

Sponsorship packages

	Bronze	Silver	Gold	Ruby
Price	€3,000	€5,000	€8,000	€12,000
Total number available	∞	8	4	2
Included virtual passes	5	10	15	20
Included in-person passes	1	2	4	6
In-person conference booth ¹	✗	✓ (size TBD)	✓ (size TBD)	✓ (size TBD)
Virtual conference booth	✓	✓	✓	✓
Dedicated Discord Channel	✗	✗	✓	✓
Conference pack inserts ²	✗	✓	✓	✓
Dedicated slide during conference breaks	✗	✗	✓	✓
Logo at the beginning of each talk	✓	✓	✓ (own slide)	✓ (own slide)
Logo on home page	✓	✓	✓	✓
Sponsor description on home page	✗	✗	✓	✓
Twitter promotion (from @euruko)	✓	✓	✓	✓
Job ads on the conference website	+€500 (1 job, 200 chars.)	1 job, 200 characters	3 jobs, 200 characters	5 jobs, 600 characters

¹ The booth area available is subject to availability at the venue. Higher sponsorship levels may get more space. At each level booths are allocated on a first-come, first-served basis by purchase time.

² Provided by the sponsor for the in-person attendees. Deadline for the inserts TBD.

All packages include a 20% discount for additional corporate in-person and virtual passes.

This document serves as a Binding Agreement (“Agreement”), entered into by and between Helsinki Ruby ry (“Organiser”) and the Sponsor (“Sponsor”), collectively referred to as the “Parties.”

The specific terms of the Agreement are as follows: Organiser will provide to Sponsor the benefits listed under the chosen Sponsorship level, with the alterations listed hereinafter. All benefits solely apply to the European Ruby Conference Euruko 2022 (“Euruko 2022”), taking place from October 13–14, 2022.

Sponsorship Package:	
	Bronze
	Silver
	Gold
	Ruby

ASSIGNMENT OF SPACE: Organiser 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 Organiser due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Organiser. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

USE OF SPACE: Sponsor is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Sponsor’s assigned space. Sponsor’s product demonstration, placement or handing out of literature, signage, all booth furnishings, and lighting must be well 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 Sponsor, must be constructed safely, and must be installed, occupied, and dismantled in accordance with Organiser’s schedule. Organiser may refuse permission to exhibit any products or services Organiser deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Organiser, which Organiser 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 Sponsor assumes full responsibility for the conduct of the assignee and all its representatives. Sponsor may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from Organiser.

SPONSOR EVENTS: Sponsor shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Organiser’s Conference schedule. All events must be pre-authorized by Organiser to avoid such conflicts. Events can only be

listed as official conference events and promoted by Organiser if they are sponsored exclusively by event sponsors.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Organiser, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury, or death to the person, property, or business of the Sponsor 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 Sponsor hereby indemnifies, and shall defend, and protect Organiser and hold Organiser, 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 Sponsor's participation in the Conference or any actions of Sponsor's officers, agents, employees, contractors, or other representatives. Under no circumstance will Organiser, 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 appraised of the possibility or likelihood of such damages or lost profits. In no event shall Organiser's liability, under any circumstance, exceed the amount actually paid to it by the Sponsor. Organiser makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

CANCELLATION OR TERMINATION BY ORGANISER: 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"), Organiser shall determine that the Conference or any part will not be held, Organiser may cancel the Conference or any part thereof. In that event, the liability of Organiser is limited to the amount of fees paid, and Organiser shall determine and refund to the Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Organiser. In the event, however, that Organiser cancels the Conference for any reason other than Force Majeure, Organiser shall refund to Sponsor the full amount of the fees paid by Sponsor.

CANCELLATION BY SPONSOR: All payments made to Organiser or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Organiser and Organiser's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to organisers@euruko.org.

SPONSOR CONDUCT: Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Organiser reserves the right to eject from the Conference Sponsor or any Sponsor representative(s) violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Organiser from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the

Sponsor and Organiser concerning the subject matter of this Agreement. Organiser does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Organiser. No business forms (including without limitation any Sponsor purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Organiser under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Organiser. 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 Sponsor subject to the terms of this Agreement regarding consent to assignment.

Organiser shall comply with the Sponsor's reasonable instructions and specifications regarding the use of Sponsor's intellectual property (such as name and logo) in the event.

Sponsor shall be entitled to take pictures in the event and publish such pictures in its own social media channels.

As payment for the aforementioned benefits, Sponsor shall pay Organiser the listed amount within 14 days of receiving the Organiser's invoice. Any alterations to the payment amount must be agreed upon in writing by both Parties; otherwise, this constitutes payment in full for benefits received.

The term of the Agreement shall begin upon full execution and shall continue through its termination date of October 31, 2022, or when all business related to Euruko 2022 has been concluded as determined by the Organiser, whichever is later.

This Agreement may not be modified in any manner unless in writing and signed by both Parties. This document and any attachments hereto constitute the entire agreement between the Parties. This Agreement shall be binding upon the Parties, their successors, heirs, and assigns and shall be interpreted in accordance with and governed by the substantive laws of Finland, excluding its choice of law rules. As evidenced by the signatures below, the Parties agree to be bound by the terms of the Agreement.

Helsinki Ruby ry signature:	Sponsor signature:
Date signed:	Date signed: