RubyShift 2011

Dnipropetrovsk, Ukraine
October 22—23, 2011

CONFERENCE CONCEPT PAPER

ENCL. SPONSORSHIP OPTIONS

Concept Paper

RubyShift 2011
Second Conference on Ruby Programming Language
in Eastern Europe

DNIPROPETROVSK, UKRAINE
OCTOBER 22—23, 2011

Summary

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Dates:	October 22—23, 2011 (2 days)
Venue:	Dnipropetrovsk, Ukraine
Organized by:	Volunteer Rubyists; collaboration of Ruby Groups of Ukraine, Germany and Netherlands
Country:	Ukraine
Participants:	250 participants from Europe, United States, Ukraine, Russian Federation, Belorussia, Brazil
Working languages:	English, Russian (with translation)
Overall theme:	Ruby, Ruby on Rails, Data Analysis, Evented Systems, Continuous Integration and Distributed Testing, Metaprogramming, HighLoad, Interfaces

Conference Overview

Background

RubyShift 2011 is the second conference on Ruby programming language in Eastern Europe. More than 250 people from across the globe will attend keynotes, speeches, lighting talks, workshops, panel discussions as well as social events to broaden their horizon. For the second time, RubyShift will be held in Dnipropetrovsk, Ukraine.

Audience Profile

Developers, engineers, and managers from companies of all sizes; efficiency-minded CxOs, strategists and business developers, technology evangelists and entrepreneurs.

Demographics

We expect about 25% of attendees from abroad (from all over Europe) and the rest of the attendees from former USSR countries and an audience of at least 250 attendees.

Finance

RubyShift is a non-profit event and the organizing committee is working voluntarily. The main funds need to be provided by our partners in order to give attendees the opportunity of joining RubyShift 2011 for the lowest fee possible. Further expenses are for rentage, organization, audio/video equipment, recording and post-production, social events and marketing. Partner support will directly contribute to making RubyShift 2011 a truly unforgettable experience.

Past Speakers

At the first RubyShift conference last year we had some of the best speakers ever attended Ukraine including Yehuda Katz and Michael Klishin.

Partners

The conference aims at creating sustainable value for our partners. They will benefit from the following advantages:

- Connecting with highly motivated developers
- Exchanging insights with representatives of other companies
- Influencing the issues discussed by leading a workshop
- Raising brand awareness among Europe's leading developers

Further information can be found in the sponsorship options below.

Organization

Venue

RubyShift 2011 will take place at the Potyomkin Palace in the central park area near the river bank of Dnipropetrovsk, Ukraine. The venue has been built in 1789 and has 3 halls with total capacity for up to 750 people. The total area of the venue is 5600 sq. meters (~60,500 sq. feet).

Schedule

Our draft schedule includes 1 keynote, 4 talks, 1 master class and 3 lighting talks on the first day and 1 keynote; 3 talks and 3 lighting talks and 1 master class on the second day of the conference. Each keynote and talk is 45 minutes long, each lighting talk is 15 minutes long. The after-party on the first day is an organized activity.

Accommodation

Attendees will get several hotel options at the special conference rate starting the day before registration. They will have breakfast, lunch and dinner at the venue.

Speakers

This year we open a call for presentation proposals with total of 7 keynote speakers selected from proposals. Another 2 speakers will be invited by the organizing committee.

Sponsorship Options

By sponsoring RubyShift 2011 your company will gain visibility in Ukraine and abroad as we expect the conference to attract delegates from around Europe just as it did last year. Some of the best developer talent in Ukraine, Russian Federation and European Union will attend the conference.

Sponsorship Packages

We have several levels of sponsorship available. Each sponsorship package includes a different level of visibility and benefits at a range of prices. If none of these packages look suitable for you, we're certainly open to suggestions.

Exclusive Diamond Sponsorship (Limit 2)

Pre-conference
- Company name, logo, 100-word description, and link on conference website
- Sponsor acknowledgement "Presented by" with logo included in all the conference marketing materials
- Ability to run online advertising campaign on the conference website before the conference
- Featuring in a pre-event sponsor email to attendee opt-in list

Onsite Benefits
- On-stage recognition by Program Chairs
- 10-minute Plenary Keynote
- One conference session in for their designated speaker
- Featuring 20 second slide in the housekeeping slides running between sessions*
- Rollup with sponsor name, logo and tagline on the stage
- Total of 14 conference session passes for the conference
- Two-page full color ad in the Conference Guide*
- First chance to sponsor the Attendee Bag*
- All expenses paid After-day party in Sponsor's name

