The Tropical Ruby Conference

Abril Pro Ruby (AP.Rb) is the main conference about Ruby in the Brazilian Northeast and aims to be a major event in the country. In 2014, the AP.Rb will come to its third edition and will take place in **Porto de Galinhas**, one of the most beautiful beaches in the world.

AP.Rb is a non-profitable event organized by **Frevo on Rails**, the Ruby User Group of Pernambuco. Its main goal is to bring together top notch Rubyists and provide an opportunity for them to chat, share experiences and have a great time while talking about Ruby and related topics.

Target Audience

The targeted audience are **seasoned programmers** and also entrepreneurs, professionals, students, enthusiasts and anyone interested in Ruby, from Brazil and outside the country.

300 attendees
14 sessions
4 workshops

Sponsorship Packages

PLATINUM

Large-sized logo on the website home page (top billing)

Large-sized logo and blurb (up to 100 words) on the website sponsors page (top billing)

Large-sized logo on on-site signage (top billing)

Recognition in welcome announcement

Logo shown on the screen during breaks

Large sponsor space in attendee social area

Recognition in pre-event attendee email

Option to include PDF content in digital program (up 2 pages)

Recognition as the brand who presents the event

Promotional video up to 45 seconds played in the event opening

8 conference passes

Availability: 1

R$ 15.000 or US$ 7.500

GOLD

Medium-sized logo on the website home page

Medium-sized logo and blurb (up to 75 words) on the website sponsors page

Medium-sized logo on on-site signage

Recognition in welcome announcement

Logo shown on the screen during breaks

Medium sponsor space in attendee social area

Promotional video up to 15 seconds played in the event opening

6 conference passes

Availability: 4

R$ 10.000 or US$ 5.000

SILVER

Small-sized logo on the website home page

Small-sized logo and blurb (up to 50 words) on the website sponsors page

Small-sized logo on on-site signage

Recognition in welcome announcement

4 conference passes

R$ 5.000 or US$ 2.500

BRONZE

Small-sized logo on website sponsors page

Small-sized logo on on-site signage

2 conference passes

R$ 1.500 or US$ 750

SUPPORTER

Name listed on the sponsors page

Special conference badge

Only for individuals and startups*

R$ 500 or US$ 250

* New tech companies (2 years or less) with low or no income.

Other Sponsorship Opportunnities

BRING A SPEAKER

Your organization can pay the travel and accommodation expenses of an speaker. He/she can be an employee or someone outside the company. The benefits are the same of a sponsorship package compatible with the amount spent. Also, the speaker can thank the sponsor before the talk.

PROMOTE AN ACTIVITY

In order to connect people and encourage the exchange of experiences, AP.Rb will include some activities, such as **buggy ride**, **raft boat sailing**, **diving** and **samba jam** sessions. Your organization can sponsor them. The benefits are the same of the **SILVER PACKAGE** and the company will be recognized as the **activities sponsor** in the website sponsors page.

R$ 6.000 or US$ 3.000

HOST THE AFTERPARTY

Your company can sponsor the **official AP.Rb afterparty**. The benefits are the same of the **GOLD PACKAGE** and the organization will be recognized as the **afterparty sponsor** in the website sponsors page. In addition, the company can place on-site signage with the organization logo in the afterparty space.

R$ 15.000 or US$ 7.500

Sponsors of Previous Editions

Previous Editions
2013
Regional conference

1 workshop
5 speakers
3 lighting talks
130 attendees
Paid event

Organizers

Lailson Bandeira

Founder of Guava Software
Founder of Frevo on Rails
lailson@guava.com.br
@lailsonbm

Cirdes Henrique

CTO at Eventick
cirdes@eventick.com.br
@cirdesbhf

Thiago Diniz

CEO at Eventick
Founder of Frevo on Rails
Startup Weekend Facilitator
thiago@eventick.com.br
@dinizz

Marcos Brizeno

Consultant at ThoughtWorks
mbrizeno@thoughtworks.com
@MarcosBrizeno

GOLD SPONSOR

tempest
security
intelligence

SILVER SPONSORS

+l.a. 20 anos
tecnologia em saúde

livingsocial

SendGrid

shopify

BRONZE SPONSORS

openredis

NIRD

Engine Yard™

ThoughtWorks®

ubee

e.life

ORGANIZED BY

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EVENTICK

RubyCentral Inc.
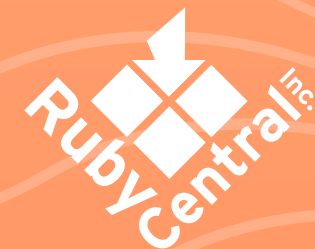
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