



MARCH 5-8 2015

PORTO DE GALINHAS

SUMMERVILLE
BEACH RESORT, BRAZIL



The Ruby Beach Conference

Tropical Ruby—formerly known as Abril Pro Ruby (AP.Rb)—is the Ruby conference of the Brazilian Northeast. It's the second most important event about Ruby in Brazil and a major conference in Latin America. In 2015, the event will be on its fourth edition and will take place in **Porto de Galinhas**, one of the most beautiful beaches in the world.

Tropical Ruby is a non-profitable conference organized by **Frevo on Rails**, the Ruby User Group of Pernambuco. Our main goal is to bring together top notch Rubyists and provide them an opportunity to chat, share experiences and have a great time while talking about Ruby and related topics in a paradisiac setting.

AP.Rb



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.

EXPECTED ATTENDANCE

300
attendees

14
talk
sessions

+

4
hands on
workshops

+

4
stunning beach
activities



Sponsorship Packages

Platinum

R\$ 15.000 or US\$ 7.500

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)

Large-sized logo on stage branding (top billing)

Large-sized logo before each published video from the conference and talks.

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

10 Minutes to address the audience

Opportunity to send two emails to attendees: pre-event and post-event

8 conference passes

Availability: 1 package

Gold

R\$ 10.000 or US\$ 5.000

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

Medium-sized logo on stage branding (top billing)

Medium-sized logo before each published video from the conference and talks.

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 between presentations

Opportunity to send one pre-event email to attendees

6 conference passes

Availability: 5 packages

Silver

R\$ 5.000 or US\$ 2.500

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 on stage during the event

One page (A4) company ad included in official digital program or any marketing material

4 conference passes

Bronze

R\$ 2.500 or US\$ 1.250

Small-sized logo on website sponsors page

Small-sized logo on on-site signage

One page (A4) company ad included in official digital program or any marketing material

2 conference passes

Sponsorship Packages

OTHER SPONSORSHIP OPPORTUNITIES

Bring a speaker

Your organization can pay the travel and accommodation expenses of a speaker. He/she can be an employee or someone outside the company. The benefits are the same of a **Bronze Package**. In addition, the speaker can thank the sponsor before the talk.

Promote an activity

In order to connect people and encourage the exchange of experiences, Tropical Ruby will include some activities, such as buggy ride, raft boat sailing, diving and catamaran tour. Your organization can sponsor them. The benefits are the same of the **Gold Package** and the company will be recognized as the activities sponsor in the website sponsors page.

Host the afterparty

R\$ 15.000 or US\$ 7.500

Your company can sponsor the official Tropical Ruby afterparty. The benefits are the same of the **Platinum 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.

Supporter

R\$ 1.250 or US\$ 500

Name listed on the sponsors page / One page (A4) company ad included in official digital program / 1 conference passes

Previous Editions

2014

NUMBERS

295
attendees

14
talk
sessions

+

4
hands on
workshops

+

4
stunning beach
activities



30.162
pageviews

*abrilproruby.com had a total of 13.274 visitors from
December until the date of the event.*



344.595
social media impact

total of people reached through social media shares.



Previous Editions

2014

MEDIA COVERAGE

Media

Covered on both national and international websites, like ruby-lang.org, rubyflow.com, imasters.com.br, portodigital.org and many more.

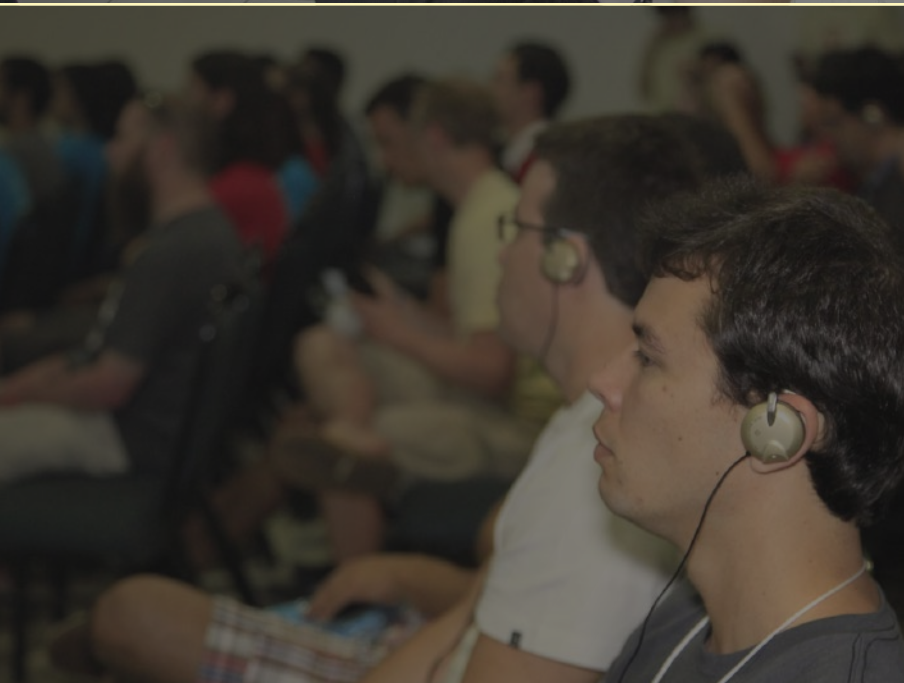
YouTube

All talks were recorded and are currently available on [Frevo on Rails' channel](#).

Twitter

A overwhelming positive repercussion from attendees and speakers. See more information in our [report](#).







Previous Editions

2013

Regional conference
Paid event

— 1 — 3 — 5 — 130 —
workshop lightning talks speakers attendees



2012

Local conference
Free event

— 4 — 80 —
speakers attendees

Sponsors

FROM PREVIOUS EDITIONS



Organizers



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ORGANIZERS

ADVISORY SUPPORT

