



RubyKaigi
2024  **MAY15-17**
@NAHA, OKINAWA

Sponsorship Prospectus

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RubyKaigi is the world's largest international conference on the Ruby programming language.

It plays an important role as it acts as a place to discuss the latest technologies, the world's largest gathering of Ruby core developers to discuss the future of Ruby, and a community hub in both Japanese and English.

RubyKaigi 2024 marks the 18th event in the series and will be held over a 3-day period starting on May 15th at Naha Cultural Arts Theater NAHArt. Speakers will include well-known Ruby developers from Japan and around the world, including Yukihiro Matsumoto (Matz), the creator of Ruby himself.

And note that unlike the past few conferences, RubyKaigi 2024 will not have a virtual venue and live stream thus it will be an in-person only event.

Dates	May 15 - 17, 2024
Venue	Naha Cultural Arts Theater NAHArt (Naha, Okinawa) <i>* In-person only, no live stream available</i>
Keynotes	Yukihiro Matsumoto (Matz) & others
Session speakers	TBA; Open call for speakers
Organizers	Team RubyKaigi 2024 and Nihon Ruby-no-kai

Sponsorship Packages

	Ruby	Platinum	Gold	Silver
Price (tax excl.)	2,000,000 JPY	1,000,000 JPY	500,000 JPY	250,000 JPY
Availability	Limited (6)	Limited	Unlimited	Unlimited
Conference passes	10 persons	6 persons	3 persons	1 person
Recognition: Promo Text on Website	Up to about 200 words	Up to about 100 words	Up to about 50 words	Up to about 25 words
Recognition: Logo on Website	Extra Large	Large	Medium	Small
Logo recognition: Videos	on session archive videos	—	—	—
Logo recognition: during intermissions	Large	Medium	Small	—
Talk Session	3-minutes talk before Keynote	—	—	—
Other	Swag distribution (up to A4 size in total)			

* Ruby and Platinum tiers are subject for random selection if there are a large number of applications.

For details, refer to the later [Ruby & Platinum Sponsorship Availability] page.

Add-ons

Sponsor Booth	
Price	500,000 JPY (tax excl.)
Availability	Limited
Applicable for	Ruby and Platinum sponsors

* Request by the deadline shown on the application form or sponsorship portal.

* Sponsor booths are subject for random selection if there are a large number of requests. For details, refer to the later [Ruby & Platinum Sponsorship Availability] page.

Changes since RubyKaigi 2023

Here's summary of the changes since RubyKaigi 2023 sponsorship program:

- *The following benefits are no longer available:* [Logo recognition on live stream], [Promo text during intermissions to live chat], [1-minute promo video before sessions].
 - These benefits were provided to make sure sponsors reachable to virtual attendees available since RubyKaigi Takeout 2020. However, because RubyKaigi 2024 does not offer virtual attendance option and live stream, we removed these benefits.
 - Logo recognition of Ruby sponsors is still available on session archive videos.
- *Some tiers have an increased number of conference invitation passes.*

The above summarizes major changes, but please continue reading to understand RubyKaigi 2024 sponsorship program in full.

Ruby & Platinum Sponsorship Availability

We plan to select *Ruby* and *Platinum* sponsors at random instead of on a first-come first-serve basis, because we have had such a large number of Ruby and Platinum sponsor applications in the recent RubyKaigi. Application for those packages must be made by the deadline.

Sponsor booths are also subject for random selection from Ruby and Platinum sponsors who requested a booth. Request for a booth must be made by the deadline.

In case that we couldn't accommodate a sponsorship application for Ruby/Platinum tier, or a sponsor booth request, we offer the following options: [Withdraw sponsorship], and [Change sponsorship tier]. Note that some tiers may not be available for change depending on its availability; For instance, assume if we couldn't accommodate a Ruby package, then we might not be able to offer a Platinum tier as well.

The deadline for Ruby/Platinum tier application and sponsor booth request is shown on the application form and sponsorship portal <https://sponsorships.rubykaigi.org/>.

Policies

Everyone attending RubyKaigi including sponsors and staff must abide by the following policy:

- <https://rubykaigi.org/2024/policies>

Benefits in Detail

Recognition on our website

Sponsors' introduction text, link and logo will be put on our official website:

<https://rubykaigi.org/>

For past examples, refer to our past website such as <https://rubykaigi.org/2023/>.

Conference passes

Conference passes are included in the sponsorship package. It is equivalent to an attendee ticket which is generally available.

Logo recognition during intermissions

Screen shown during intermissions will include eligible sponsors' logos.

Swag distribution

RubyKaigi provides a shared table among all sponsors to distribute your small swags to all attendees.

Since it is a shared space, each sponsor can bring items up to A4 size. Due to space limitation, we request sponsors with a sponsor booth to distribute swags from their booth. The shared table will be put in the exhibition area or near the registration desk so it is visible from most attendees.

Shipping guide is announced later. We request sponsors to collect swags left on the table by the end of the conference; otherwise we'll discard any remaining items after the last session.

Use of vertical display stands or similar items is prohibited on the swag table, to prevent other sponsors' items from being obstructed.

Logo recognition on archive videos [Ruby sponsors]

Ruby sponsor logos will appear on the bottom of session archive videos; rotates every approximate 15 seconds. For example, visit and watch [RubyKaigi 2023 Archives](#).

Sponsor talk [Ruby sponsors]

Ruby sponsors are eligible to give a 3-minute sponsor talk before keynote; Except *custom sponsorships* on Ruby tier (described later).

** Sponsor talk speakers must bring their own laptop. Expect screen size of 16:9.*

Sponsor booth [Ruby & Platinum]

** Sponsor booths are only available for Ruby and Platinum sponsors as a **paid add-on**. Subject for random selection. For details, refer to the [Sponsorship Packages] page and [Ruby & Platinum Sponsorship Availability] page.*

RubyKaigi provides a *sponsor booth* with a desk and electricity. Wi-Fi is available at best effort (it shares equipment with all attendees).

