



## Sponsorship Opportunity

You are reading a prospectus that offers your company a unique opportunity to connect with a very special group of IT professionals, Southern California rubyists! We are a passionate and thriving group of software developers, designers, project and product managers, and others who are committed to improving the art of software development.

This conference will be held on Friday and Saturday February 19<sup>th</sup> and 20<sup>th</sup>, 2010 at the Holiday Inn in Burbank, CA.

The LA Ruby Conference is a two-day event, with Friday the 19<sup>th</sup> being a training day with small workshops designed to facilitate hands-on learning, followed by a single-track conference of presentations on Saturday the 20<sup>th</sup>. The event is held in Los Angeles California and is dedicated to everything Ruby.

The LA Ruby Conference is headed by leaders in the region's Ruby and Rails community, including founders of the LA Ruby User's group, OC Ruby User's group and past speakers from the International Ruby Conference and numerous regional conferences around the country. This is our second year we have space to accommodate up to 200 attendees.

Please review the sponsorship opportunities below and join us for an amazing time in February of 2010.

Package Pricing		
	General Rates	Early Bird Rate
Platinum (2)	\$4,000	\$3,500
Gold (4)	\$2,000	\$1,500
Silver	\$500	\$400

## Other Opportunities

Wine Fest Sponsorship  
Poken Sponsorship

### General Rates

Cost  
\$500 - \$2,000

# Sponsorship Package Details

## Platinum Package (2)

- 15 minute presentation (pending speaker/content approval by conference organizers)
- Company logo or 10 second video ad at the intro to each of the conference videos
- Recognition by conference organizers during introductory presentation
- Company name, logo, and 100 word description in printed program, web site, and the post conference wrap-up PDF. The platinum package gives you a half page ad.
- 4 session passes
- First chance for lanyard sponsorship (sponsor provides lanyards)

## Gold Package (4)

- Recognition by conference organizers during introductory presentation
- Company Logo along with other Gold Sponsors after the Platinum sponsors ad/banners on the conference videos
- Company name, logo, and 100 word description in printed program, web site, and the post conference wrap-up PDF. The gold package gives you a quarter page ad.
- 2 session passes

## Silver Package

- Company name, logo, and 100 word description in printed program
- Company name, logo, and 100 word description on the LA Ruby Conf web site
- 1 session passes

## Wine Fest Sponsorship

- Saturday evening after the conference we will be making a suite available at the Holiday Inn where attendee's are invited to congregate for an evening of social interaction. Attendee's are encouraged to give lightning talks on their knowledge of wine and related topics.

- By Sponsoring this event you'll be able to provide the MC and introductions for the lightning talks as well as being recognized and credited with making this special social event possible.

## poken sponsorship

- The poken sponsorship allows your company to make a collection of poken available to the LA Ruby Conference attendees.
- To understand what poken is watch this video: <http://vimeo.com/6985456>
- As a poken sponsorship a poken for your company will be clearly labeled and available where the poken are passed out, so individuals interested in providing you their contact information can easily do so.
- A \$500.00 sponsorship will provide 50 poken, we are looking for three or four sponsors in this category, or a larger sponsorship if someone is interested in providing all of the poken.
- These devices were provided generously by Eric Hodel and Aaron Patterson at Ruby Conf IX in San Francisco in November and were a huge success.

Checks Can be Made Payable to:	Tech Conf, LLC 501A Bayview Drive Hermosa Beach, CA 90254
W9 – available on request	<a href="mailto:staff@larubyconf.com">staff@larubyconf.com</a>
Sponsorship Announcements:	The Friday after confirmation
Materials Deadline:	January 31, 2010
Early Bird Rate Deadline, payment must be received by this date in order to get the early bird sponsorship discount, companies who are not able to pay prior to this date, should not attempt to claim the early bird discount.	January 21, 2009
For more information Contact us:	(775) 544-1112 – JR Fent or <a href="mailto:staff@larubyconf.com">staff@larubyconf.com</a>