

RubyKaigi 2020

Sponsorship Prospectus

RubyKaigi 2020 Team

2019.12.04

<https://rubykaigi.org/2020>





RubyKaigi is an international conference on the Ruby programming language.

Once a year, Rubyists from all around the world converge in Japan, Ruby's birthplace, for the world's largest and most well-known Ruby gathering. Held almost every year since 2006 with English and Japanese as its official languages, RubyKaigi acts as a hub for the international Ruby community to meet and share ideas.

This year's RubyKaigi (2020) marks the 14th event in the series and will be held over a 3-day period starting on April 9th at Matsumoto Performing Arts Centre. Speakers will include well-known Ruby developers from Japan and around the world, including Yukihiro Matsumoto (Matz), the creator of Ruby himself.

Don't miss the fun at this year's one-and-only Rubyist gathering!

<i>Dates</i>	April 9–11, 2020
<i>Venue</i>	Matsumoto Performing Arts Centre (Matsumoto, Japan)
<i>Keynote</i>	Yukihiro Matsumoto (Matz) + others
<i>Session Speakers</i>	TBA (Open Call for Speakers)
<i>Organizers</i>	RubyKaigi 2020 Team & Nihon Ruby-no-Kai



Sponsorship Packages

	 Ruby	 Platinum	 Gold	 Silver
<i>Price (excl. tax)</i>	2,000,000 JPY	1,000,000 JPY	500,000 JPY	250,000 JPY
<i>Availability</i>	6	Limited	Unlimited	Unlimited
<i>Conference Tickets</i>	8	4	2	1
<i>Sponsor Introduction on Our Website</i>	About 200 words	About 100 words	About 50 words	About 25 words
<i>Size of Sponsor Logo on Our Website</i>	Extra Large	Large	Medium	Small
<i>Sponsor Booth</i>	Available (quantities limited, paid add-on)	Available (quantities limited, paid add-on)	—	—
<i>Other Benefits</i>	3-minute sponsor talk before keynote	—	—	—
<i>Benefits Available in All Packages</i>	<ul style="list-style-type: none"> • Sponsor logo display during conference intermissions • Flyer/sticker distribution (up to A4 size) 			

Add-ons

	 Sponsor Booth
<i>Price (excl. tax)</i>	500,000 JPY
<i>Availability</i>	Limited quantities
<i>Note</i>	Only available for Ruby and Platinum sponsors



Sponsorship Packages

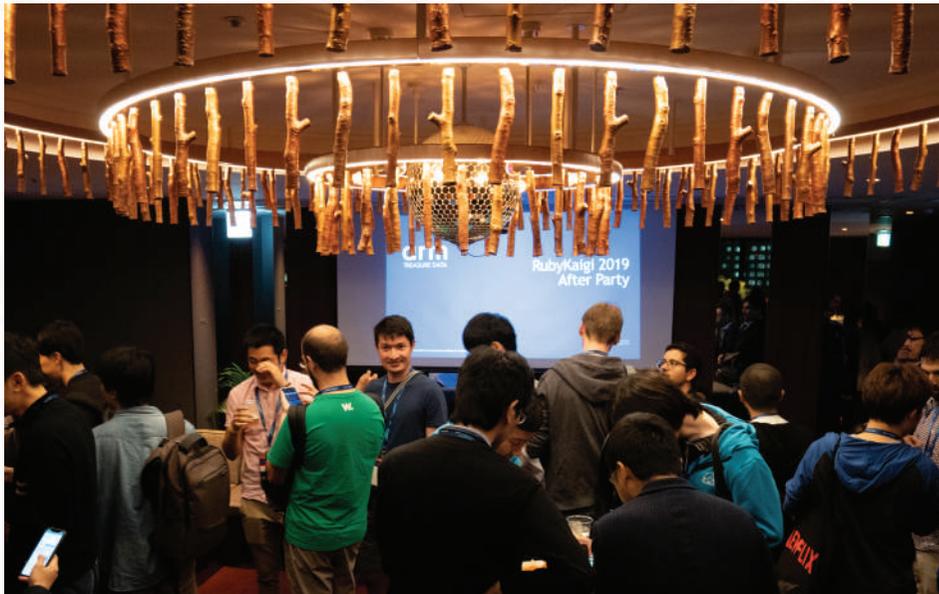


Changes from the Previous RubyKaigi

- Because we have had such a large number of Ruby and Platinum sponsor applications in the recent RubyKaigis, this year, we plan to select Ruby and Platinum sponsors at random instead of on a first-come first-serve basis. The application period and details on how to apply will be announced on our sponsorship portal.
- Sponsor booths are now a paid add-on for Ruby and Platinum sponsors. Sponsors will need to pay 500,000 JPY (excluding tax) for their sponsor booth allotment. Note that there are only a limited number of booths available.
- Previously, sponsors could purchase additional tickets through the sponsorship application, but this benefit will no longer be offered this year. Instead, sponsors who need more conference tickets than those included in the package will need to purchase tickets from our official website in the same way as regular attendees. Note that:
 - We have increased the number of conference tickets included in the Ruby and Silver sponsorship benefits compared to the previous Kaigi.
 - We have greatly increased the number of Super Early Bird tickets available compared to recent Kaigis. These are the cheapest conference tickets and were available to purchase for sponsors last year. They will not sell out as quickly.



