



2023 Sponsor Deck

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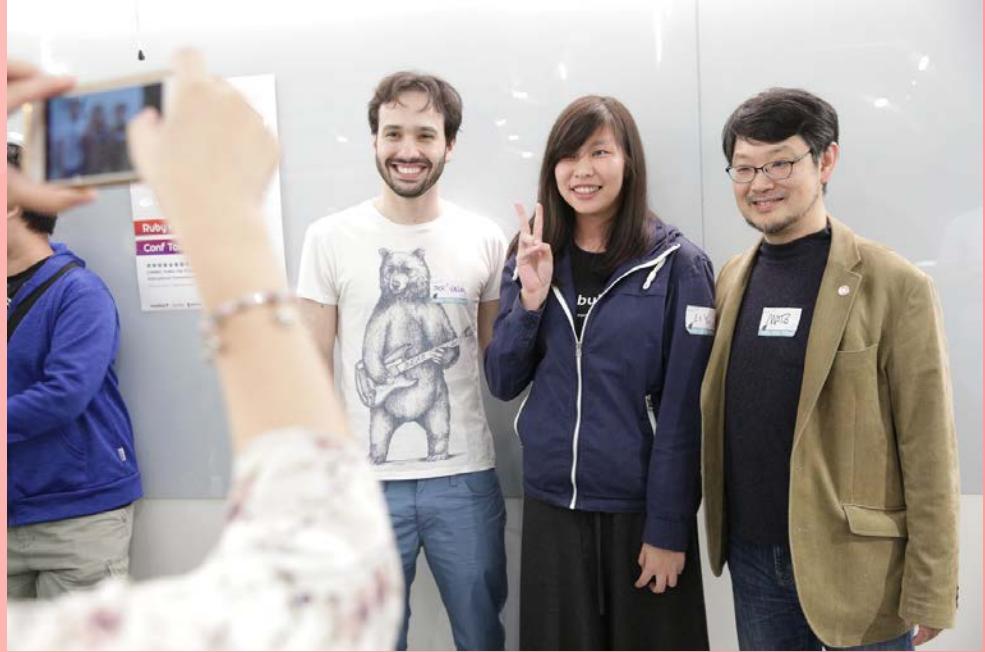
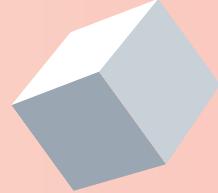
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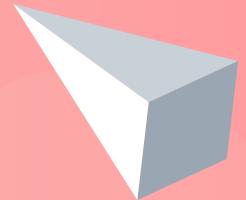
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RubyConf Taiwan





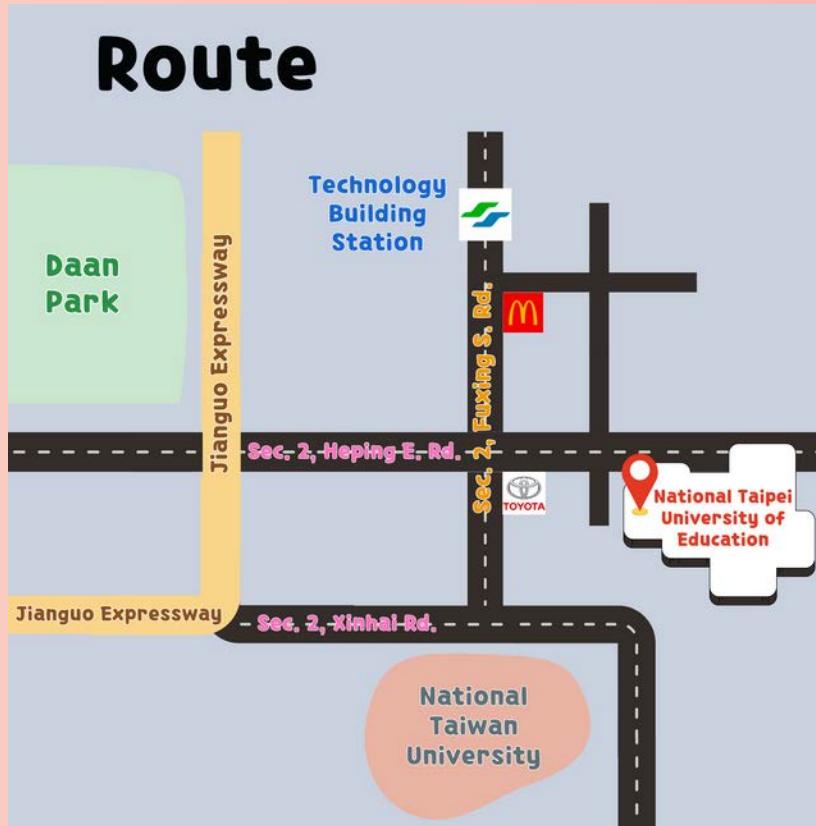
RubyConf Taiwan is the only annual international conference dedicated to the Ruby programming language in Taiwan. Organized by the Ruby Taiwan community, it has successfully held nine editions so far. Every year, hundreds of Ruby developers travel from abroad to attend, making it a major event in the international Ruby community. Apart from Japan, it's the only Ruby conference in Asia that has been endorsed by Yukihiro Matsumoto, the creator of Ruby.