Post-conference
- "Presented by" acknowledgement in all produced video presentation materials
- Featuring in a post-event sponsor email to attendee opt-in list

Platinum Sponsorship (Limit 4)

Pre-conference
- Company name, logo, 75-word description, and link on conference website
- Ability to send one pre-event email to attendee opt-in list*
- Sponsor logo included in all HTML marketing emails
- Sponsor logo included in all HTML event information emails

Onsite Benefits
- 7 conference session passes for the conference
- One-page full color ad in the Conference Guide*

- Option to have a booth on the conference premises
- Rollup with sponsor name, logo and tagline next to the stage
- Rollup with sponsor name, logo and tagline in the hallway
- Featured on the Platinum Sponsors slide in the housekeeping slides running between sessions*
- Opportunity to insert promotional material in the Attendee Bag*

Post-conference
- Ability to send one post-event email to attendee opt-in list*

Gold Sponsorship

Pre-conference
- Company name, logo, 50-word description, and link on conference website
- Sponsor designation in all the conference marketing materials*
- Featuring in a pre-event sponsor email to attendee opt-in list

Onsite Benefits
- 3 conference session passes for the conference
- Half-page full color ad in the Conference Guide*
- Sponsor logo, name and short description in the Conference Guide
- Opportunity to insert promotional material in the Attendee Bag*

Post-conference
- Featuring in a post-event sponsor email to attendee opt-in list

Exhibitor only package

Pre-conference
- Company name, logo, 50-word description, and link on conference website

Onsite Benefits
- Company name, logo, 50-word description, and link in Event Guide
- 1 conference session pass for the conference

Other Sponsorship Opportunities
- Sponsor a speaker
- Lunch Sponsorship
- Badges and lanyards

Rollups and Attendee Bag Inserts

The prices for the packages include the printing of the rollup banners; all you need to do as a sponsor is to provide us with a print quality logo and your tagline (if any), we'll take care of the rest. If you prefer, you can supply your own rollups. As part of the sponsorship packages we can also take care of the printing and delivery of the attendee bag insert (two-sided A4 with full color printing). All you need to do is send us the contents as a PDF that matches the specifications from our printers and we'll make sure that's it's printed, delivered, and included in the attendee bag. Alternatively you can supply your own insert to us before the conference.

Contact Us

If you would like to learn more about any of these options or discuss what would be a good sponsorship package for your company, we'd be happy to hear from you. Feel free to get in touch with Vlad at vgo@rubyshift.org or +380.67.122.6666.

You can find further information on the RubyShift web site at http://rubyshift.org and by following @rubyshift on Twitter.

* subject to deadline

Application and Contract

COMPANY AND LOGO INFORMATION
Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors submit a 50-word description. RubyShift Committee ("RubyShift") is authorized to make use of this information for the conference program, related marketing material, and website. Company description and logo should be submitted via email to sponsorships@rubyshift.org and should comply with one of the following print specs:
1. Vector file with fonts outlined (this is very important: RubyShift is not responsible for providing fonts for printing sponsor-submitted logos.) or
2. 300 ppi TIFF, EPS, PDF or JPEG file of your non-animated logo. The web logo will appear on a white background.

PARTICIPATION AGREEMENT
ASSIGNMENT OF SPACE: RubyShift 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, may be modified by RubyShift due to changes in Event layout, venue or other factors, and will be made solely at the discretion of RubyShift.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations, and sell products, limited to items other than books, 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 RubyShift's schedule. RubyShift may refuse permission to exhibit any products or services RubyShift 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 RubyShift, which RubyShift 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 RubyShift Conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither RubyShift, 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 RubyShift and hold RubyShift, 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 RubyShift, 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 RubyShift's liability, under any circumstance, exceed the amount actually paid to it by the Company. RubyShift 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 RUBYSHIFT: 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"), RubyShift shall determine that the Conference or any part will not be held, RubyShift may cancel the Conference or any part thereof. In that event, the liability of RubyShift is limited to the amount of fees paid, and RubyShift 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 RubyShift. In the event, however, that RubyShift cancels the Conference for any reason other than Force Majeure, RubyShift shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to RubyShift or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by RubyShift and RubyShift's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsorships@rubyshift.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. RubyShift 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 RubyShift 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 RubyShift concerning the subject matter of this Agreement. RubyShift does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by RubyShift. 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 RubyShift under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of RubyShift. 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.