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

Tropical Ruby

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

400
attendees

14
talk
sessions

+

4
hands on
workshops

+

4
stunning beach
activities

Sponsorship Packages

Platinum

R$ 15.000 *or* **US$ 7.500** ① *

- 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

Gold

R$ 10.000 *or* **US$ 5.000** ⑤ *

- 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

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

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 or any marketing material
- 1 conference pass

Previous Editions

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

Media 📰

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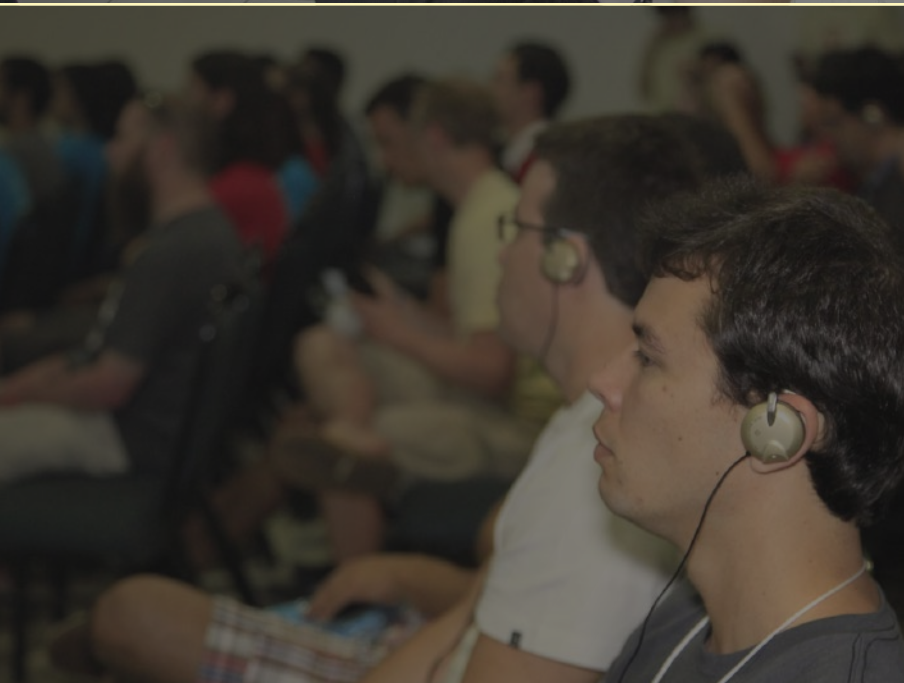
YouTube ▷

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 Edition

2014 PHOTOS

BEM VINDOS!
WELCOME!

Previous Editions

2013

Regional conference
Paid event

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

2012

Local conference
Free event

4 speakers **80** attendees

Sponsors

tempest security intelligence

LOCAWEB

l.a. tecnologia em saúde

livingsocial

SendGrid

shopify

rackspace the open cloud company

HARVEST

ubee

e.life

Engine Yard

NIRD

openredis

gioco everybody loves to play

ÁXON Tecnologia

c.e.s.a.r

globo.com

SEMAPHORE

mongoHQ

gravento gravação profissional de eventos

PagCoin Aceite Bitcoins, Receba em Reais.

Ruby Central Inc.

GitHub

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