 2016.

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 preauthorized 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, overnment 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

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. A LA CARTE SPONSORSHIPS: Unless specified, a la carte sponsorships do not include placement on regular sponsor signage.