Sponsorship Prospectus

Rails Conf

COMES TO DETROIT

Date:
May 7-9 2024

Presented by

Ruby Central

Introduction

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 2024 edition of RailsConf will be held in Detroit, Michigan. 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 2024.

Why Come?

- Interact with the whole Ruby on Rails community, including the Rails core team.
- Interact with Rubyists from around the world
- Educate the community on your latest project
- Over 700 Attendees in 2023

Target Audience

- 60% of Attendees are Senior Dev 4+ years
- 20% Mid-level | 20% Junior

Why Sponsor

Visibility

Boost your visibility in the Ruby and software development community, promoting your brand to a wide array of potential customers

Powerful Networking

Unlock networking opportunities with attendees, speakers, and sponsors, enabling you to cultivate valuable relationships with potential customers, partners, and collaborators.

Talent Oasis

Recruit top talent and spotlight your company's culture, values, and career prospects to an eager audience by sponsoring the event.

Thought Leadership

Position your company as an industry authority

Community Champions

Elevate your brand's reputation and connect with open-source enthusiasts and potential partners by sponsoring RailsConf 24, demonstrating your support for the Ruby and software development community.

Sponsor Options

Brand Awareness	Bronze $15,000	Silver $20,000	Gold $35,000	Platinum $50,000
Booth	10x10	10x10	10x20	20x20
Conference Passes	2	4	8	12
Logo on Website with Blurb	★	★	★	★
Static Banner Ad	★	★	★	★
Logo on Entrance Unit	★	★	★	★
Welcome Keynote Slides		★	★	★
Virtual Job Board Upgrade			★	★
Sponsored Item Swag Bag			★	★
Sponsored Session			★	★
Post Event Attendee List (opt in)				★
Exclusive Logo on Pre/Post Emails				★
30 Sec Promo Video at Welcome Keynote				★

Sponsorship Add-ons

Scholars & Guides Reception Sponsor $7,500

This reception allows our scholars & guides to connect in-person prior to the conference starting. Help us kick off their journey into the Ruby community!

Video Recording Sponsor $7,500

Extend your presence long after the event. Company logo displayed on screen for each video and archived on Youtube.

Reception Sponsorship $25,000

This exclusive sponsorship would include branding at the event and on the event website.

Speaker Reception Sponsor $10,000

This event is an excusive opportunity to shine light on your organization as a supporter of the event. Join all of our speakers at this private event with food and drinks.

Scholarship Sponsor $5,000–$10,000

Create access for under-represented members of our community. This is a custom opportunity we will coordinate with our program team to help groups attend the event.

Swag Sponsor

Conference Totes: $5,000
Name Badge Lanyards $7,000
T-Shirt Sponsorship $10,000
Have another swag idea? Send us a message.

Job Fair $3,000

The job fair is a fan favorite. This is an opportunity to engage directly with 600+ attendees that are looking for new opportunities. Feel free to dress up your table with two chairs however you'd like. This comes with one ticket to the event with up to one more for purchase.

Terms of Agreement

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.

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.

AGREED:

Sponsor is bound to this Sponsor Application and Contract ("Agreement") for RubyConf ("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.

Sponsor Signature   Date   **Ruby Central, INC Signature**   Date

Thank you

for your interest in sponsoring RubyConf 2024.

Sponsorship Package
(Check one)

☐	☐	☐	☐	☐
Bronze $15,000	**Silver** $20,000	**Gold** $35,000	**Platinum** $50,000	**Other** _____

_____
Sponsor Contact Name

_____
Billing Contact Name

_____
Email

_____
Email

_____
Phone

_____
Phone

_____
Address

_____
Address

Total Due: _____

Payment Instructions

- 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.

- Checks should be addressed as follows:
  8605 Santa MonicaBlvd #35793 West Hollywood,CA 90069-4109

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

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