At least 2 *booth passes* are available for limited access to the conference venue. It is only valid in the exhibition area – no access to session halls and RubyKaigi official swags, unlike the [Conference Passes] which is equivalent to a attendee ticket. Additional booth passes are unavailable; Instead, consume provided conference passes, or purchase additional attendee tickets.

We expect an exhibition to consist of laptops, PC displays and small items. If you plan to use large electric items (100V 500W+), using non-standard(*) shipping methods, bring larger items, please let us know early; Note that we may be unable to accommodate all requests. ** We prepare for the standard Japanese shipping method: takkyubin; Yamato, Sagawa.*

Detailed specs and instructions will be announced after booth assignment, including dimensions, power, shipping information. As usual, Ruby sponsors will have larger booths than Platinum sponsors. For latest information, visit and login to <https://sponsorships.rubykaigi.org/>.

Custom sponsorship package

What is a custom sponsorship package? Sponsors with a custom package 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 sponsors, you will make RubyKaigi a fun and unique event that leaves a lasting impression on the attending Rubyist long after it has ended.

Creating a custom package allows you to contribute to RubyKaigi in your own way by bringing a custom event or program, instead of choosing from the regular lineup of sponsorship packages. In our past conferences, for example, there were custom packages with drink-ups, Wi-Fi, and hack spaces for instance; See [past conference websites](#) for more.

However, it comes with the expectation of understanding of RubyKaigi and its attendees, plus sponsors' additional effort to organize a custom program. So, if you have never sponsored RubyKaigi yet, we recommend that you choose from the standard package line-ups instead of creating a custom package.

Custom sponsorships will be invoiced at a deducted price from its equivalent standard package, by submitting a list of expenses for a custom sponsored program. So, to propose your custom sponsorship idea on a sponsorship application, choose a plan from normal package line-ups such as [Platinum] that matches your budget, then fill your proposal into [Additional Note for Your Plan] field. If you plan to choose Ruby and Platinum plan, be aware that those plans have a deadline to apply.

RubyKaigi will review all proposals and assign a custom sponsorship package, by determining at our discretion.

Other Conditions for Custom Sponsorship

All custom sponsorships must select an equivalent sponsorship package from the normal line-up, it defines a price of sponsorship fee and benefits for your custom package. The benefits of a custom sponsorship package are basically the same with its equivalent normal sponsorship package, such as Ruby, Platinum, Gold and Silver. However, some custom packages may have exceptions; For instance, custom sponsorship packages on Ruby tier don't have [Sponsor talk] benefit. We will confirm you if any exceptions or conditions apply to your custom package.

Expenses paid by sponsor have to be submitted to RubyKaigi. We don't reimburse but deduct the same amount from your sponsorship bill. We only accept expenses where essential for your custom program. For instance, expenses for promotion of your own services or company will not be accepted, like stickers of your product logo. If you're in doubt, ask us.

If a total amount of sponsor's expenses exceeds the price of the equivalent package, RubyKaigi will not bill the sponsor for the sponsorship. We don't reimburse even in which case.

FAQs

How many people attended the past conferences?

RubyKaigi 2023 was able to welcome attendees from abroad due to the relaxed Japanese border. Therefore we saw approx 1,200 attendees attended in-person, and 1,400 attendees from 37 countries in total, including virtual attendees; Numbers include sponsors and staff. Before COVID-19, we marked 1,365 attendees in total at RubyKaigi 2019.

Though we don't have a survey for attendees, we guess most of the attendees are programmers as our event features the programming language.

How many people are expected to attend this year?

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

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 invoicing, let us know through the application form.

Do you support the JCT qualified invoice system?

Yes, we'll issue *qualified invoices* (適格請求書) to sponsors from Nihon Ruby-no-kai(*) for JCT claim.

* JCT: Japanese Consumption Tax

* 一般社団法人日本Rubyの会 (Registration number; 適格請求書発行事業者登録番号: [T2011105005022](https://www.rubykaigi.org/registration/T2011105005022))

What about custom sponsorship packages?

Refer to the previous page [Custom sponsorship package].

What about the detailed spec of a sponsor booth?

Refer to the previous section [Sponsor booth]. But details are basically TBD after booth assignments are finalized.

Can we distribute our swags?

Yes. Refer to the previous section [Swag distribution]. Of course sponsors with a sponsor booth can distribute at their own sponsor booth.

Can we design our swags using RubyKaigi logo?

Yes, please reach out to us. Please make sure your items are distinguishable from our official swags; for instance, make sure your company logo is placed larger than RubyKaigi logo.

Do we have to ask RubyKaigi before releasing a blog post or press release for sponsorship?

No, it isn't mandatory to. However, we're happy to review your draft so please reach out to us.

Further FAQs and Information

Further FAQs and information will be posted at <https://sponsorships.rubykaigi.org> (requires login after application) and announced via emails.

Application Form

Please review this prospectus then apply at <https://sponsorships.rubykaigi.org/>

We don't accept cancellation, withdrawal and change in a selected package once your sponsorship is finalized.

** Ruby and Platinum package, and sponsor booth add-on are subject for random selection so sponsorship applications for these will not be finalized immediately, until the application deadline. Due to random selection, we offer options to withdraw or change as described in the [Ruby & Platinum Sponsorship Application] section if we couldn't accommodate your request. Please refer to that section for details.*

Contact

RubyKaigi Sponsorships Secretariat: sponsorships@rubykaigi.org

We recommend to review <https://sponsorships.rubykaigi.org/> (login required after application) and this prospectus before asking us, these documents may have an answer for your question.