



RailsConf 2020

Portland

Sponsorship Prospectus

The flagship event of the Ruby on Rails community

May 5-7, 2020 Conference Dates	1,200+ Estimated Attendance	Portland, Oregon Oregon Convention Center 777 NE Martin Luther King Blvd
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Why RailsConf?

Take advantage of the top recruitment opportunities!

- 75% of the attendees in 2019 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 creator and core team.

Past Speakers

David Heinemeier Hansson

Basecamp/Creator of Ruby on Rails

Aja Hammerly

Google

Eileen M. (Carpenter) Uchitelle

GitHub

José Valim

Plataformatec

Kent Beck

Three Rivers Consulting, Inc./Gusto

Rebecca Miller-Webster

Write/Speak/Code

Aaron Patterson

GitHub

Baratunde Thurston

Cultivated Wit

Eric Hodel

Fastly

Sandi Metz

TorqueForge/Author of POODR

Sara J. Chipps

Jewelbots

Terence Lee

Heroku

Past Sponsors

Amazon Web Services

Braintree

Citus Data

Checkr

Engine Yard

Flexport

GitHub

Google Cloud Platform

Heroku

Procure

Shopify

Square

Stitch Fix

Sponsorship Levels and Benefits

	Platinum \$50,000 <small>Limited Quantities</small>	Gold \$30,000 <small>Limited Quantities</small>	Silver \$15,000	Bronze \$10,000
Conference passes	20	10	4	2
20% discount on additional passes	✓	✓	✓	✓
Exhibit Booth ¹	30x30	20x20	20x10	10x10
Logo, link, and blurb on the Sponsor Page	✓	✓	✓	✓
Logo in website footer	✓	✓	✓	✓
Static banner ad to rotate on the conference website	✓	✓	✓	✓
Logo on onsite Sponsor signage	✓	✓	✓	✓
Company named in pre-conf attendee email	✓	✓	✓	
Lead retrieval scanners	2	1	1	
Full-color ad in printed program guide	two-page	one-page	half-page	
40-minute breakout session in Sponsored Track	✓	✓		
Attendee bag insert ²	✓	✓		
Opportunity to host official RailsConf event ³	✓			
Opportunity to send email to attendee list	pre AND post			
Onstage recognition by Program Chair	✓			
Keynote speaking opportunity	10 minutes			

¹ does not include carpet, furniture, internet, or electricity

² pre-approval required

³ limited quantity plus Sponsor responsible for costs

A La Carte Sponsorships

Sponsors get exposure related to the specific item sponsored, as well as logo placement on RailsConf.com.

Contact sponsors@rubycentral.org for pricing and availability to secure your sponsorship today!

Refreshment Breaks *Limited Availability*

As a Refreshment Break Sponsor, you'll receive signage in break areas during a dedicated break time with your company's name and logo as attendees network, sip coffee, and reflect on the sessions they just attended.

Barista Bar *Exclusive*

This opportunity allows you to sponsor a barista bar that offers specialty drinks for conference attendees within the Exhibit Hall!

Happy Hour *Exclusive*

Sponsorship includes hors d'oeuvres, full bar, signage at the event, and your logo/company name on all marketing materials promoting the event. Take advantage of this extremely high-profile sponsorship opportunity!

Ice Cream Social *Exclusive*

Treat attendees' sweet tooth to an ice cream on the last day of the conference. Treat will be accompanied by branded signage acknowledging sponsorship!

Lounge *Exclusive*

This 20'x20' lounge space gives attendees the opportunity to network with each other between sessions and visiting booths. Help us create a comfortable atmosphere while promoting your brand to RailsConf attendees!

Charging Stations *Limited Availability*

As a sponsor for a charging station, your company will be provided brand exposure while attendees charge their mobile devices! Your company logo will be displayed on signage at the charging station and is guaranteed placement in high-traffic area in the Exhibit Hall. Electricity and power are included in the sponsorship.

Conference Tote Bag *Exclusive*

Have your logo on the official RailsConf tote bag! All you need to do is send us your company logo, and we'll take care of producing the bags. Each attendee will receive this item during registration and will carry it around throughout the event!

Keynote Livestream *Exclusive*

Extend your presence beyond attendees at the live conference with the keynote livestream sponsorship.

Video Recording *Exclusive*

Extend your presence long after the live conference concludes with this video recording sponsorship. This sponsor will be recognized for providing recordings of the conference for attendees to review and reference post-conference. This includes the Keynote speakers!

Lanyard *Exclusive*

All attendees receive their name badges on lanyards upon registering and will continue to wear them throughout the conference! Show your support through one of the most seen sponsored pieces within the conference.

Hotel Keycard *Exclusive*

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

Relaxation Station *Exclusive*

One of the most popular booths at the conference! Attendees enjoy a brief chair massage by a licensed professional massage therapist. Show your support in helping Rails talent stay relaxed throughout the conference!

Photo Booth *Exclusive*

Attendees love taking pictures in front of the interactive photo booth located directly inside the Exhibit Hall. Help attendees capture the memories of this conference - photo booths are a gold mine for brand exposure!

Diversity *Limited Availability*

We believe that a more diverse crowd makes for a better event and community. If you agree, we invite you to become a Diversity Sponsor. Together we can get creative in the ways YOU can help bring diversity to RailsConf.

Scholars & Guides Reception *Exclusive*

This reception allows our Scholars & Guides to connect in-person prior to the conference commences! Help support our mission in jumpstarting careers for those just beginning to join the Rails community.

On-site Childcare *Exclusive*

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.

Speaker Reception *Exclusive*

RailsConf would not exist without our amazing speakers! The Speaker reception is a great way of showing gratitude for the time and effort they dedicate to making this event one of the best in the world!

New this year!

Is there a new sponsorship idea/concept you have in mind? Contact our team to discuss the sponsorship that most effectively benefits your company's promotional efforts.

Community Booths

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

Thank you for your interest in sponsoring RailsConf 2020

Please note, deposit invoices are issued with payment, and are due upon receipt. Subsequent invoices issued monthly. Payment in full is required by April 21, 2020.

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

A deposit payment is due upon execution of this Application and Contract. 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.

Payment Instructions

Checks should be addressed as follows:

Ruby Central, Inc.

P.O. Box 741936

Los Angeles, CA 90004

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

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.

Please select your Sponsorship Package

- Platinum \$50,000
- Gold \$30,000
- Silver \$15,000
- Bronze \$10,000

Additional Opportunities

- Happy Hour
- Relaxation Station
- Break
- Diversity
- Keycard
- 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.

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.

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.

SPONSOR SIGNATURE

RUBY CENTRAL, INC SIGNATURE

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.