Sponsorship Prospectus

November 29 - December 1, 2022

Houston, TX
Highlighting RubyConf

RubyConf is the world’s largest and longest-running gathering of Ruby enthusiasts, practitioners, and companies.

RubyConf Houston is the classic conference with opportunities to discuss emerging ideas, collaborate, and socialize.

RubyConf Mini provides a smaller convening of Rubyists who will meet in Rhode Island. This option is for those who prefer an alternative location to Texas.

RubyConf Home Edition allows Rubyists from around the world opportunities to view talks recorded from Houston and Mini, chat with speakers, and network online.

We’re excited to talk to you about how we can help your organization achieve your goals at RubyConf 2022.

Benefits of Sponsoring and Attending RubyConf

- Interact with Rubyists around the world
- Learn from and engage with the field's top Ruby developers, including Yukihiro Matsumoto (“Matz”), the creator of the Ruby language
- Enjoy detailed talks about exciting new projects in the Ruby community
- Meet and recruit Ruby developers to join your team!
- Join the growing roster of RubyConf Sponsor alumni including: Wrapbook, Shopify, New Relic, Scout APM, DevFactory, Doximity and more!
- Aid Ruby Central, the community-funded organization that funds the Ruby ecosystem and infrastructure through:
  - Management and oversight of RubyGems.org
  - Grants to Ruby Association supporting the continued development and maintenance of the Ruby programming language.
### RubyConf Houston

#### Sponsorship Level and Benefits

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

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| **Lead generation** | | | | | |
| Sponsored Session | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |
| Opportunity to be included in RubyConf email to attendee list | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |
| Opportunity to include offer in virtual goodie bag | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |
| Post-event opt-in attendee list*** | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |

| **Recruitment Opportunities** | | | | | |
| Participation in RubyConf Job Fair | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |
| Preferred placement on RubyConf Job Board (by Sponsorship Category) | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |

| **Conference passes** | | | | | |
| Conference session passes | 2 | 4 | 8 | 12 | 16 |
| Discounted conference passes: unlimited 20% discount | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 |

* Space allotment commensurate with sponsorship tier  
** Limited quantities  
*** Requires signing a DPA

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For more information contact sponsors@rubycentral.org

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**CONTACT US**  
sponsors@rubycentral.org  
@rubyconf
Add-on Opportunities

For any questions or to discuss a custom package, please contact us at sponsors@rubycentral.org.
Custom packages and additional sponsorship opportunities are available. Contact us for more info!

**Scholars and Guides Reception**
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 with light drinks and refreshments as well as the opportunity to mingle with the sponsors! 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 this reception.

**RubyConf Mini**
Extend your reach by adding RubyConf Mini to your sponsorship. Located in Providence, Rhode Island, let the 200 conference participants know that you support them. We’ll also work with you to create a comprehensive package reaching all RubyConf attendees, regardless of location. And, we welcome you to join us for all of RubyConf.

**Post-Conference dedicated email to conference attendees**
Attendees will join one of your sponsored sessions on either day 2 or 3 of the conference. We will host and promote the content & speaker of your choice. As a sponsor, you are eligible to receive contact information for session registrants that opt-in to sharing.

**Geode M. Johnson Keynote**
RubyConf is thrilled to have George M. Johnson as our keynote speaker on day 2 of the conference.

George M. Johnson is an Award-Winning Black Non-Binary Writer, Author, and Activist located in the LA area. George has written for major outlets, including Teen Vogue, Entertainment Tonight, NBC, The Root, Buzzfeed, Essence, and The Grio. They have also served as Guest Editor for BET.com's Pride month.

They are the author of the New York Times Bestselling Young Adult memoir All Boys Aren’t Blue, discussing their adolescence growing up as a young Black Queer boy in New Jersey through a series of powerful essays. The book was optioned for Television by Gabrielle Union and Sony TV.

Sponsor recognition provided during the speaker introduction and closing remarks, on the website program, and signage at the speaker’s booksigning. This keynote address may not be recorded.

**Job Fair**
Opportunity to be part of the job fair at RubyConf 2022 Job Fair! This is an opportunity to share information on current job positions, company culture, and discuss the benefits of joining your team!

**Social Events**
RubyConf has a variety of social opportunities for sponsorship. Choose from hosting a happy hour, coffee break, brunch, dessert, lunch reception or game night. Your company’s recognition will include event signage, program mention and a special thank you during welcome remarks. Sponsor has the opportunity to speak to the audience during opening remarks for 5 minutes.

**Custom Opportunities**
Your RubyConf sponsorship can include attendee support services like Child Care, Hotel Keycards, Massage Booth, Conference Totes, Scholarship Attendee Travel and more. We’ll provide the signage and attendees will know that you support RubyConf.

**Speaker Reception**
RubyConf 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.

**(1) 30-second promo video to be played when entire conference is present**
Share your message with our attendees! We only have (1) of these slots available as an add-on for our non-diamond/platinum sponsors so secure your spot!
Thank you for your interest in sponsoring RubyConf 2022.

Payment is due within 30 days of the execution of this agreement or before the start of the conference, November 29, 2022, whichever comes first.

Primary contact information

Name
Email
Company
Phone
Mailing Address

Billing information

Name
Email
Company
Phone
Mailing Address

City State Zip

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.

Payment instructions

Checks should be addressed as follows:
8605 Santa Monica Blvd #35783
West Hollywood, CA 90069-4109
For any questions about payments or to pay via Wire Transfer or ACH, contact sponsors@rubycentral.org.

Select a Sponsorship Package

☐ Bronze $4,000
☐ Silver $8,000
☐ Gold $15,000
☐ Platinum $20,000
☐ Diamond $25,000
☐ Other $
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 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 with or conflicts with any Conference event published in Ruby Central’s Conference schedule. All events must be pre-approved 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 precluded 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.

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

RUBY CENTRAL, INC SIGNATURE

CONTACT US sponsors@rubycentral.org @rubyconf