# RailsConf 2021

## Sponsorship Prospectus

### April 13-15, 2021

<table>
<thead>
<tr>
<th>Keynotes</th>
<th>Talks</th>
<th>Days</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>60</td>
<td>3</td>
<td>1,000+</td>
</tr>
</tbody>
</table>
This year’s RailsConf will be held virtually to be enjoyed from the comfort of participants’ own homes from April 13-15, 2021! With the transition to a virtual event, our Sponsorship offerings have also been thoughtfully adjusted, so we encourage you to read through them carefully. We’re excited to chat with you about how we can help your organization achieve your goals at RailsConf 2021!

**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 the Ruby on Rails community, including the Rails creator and 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](http://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

**Our last conference**

We launched RubyConf 2020, our first-ever virtual event, last fall. It was a huge success. Here are some interesting metrics from that conference. Keep in mind that we reliably see more attendees and higher engagement at RailsConf than at RailsConf every year so we except to outperform these numbers in April.

<table>
<thead>
<tr>
<th>Attendees</th>
<th>Avg per session</th>
<th>Slack channels</th>
<th>Messages</th>
<th>Job fair attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>763</td>
<td>360</td>
<td>34</td>
<td>23,019</td>
<td>250</td>
</tr>
</tbody>
</table>

For more information contact Audrey Moreno: sponsors@rubycentral.org
## Sponsor levels and benefits

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand awareness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in website footer (category placement)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo w/ link &amp; 100-word blurb on sponsor page (category placement)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Static banner ad to rotate on the conference website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in welcome and closing announcements</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor designation in pre-conference attendee email</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(1) Tweet from @railsconf promoting your presence at the conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor designation in post-conference attendee email</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(1) 5 to 10-minute pre-keynote speech**</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(1) 5-minute pre-event promo video*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(1) Featured post on Ruby Central’s LinkedIn pre or post-event*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Preferred placement on daily conference recaps</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Unique placement on Railsconf.com</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Lead generation**

<table>
<thead>
<tr>
<th>Access to dedicated Sponsor Discord channel + (1) 30-minute &quot;host&quot; control</th>
<th>Access only, no host control</th>
<th>Third to select timeslot</th>
<th>Second to select timeslot</th>
<th>First to select timeslot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to include offer in virtual goodie bag</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Opt-in attendee list</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(1) Customized video ad to be played when entire conference is present*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Opportunity to provide a 30-Minute Sponsored session**</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Recruitment opportunities**

| Preferred placement on RailsConf Job Board | ✔️ | ✔️ | ✔️ | ✔️ |
| (1) 10-minute time slot at the Job Fair | ✔️ | ✔️ | ✔️ | ✔️ |

**Conference passes**

| Conference passes | 2 | 5 | 10 | 20 |
| Discounted conference passes: unlimited 20% discount | ✔️ | ✔️ | ✔️ | ✔️ |

* Limited quantities

** Limited and subject to Program Chairs’ approval

For any questions or to discuss a custom package, please contact us at sponsors@rubycentral.org.

Custom packages and additional sponsorship opportunities include but are not limited to: Diversity, Dedicated Emails, Virtual Job Fair, Session Recording, Cross-Promotion of Pre-Approved Community Events, Virtual Happy Hour, and more.

For more information contact Audrey Moreno: sponsors@rubycentral.org
Thank you for your interest in sponsoring RailsConf 2021.

Payment is due within 30 days of the execution of this agreement or before the start of the conference, April 13, whichever comes first.

### Primary contact information

- **NAME**
- **EMAIL**
- **COMPANY**
- **PHONE**
- **MAILING ADDRESS**

### Billing information

- **NAME**
- **EMAIL**
- **COMPANY**
- **PHONE**
- **MAILING ADDRESS**

### 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.

### Payment instructions

Checks should be addressed as follows:

680 E Colorado Blvd.
Suite 180 & Second Floor
Pasadena, CA 91101

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

### Select a Sponsorship Package

- **Bronze** $7,000
- **Silver** $15,000
- **Gold** $25,000
- **Platinum** $40,000
- **Other**

### Total due:

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For more information contact Audrey Moreno: sponsors@rubycentral.org
**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.

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**SPONSOR SIGNATURE**

**RUBY CENTRAL, INC SIGNATURE**

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**AGREED:** Sponsor is bound to this Sponsor Application and Contract ("Agreement") for RaisConf ("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.

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