



RAILSCONF IS THE FLAGSHIP EVENT OF THE RUBY ON RAILS TEAM AND COMMUNITY.

It's the largest official gathering of the year, and is attended by top Rails talent, companies and project representatives from all over the world. The 2013 edition of RailsConf is presented by Ruby Central, Inc., and will be held in Portland, OR. RailsConf is the place for product launches, project announcements and good old fashioned networking: whether you're looking to recruit, to promote your product or just to soak in the content, you need to be at RailsConf.

ESTIMATED ATTENDANCE: 1,300+

PAST SPEAKERS INCLUDE:

**David Heinemeier
Hansson**
37SIGNALS

David Chelimsky
DRW TRADING

Yehuda Katz
TILDE INC.

José Valim
PLATAFORMA TEC

Aaron Patterson
AT&T INTERACTIVE

Mike Clark
THE PRAGMATIC STUDIO

Derek Collison
VMWARE

Dr. Nic Williams
ENGINE YARD, INC.

Robert Martin
OBJECT MENTOR INC.

Gary Vaynerchuk
VAYNERMEDIA

Chris Wanstrath
GITHUB

Jim Weirich
EDGE CASE LLC

Chad Dickerson
ETSY

Gregg Pollack
ENVY LABS

Rich Kilmer
LIVINGSOCIAL

Eric Ries
STARTUP LESSONS LEARNED

Michael Feathers
OBJECT MENTOR INC.

Chad Pytel
THOUGHTBOT, INC.

RAILSCONF 2012 SPONSORS AND EXHIBITORS INCLUDE:

BLUE BOX GROUP
COOKPAD
ENGINE YARD
HEROKU

HULU
LIVINGSOCIAL
NEW RELIC
RACKSPACE HOSTING

SPICEWORKS
VMWARE
WYEWORX
YAMMER



SPONSORSHIP PACKAGES

SPONSORING RAILSCONF IS THE NUMBER ONE WAY TO GET YOUR MESSAGE TO THE RAILSCONF AUDIENCE. FOR ANY QUESTIONS, OR TO DISCUSS A CUSTOM PACKAGE, PLEASE CONTACT LEAH SILBER AT 917.714.4953, OR VIA EMAIL AT SPONSORS@RUBYCENTRAL.ORG.

DIAMOND SPONSORSHIP (LIMITED QUANTITY)

\$50K

- Your company logo prominently displayed atop the sponsor section on every page, and your company name, logo, and 100-word blurb on the sponsors page
- Your company logo on conference marketing materials, PR announcements, and on-site conference signage
- Your static banner advertisement to rotate on the conference website (728x90)
- Your company logo included in attendee email blasts
- Opportunity to send one pre-event email to attendee opt-in list
- On-stage recognition by Program Chair
- 10 minute Plenary Keynote
- 45 minute breakout session in Products and Services track
- Exhibit Hall Booth in premium location (does not include carpet, furniture, internet or electricity)
- 10 Conference sessions passes (additional booth staff passes will be provided)
- Two-page, full color ad in printed program, premium placement
- Company name, logo and 100-word blurb in printed program
- First chance to sponsor attendee bag (additional investment required)
- Opportunity to host private reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (4x6 max size)
- Opportunity to send one post-event email to attendee opt-in list

PLATINUM SPONSORSHIP (LIMITED QUANTITY)

\$40K

- Your company logo prominently displayed in the sponsor section on every page, and your company name, logo, and 75-word description on the sponsors page
- Your company logo on conference marketing materials, PR announcements, and on-site conference signage
- Your company logo included in attendee email blasts
- Opportunity to send one pre-event email to attendee opt-in list
- 45 minute breakout session in Products and Services track
- Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 8 Conference sessions passes (additional booth staff passes will be provided)
- One-page, full color ad in printed program
- Company name, logo, and 75-word description in printed program
- Attendee bag insert (4x6 max size)
- Opportunity to send one post-event email to attendee opt-in list

GOLD SPONSORSHIP

\$30K

- Your company logo prominently displayed in the sponsor section on every page, and your company name, logo, and 50-word description on the sponsors page
- Your company logo on conference marketing materials, PR announcements, and on-site conference signage
- Opportunity to send one pre-event email to attendee opt-in list
- 45 minute breakout session in Products and Services track
- Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 4 Conference sessions passes (additional booth staff passes will be provided)
- Half-page, full color ad in printed program
- Company name, logo and 50-word description in printed program
- Attendee bag insert (4x6 max size)
- Opportunity to send one post-event email to attendee opt-in list

SILVER SPONSORSHIP

\$20K

- Your company logo displayed in the sponsor section on every page, and your company name, logo, and 50-word description on the sponsors page
- Your company logo on conference marketing materials, PR announcements, and on-site conference signage
- 45 minute breakout session in Products and Services track
- Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 2 Conference sessions passes (additional booth staff passes will be provided)
- Half-page, full color ad in printed program
- Company name, logo and 50-word description in printed program