Custom Packages



Custom sponsors help bring a whole new level of excitement to RubyKaigi. As a custom sponsor, you will not only get your company's name out to all the attendees but, together with all the other sponsoring organizations, you will make RubyKaigi a fun and unique event that leaves a lasting impression on the attending Rubyists long after it has ended.

Creating a custom package allows you to contribute to the overall planning of the RubyKaigi event in your own way without having to choose from the regular lineup of sponsorship options. At past Kaigis, for example, custom packages have sponsored breakfasts, hack-a-thons events, and more.

If you are interested in becoming a custom sponsor, we encourage you to put together a proposal for what kind of customized package you would like to create. If there are duplicated proposals or if for some reason the proposal is unfeasible, we will do our best to work out an alternative package with you, but please note that the proposal may still not be accepted if it is impractical under the circumstances.

Drink-up Sponsors

We are seeking companies that would like to sponsor drink-ups (smaller get-together parties) during this year's RubyKaigi. Drink-ups serve as valuable opportunities for developers from around the world to come together, intermingle, and network. As a drink-up sponsor, you will not only help invigorate and strengthen the Ruby community, but sponsorship also promotes your presence among the attendees and within the community as a whole.



Anti-harassment Policy

At RubyKaigi, we want you to be happy. We value your attendance.

To achieve that, all participants are required to agree with the following anti-harassment policy. Organizers will enforce this throughout the conference, party, and related social events. We expect cooperation from all participants to help ensure a safe environment for everybody.

RubyKaigi is dedicated to providing a harassment-free conference experience for everyone. We do not tolerate harassment of conference participants in any form. Any participants violating these rules may be sanctioned or expelled from the conference at the discretion of the conference organizers.

Harassment includes, but is not limited to:

- Offensive verbal comments related to gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age, religion (or lack thereof).
- Sexual images in public spaces
- Deliberate intimidation, stalking, following
- Harassing photography or recording
- Sustained disruption of talks or other events
- Inappropriate physical contact
- Unwelcome sexual attention
- Advocating for, or encouraging, any of the above behaviour

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors are also subject to this anti-harassment policy. In particular, sponsors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the conference organizers may take any actions to keep the event a welcoming environment for all participants. This includes warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately. Conference staff can be identified by their name tags.

Conference staff will be happy to help participants contact venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference.

Harassment and other policy violations reduce the value of our event for everyone. We want you to be happy at our event. People like you make our event a better place.



FAQs

When will you send the invoice?

We plan to send invoices to sponsors at the end of the month in which we publish sponsor logos on our website. If you need to adjust the timing for invoices, please contact us.

Which benefit package will custom sponsors receive?

It depends on the cost of your custom sponsorship program. We ask you for invoices/receipts/quotes for your custom program, then assign a package that is the closest to the total amount. Drink-up sponsors usually receive a Platinum package, but this is not the limit. For instance, we previously had an official After Party sponsor that was considered a Ruby sponsor.

How many people attended the last RubyKaigi and from what industry were they from?

At the last RubyKaigi, we saw 1,343 people check in at the venue. We do not collect survey data asking attendees for their job titles or industry, but since RubyKaigi is an international conference about the Ruby programming language, we expect that the majority are Rubyists (Ruby engineers).

How many people are expected to attend this year?

We expect to see over 1,000 attendees this year as well.

We're interested in becoming a drink-up sponsor. What day are you planning to hold the official party?

The RubyKaigi 2020 Official Party will be held on the first day, April 9th. We recommend sponsors book a drink-up venue for April 8 (Day 0), April 10th (Day 2), or April 11th (Day 3).

How can I distribute flyers/stickers to attendees?

We will have a desk where you can leave flyers, stickers, etc. Because the capacity of the distribution desk is limited, items should be sized A4 or less (in total). Also, if you have a sponsor booth allotment, please consider distributing such things from your booth instead.

What are the booth specifications?

Ruby Sponsors will get 2 desks (3.6 m wide) and Platinum Sponsors will get 1 desk (1.8 m wide). Note that these specifications are tentative and subject to change at any time.

Can we have a booth staff pass?

Yes. We offer up to 2 booth staff passes per sponsor, which allows staff to enter the sponsor booth area in order to operate your booth. Booth staff are not allowed to attend speaker sessions or receive official novelty, food, and drink.

Can we make our novelty goods for RubyKaigi using RubyKaigi materials?

Yes! Please reach out to us at [✉ sponsorships@rubykaigi.org](mailto:sponsorships@rubykaigi.org) with your plan.

We plan to provide additional information on the page that follows the sponsorship application form (available at <https://sponsorships.rubykaigi.org/>).



Application Form

<https://sponsorships.rubykaigi.org/>

We do not accept any withdrawals or plan changes after the applications are finalized and accepted.