



5-8 MARCH 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





# 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

30.162  
pageviews

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



14  
talk  
sessions

+

4  
hands on  
workshops

+

4  
stunning beach  
activities



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](http://ruby-lang.org), [rubyflow.com](http://rubyflow.com), [imasters.com.br](http://imasters.com.br), [portodigital.org](http://portodigital.org) and many more.

## YouTube

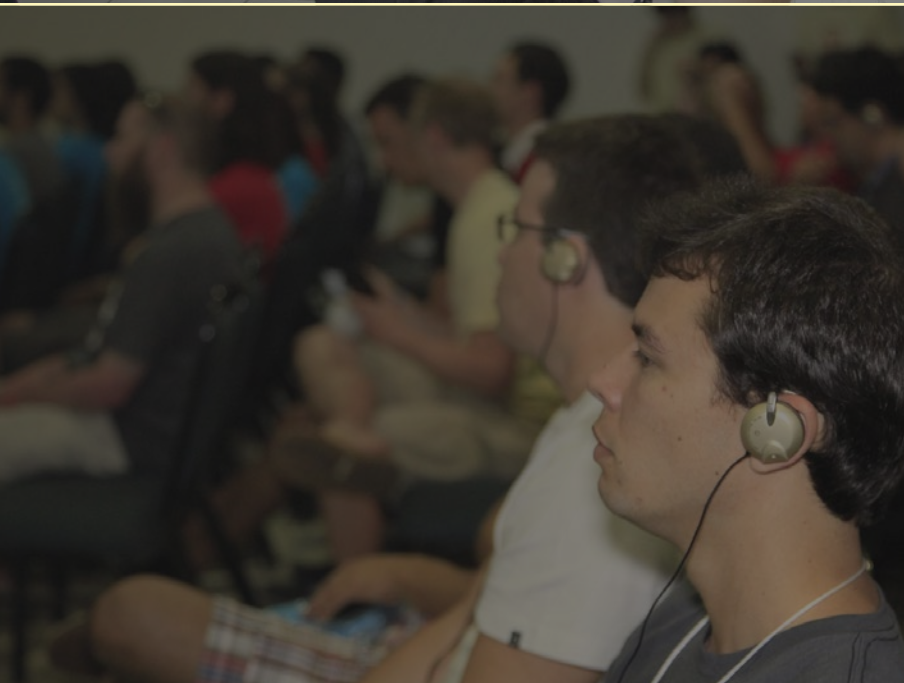
All talks were recorded and are currently available on [Frevo on Rails' channel](#).

## 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



**Lailson Bandeira**

Founder of Guava Software  
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ORGANIZERS

ADVISORY SUPPORT

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