EXHIBITOR ONLY PACKAGE

\$15K

- Company name, logo and 50-word description on conference website
- Exhibit Hall Booth (does not include carpet, furniture, internet or electricity)
- 1 Conference sessions pass (additional booth staff passes will be provided)
- Company name, logo and 50-word description in printed program

CUSTOM PACKAGES AND ADDITIONAL SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE, INCLUDING:

Attendee bag sponsorship, break sponsorships, lanyard sponsorship, meal sponsorships, hotel key card sponsorship, registration sponsorship, and more. Contact us for details.



railsconf 2013 EXHIBITOR PROSPECTUS

PRIMARY CONTACT INFORMATION

NAME EMAIL

COMPANY

PHONE FAX

MAILING ADDRESS (IF DIFFERENT FROM BELOW)

CITY STATE ZIP

BILLING INFORMATION

NAME EMAIL

COMPANY

PHONE FAX

MAILING ADDRESS

CITY STATE ZIP

SPONSORS & EXHIBITORS

RAILSCONF 2013 SPONSOR PACKAGES

LEVEL

PRICE \$

ADDITIONAL OPPORTUNITIES

LANYARDS

BAGS

BREAK

MEAL

KEY CARD

OTHER

TOTAL DUE \$

PAYMENT INFORMATION

FULL PAYMENT IS DUE UPON EXECUTION OF THIS APPLICATION AND CONTRACT. ALL FEES ARE DEEMED FULLY EARNED AND ARE NON-REFUNDABLE. CANCELLATION BY SPONSOR/EXHIBITOR DOES NOT RELIEVE SPONSOR/EXHIBITOR OF LIABILITY FOR FULL PAYMENT OF FEES, NOTWITHSTANDING THE LOSS OF SPONSOR/EXHIBITOR PACKAGE BENEFITS.

PAYMENT INSTRUCTIONS

CHECKS SHOULD BE ADDRESSED AS FOLLOWS:

RUBY CENTRAL, INC.
P.O. BOX 438
PRINCETON JUNCTION, NJ 08550

FOR ANY QUESTIONS ABOUT PAYMENTS,
CONTACT SPONSORS@RUBYCENTRAL.ORG

ADDITIONAL REQUIREMENTS

PLEASE SUBMIT A COMPANY LOGO (IN VECTOR FORMAT) FOR INCLUSION IN SPONSORSHIP MATERIALS AS SOON AS POSSIBLE. PLEASE ALSO INCLUDE COMPANY BLURBS TO THE SPECIFICATION OF THE PACKAGE YOU HAVE SELECTED.

COMPANY LOGO & INFORMATION

Please submit a company logo and company/product description: see sponsorship details for number of words. Ruby Central, Inc. ("Ruby Central") is authorized to make use of this information for the conference program, related marketing material, and web-site. Company description and logo should be submitted via email to sponsors@rubycentral.org; logo must be in a high resolution vector format, and include and fonts outlined.

CONTRACT SIGNATURES

AGREED: Sponsor/Exhibitor is bound to this Sponsor and Exhibitor Application and Contract ("Agreement") for RailsConf ("Conference" and/or "Event"). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided is complete and accurate.

SPONSOR

TITLE

DATE

Upon receipt of this signed contract and full payment, Ruby Central will countersign and return a copy to the contact listed on page one of the contract.

RUBY CENTRAL

DATE

PARTICIPATION AGREEMENT

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN RAILSCONF (EVENT) TAKING PLACE IN PORTLAND, OR ON APRIL 29—MAY 2 2013.

ASSIGNMENT OF SPACE: Ruby Central shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than four weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by Ruby Central due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Ruby Central.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations, and sell products, within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with Ruby Central's schedule. Ruby Central may refuse permission to exhibit any products or services Ruby Central deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of Ruby Central, which Ruby Central may grant or withhold at its sole discretion. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Ruby Central's Conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Ruby Central, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect Ruby Central and hold Ruby Central, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will Ruby Central, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Ruby Central's liability, under any circumstance, exceed the amount actually paid to it by the Company. Ruby Central makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

CANCELLATION OR TERMINATION BY RUBY CENTRAL: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God ("Force Majeure"), Ruby Central shall determine that the Conference or any part will not be held, Ruby Central may cancel the Conference or any part thereof. In that event, the liability of Ruby Central is limited to the amount of fees paid, and Ruby Central shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Ruby Central. In the event, however, that Ruby Central cancels the Conference for any reason other than Force Majeure, Ruby Central shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to Ruby Central or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Ruby Central and Ruby Central's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsors@rubycentral.org.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Ruby Central reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Ruby Central from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Ruby Central concerning the subject matter of this Agreement. Ruby Central does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Ruby Central. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Ruby Central under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Ruby Central. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.