



# RubyConf Taiwan 2015

## Sponsorship Brochure

# What is RubyConf Taiwan

RubyConf Taiwan (<http://rubyconf.tw>) is the only and biggest Ruby international conference held by Ruby Taiwan community. This is the 5th RubyConf Taiwan, where world renowned Ruby developers are invited to share their experiences on this Island.

## What's Cool about RubyConf Taiwan

- The most internationalized programming and technology conference

Since its debut, RubyConf Taiwan has gained participation from many foreign speakers and attendees. Last year 65 participants (among them 20 speakers) flew in from overseas. The attention RubyConf Taiwan attracted from abroad is not only reached high, but the Conference itself has also broken the record of being the first to offer Chinese to English simultaneous interpretation service to foreign audience among programming events held in Taiwan.

- Various peripheral activities

Besides the conference, in order to enhance more interaction among participants, RubyConf Taiwan has also held Official Party twice in a row (nearly half of the participants joined this event), Last year, we've also held a Special Panel Discussion featuring female programming where infamous local and overseas speakers talked about the history of females in programming, as well as the learning trend and future market of this group.

## Sponsors over the Years



# RubyConf Taiwan 2015 Sponsorship

RubyConf Taiwan 2015 will be held at the Taiwan Academia Sinica on Sept 11th (Fri) and 12th (Sat) this year. Invitation for topics and speeches has just gone out. Triple tracked with variety for both junior and senior developers, RubyConf Taiwan will have 40 sessions all together, where more than 305 IT technical staff, system administrators and program developers are estimated to participate in this grand event.

## 2015 Keynote Speakers



**Matsumoto Yukihiro**

Father of Ruby , 3rd visit to Taiwan



**Sarah Allen**

Presidential Innovation Fellow /  
Mightyverse CTO



**Aaron Patterson**

Famous Rails & Ruby Committer

## Details of RubyConf Taiwan 2015

Time: Sept 11th, 12th, 2015

Venue: Academia Sinica, Institute of Humanities and Social Science

Agenda: Triple-tracks within two days, 40 sessions in total

Number of participants: about 350 to 400 people

Organizing party: Ruby Taiwan community

Organizers: Mu-Fan Teng/ Wen-Tien Chang/ Chen-Long Kao

Co-organizing party: 5X Ruby, Rails Girls Taipei

Programme type:

1. General sessions
2. Beginners sessions: fundamental topics for junior Ruby programmers

Peripheral activities:

- Official Party: 11th Sept night (venue TBC)
- Ruby / Rails workshops: will be held one week in advance or after RubyConf Taiwan 2015 (venue TBC)

# Sponsorship

	Ruby	Platinum	Gold	Silver	Bronze
Volume	NT\$150,000	NT\$100,000	NT\$60,000	NT\$30,000	NT\$15,000
SLOT	1	2	4	6	unlimited
Number of tickets	9	6	4	2	1
Name on LOGO	v				
LOGO on website	Individual	Large	Medium	Small	Small
LOGO on video	Individual	same-level	same-level		
LOGO on products	Most	Many	Medium	Small	
LOGO on snacks	Snack + PARTY	PARTY			
Promotional materials	Next to the podium	Next to the podium			
Propaganda before speech	Keynote	Keynote	Session		
CCTV carousel	Individual	Inividial	Same-level	Same-level	
Booth	v	v	v	v	
SNS Post	20	15	7	3	
E-publication	v	v			
Souvenirs	Inside bag		At the reception table		
Media exposure	v	v			

## Detail Description of Sponsorship Items

- LOGO under RubyConf Taiwan: will show “sponsored by XXX” under Rubyconf LOGO (still processing).
- LOGO on website: LOGO exposure on RubyConf Taiwan official website.
- LOGO on video: LOGO exposure on all RubyConf Taiwan video clips.
- LOGO on products: LOG exposure on products manufactured by RubyConf Taiwan, e.g.
- LOGO on T-shirt (product is yet to be decided).

- LOGO on snacks: During recession or Official Party, custom-made LOGO exposure on snacks as show in photo.



- Promotional materials: posters or other promotional materials will be posted by the podium or in the conference room.
- Propaganda before speech: 3 to 5 short propaganda in between speeches or keynotes (arranged by RubyConf Taiwan 2015) .
- CCTV carousel: Carousel showing the company profile (for Ruby and Platinum) and LOGO on screen in conference room. The monitor on stage will show only during recession.
- Booth: Booth set up on-site, size and location of booth arranged by RubyConf Taiwan 2015.



- SNS Post: Approved content by RubyConf Taiwan 2015 exposure on Ruby Taiwan official [Facebook page](#) and [Twitter account](#) via SNS posts.
- E-publication: Content approved by RubyConf Taiwan 2015 exposure to all participants via e-publication.
- Souvenir: Souvenirs handed out to attendees include two types: those in bags and those on reception table for attendees to collect by themselves.
- Media exposure: RubyConf Taiwan 2015 will arrange media for in-depth interview, with agreement from three parties (media brand TBC)

If you wish to sponsor RubyConf 2015 or should you have any query, please contact [contact@rubyconf.tw](mailto:contact@rubyconf.tw)

# About Ruby Taiwan Community

Ruby Taiwan community was established in 2008, under the goal of promoting Ruby learning and applications, enhancing the depth and width of technical developers, as well as ameliorating experience sharing amongst Ruby developers. In order to promote gender equality in the community, starting from September 2013, Rails Girls Taipei workshop was initiated by the community members and since then more than 200 females have been lead into the world of Ruby and Rails through 5 workshops.

## More about Ruby Taiwan Community

- Established in 2008
- Founder: Wen-Tien Chang
- Main organizers: Mu-Fan Teng/ Chen-Long Kao
- Activities held by Ruby Taiwan Community:
  1. RubyConf Taiwan
  2. Ruby Tuesday (lectures, has held 33 times)
  3. Taipei.rb (lectures)
  4. Rails Girls Taipei (by far the biggest female programming event in Taiwan, 5th anniversary)
  5. Rails Girls Weekly (female programming workshops during weekdays, has held for more than 40 sessions)



Rails Girls Weekly



Rails Girls Taipei



Ruby Tuesday



Taipei.rb