

RED DIRT RUBYCONF



EVENT PROSPECTUS

We are excited to launch the first Red Dirt Ruby Conference, May 6th and 7th, 2010 in Oklahoma City, Oklahoma. We expect to host between 150-200 of the nation's leading Ruby and Rails development professionals. We are creating a national conference that is targeted at attracting an audience of leading developers for a two-day, highly interactive conference.

Our goal is to create a unique conference experience within the Ruby community. We have put together a two-day, single-track conference that will provide focused and up-to-date content and training around four themes. Each conference session will be focused on a single theme and consist of four talks followed by a joint question, answer and discussion with all the speakers. Three hour training sessions related to each conference session will follow on the second day of the event.

We have worked hard to put together a world class program for the first Red Dirt Ruby Conference. Including our training partners, we will have 25 leaders in the Ruby community that will be presenting the most up-to-date content centered in four of the most important areas of active development, the Ruby language itself, the Ruby on Rails framework, NoSQL databases, and Web servers and hosting. Our program has speakers from organizations on the leading edge of technology development including EngineYard, Google, Twitter, Basho, 10Gen and many others. We are also very happy to announce that Dave Thomas of the Pragmatic Programmers and Jim Weirich of EdgeCase will participate as keynote speakers. The complete program is on the following pages.

We believe that sponsors and partners are an important part of any successful and sustainable conference. We desire to involve sponsors in our event in ways that are mutually and maximally beneficial for both sponsors and attendees. There is no better way to communicate your message than to interact one-on-one with the community. An intimate event like this is the ideal opportunity to make a powerful impact on a targeted audience. With this in mind, we have added opportunities such as the Expo Floor with booth space, the Hack Fest and the Social Hour.

We are seeking sponsors and partners to join with us in creating a engaging, productive and enjoyable conference experience. A number of sponsorship opportunities are listed on the following pages. However, we also welcome and encourage inquires about unique or different ways in which we might involve your organization in our event.

If you have any questions or would like to discuss sponsorship of the Red Dirt Ruby Conference, please do not hesitate to get in touch with us at any time.

Sincerely,

Derrick Parkhurst
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CONFERENCE PROGRAM

THURSDAY, MAY 6th



KEYNOTE

(Parenthetically Speaking)
Jim Weirich
EdgeCase

Rooms 19 and 20
Convention Center

RUBY



Ruby and the Unix Philosophy
Matt Yoho
Hashrocket



Sinatra: Microapps Running on Rack
Tim Gourley
Engine Yard



Javascript and Friends: Scripting Ruby with JavaScript for Fun and Profit
Charles Lowell
The Frontside Software, Inc



Design and Modularity in Ruby
Glenn Vanderburg
Relevance, Inc.



Rooms 19 and 20
Convention Center

RAILS 3



Rails in the Large: How We're Building One of the Largest Rails Apps for an Enterprise
Neal Ford
ThoughtWorks



Bundler: Painless Dependency Management
André Arko
Engine Yard



Active Record Makeover: Rekindle the relationship
Marty Haught
Haught Codeworks



With a Mighty Hammer
Ben Scofield
Viget Labs



Rooms 19 and 20
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THURSDAY, MAY 6th

NoSQL



Scaling with Cassandra
Ryan King
Twitter



Data Driven Applications with Ruby and MongoDB
Kyle Banker & John Taber
10Gen (Kyle) Tiger Nassau, Inc (John)



CouchDB, Ruby, and You
Will Leinweber
merge.fm



Plain Old Tokyo Storage
Jeremy Hinegardner
Chief Architect, Collective Intellect



Rooms 19 and 20
Convention Center

SERVERS



JRuby on Google App Engine
John Woodell
Google



Rumble in the Jungle...
Fernand Galiana
liquidrail llc



Redis To The Rescue
Jade Meskill
Integrum Technologies



The Rise of DevOps
Corey Donohoe
Teamsters



Rooms 19 and 20
Convention Center



Ruby5 Podcast
Gregg Pollack, EnvyLabs
Live recording of the Ruby5 Podcast.

Room 21
Convention Center



KEYNOTE

Living here in hell—Ruby and the search for perfection
Dave Thomas
The Pragmatic Programmers

Rooms 19 and 20
Convention Center

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TRAINING PROGRAM

FRIDAY, MAY 7th

The Ruby Your Mother Warned You About

James Edward Gray II and Glenn Vanderburg

Room 19, Convention Center

In this training, you will get to see several examples of scary Ruby code. The samples will be inspired by code we have actually seen in the wild. We will Rubyfy the code, examine what that means and how it is an improvement, and then discuss guidelines to keep our code from scaring our mom.



TRAINING



The Rails 3 Ropes Course

Gregg Pollack

Room 20, Convention Center

For this ropes course, members of the Envy Labs team will march you through the core concepts of Rails 3 while taking you through the development of a new Rails application. At the end of this course you will come away with a better understanding what's new in Rails 3, and equally as important, what has changed since Rails 2.



TRAINING



Introduction to Riak

Sean Cribbs

Room 19, Convention Center

The team from Basho will lead you through the ins and outs of *Riak*, a document-oriented database. Riak combines a decentralized key-value store, a flexible map/reduce engine, and a friendly HTTP/JSON query interface to provide a database ideally suited for Web applications.



TRAINING



Living Among the Clouds

Jim Mulholland and Jason Derrett

Room 20, Convention Center

The team from *Squeeejee* will walk you through how to deploy apps to Heroku, EngineYard, and Amazon EC2 and cover some pros and cons of each. This will be an interactive class where we deploy the same app to different servers and compare the results.



TRAINING



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SPONSORSHIP OPPORTUNITIES

Diamond - \$5,000.00 – 2 available

- 30 minute sponsored presentation
- 10'x5' Booth Space
- 4 Conference Passes
- 4 Training Passes
- High Visibility Event Signage
- 30 Second Pre-roll on Conference Video
- Logo on Conference Video
- Logo and Link on Conference Website
- Distribute Print Materials to Attendees
- Social Media Promotion of Sponsorship

Platinum - \$2,500.00 - 4 available

- 10'x5' Booth Space
- 2 Conference Passes
- 2 Training Passes
- Event Signage
- Logo on Conference Video
- Logo and Link on Conference Website
- Distribute Print Materials to Attendees
- Social Media Promotion of Sponsorship

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SPONSORSHIP OPPORTUNITIES

Gold - \$2,000.00 – 2 available

- HackFest or Social Hour Sponsorship
- 2 Conference Passes
- 2 Training Passes
- Event Signage
- Logo on Conference Video
- Logo and Link on Conference Website
- Distribute Print Materials to Attendees
- Social Media Promotion of Sponsorship

Silver - \$1,000.00

- 1 Conference Passes
- 1 Training Passes
- Logo on Conference Video
- Logo and Link on Conference Website
- Distribute Print Materials to Attendees
- Social Media Promotion of Sponsorship

Bronze - \$500.00 Cash or Prizes

- Logo and Link on Conference Website
- Distribute Print Materials to Attendees

Nickel - \$250.00

- Distribute Print Materials to Attendees