Ruby Midwest 2013
Sponsorship Prospectus
April 5-6 2013, Kansas City, MO

Thank you for your interest in supporting the third annual Ruby Midwest conference!

The overwhelmingly positive feedback we received from our 2011 attendees and speakers has challenged us to do it again in 2013 - and with your help - make it better. Persistent and effective 2011 conference promotion resulted in 200 attendees representing at least 88 companies across the Midwestern region.

Highlights included an extremely popular keynote (90k video views in a year, top all time on Confreaks), a hacknight and other evening social activities, and sold-out attendance for a packed house.

Ruby, Rails, and surrounding technologies are experiencing interest and adoption growth in the Midwest. Kansas City, in particular has an active and flourishing Ruby User Group with new memberships every month. We'd like to extend the opportunity to be a part of Ruby Midwest 2013 and to connect with some of the best and brightest developers in the Midwest.

Sponsorship Packages

Platinum - $5,000

(Limit 1)

- 5 conference passes
- Large banner style logo on conference website
- Option to supply conference swag
- Large logo printed on t-shirt
- Full screen logo before each recorded session video
- Logo displayed on conference projectors between sessions
- Exhibit table
- Announcement during the conference kickoff
- Sponsor designation in our marketing efforts
- 1 attendee email blast sent on sponsor's behalf
- Banner on main stage (supplied by sponsor)

Gold - $3,000

(Limit 3)

- 3 conference passes
- 250 word company description
- Medium sized logo on conference website
- Option to supply conference swag
- Logo printed on t-shirt
- Logo displayed with other Gold level sponsors before each recorded session video
- Logo displayed on conference projectors between sessions
- Exhibit table

Silver - $1,500

(Unlimited)

- 2 conference passes
- 100 word company description
- Small sized logo on conference website
- Option to supply conference swag
- Logo printed on t-shirt

Bronze - $750

(Unlimited)

- 1 conference pass
- 50 word company description
- Small sized logo on conference website

Other Sponsorship Opportunities

- **Evening event sponsor** - Rubyists love to hack and socialize. Sponsor a Thursday, Friday, or Saturday evening event and leave a lasting impression. Contact us to discuss.
- **Custom package** - Have an idea for custom sponsorship? Contact us - we'd love to discuss.
- **Videography sponsorship** - Make the conference and your sponsorship timeless. Contact us for details.
- **Event pass & lanyard sponsorship**