This year, the 10th conference will be held in Taipei on December 15th and 16th. We're honored to have Matz as our keynote speaker. This is our first major in-person event since the pandemic, and we look forward to your participation.

Venue

- 📍 L405 & L406, Student Center
- 📍 National Taipei University of Education
(further information will be updated on our website)



Keynote Speakers

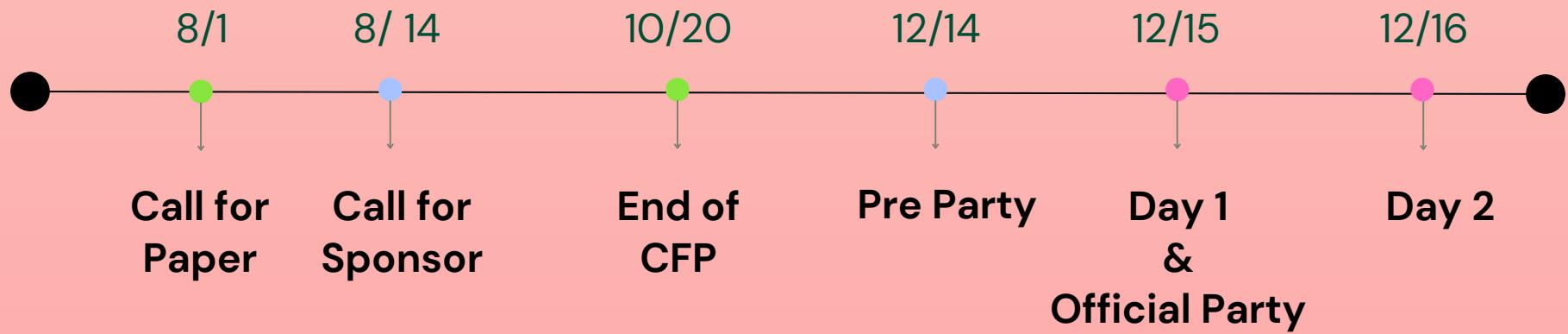


Yukihiro "Matz" Matsumoto
Creator of Ruby



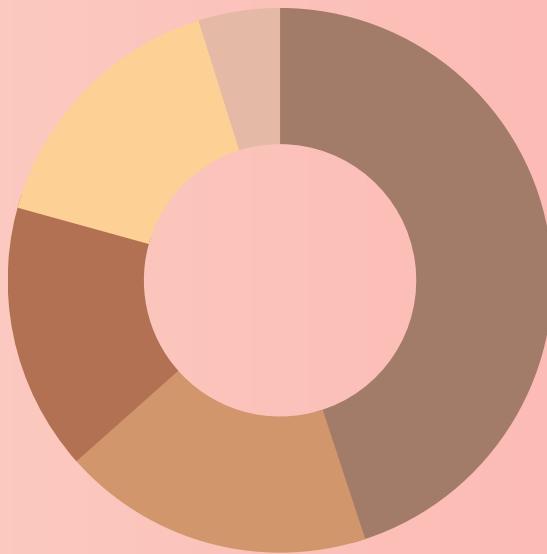
Tim Riley
**Core author of the Hanami Web
Framework and dry-rb libraries.**

Timeline



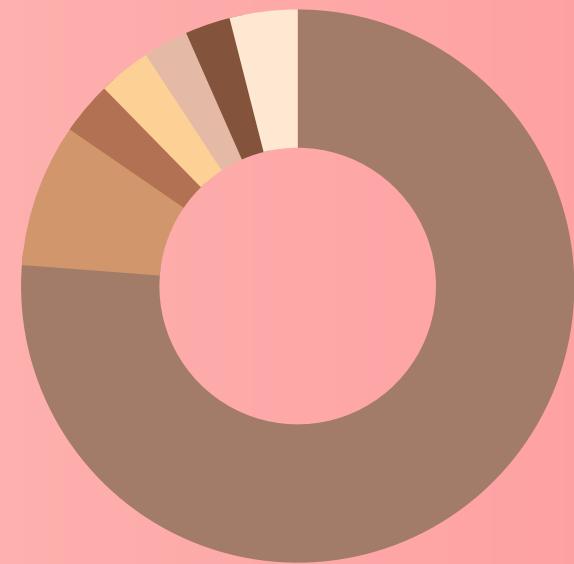
Attendee Profile

Ruby Experience



- 3 years + 44.9%
- under 1 year 18.5%
- 1-2 years 15.9%
- 2-3 years 15.9%
- none 4.8%

Occupation



- developer 76.2%
- tech lead 8.4%
- management 3%
- student 2.6%
- entrepreneur 2.6%
- freelancer 3%
- other 4%

Attendee Profile

Based in



Partners



Look forward to
your joining ❤

Benefits Overview

Item	Plan	Ruby	Rails	Gem	Bundler
Slots	2	Limited	Limited	∞	
<u>Promotion before keynote</u>	✓				
<u>Attendee Badge</u>	✓				
<u>Video AD during breaks</u>	✓				
<u>Speaker Video (embedded)</u>	✓				
<u>Speaker Video (opening)</u>	✓	✓	✓		
<u>Image AD during breaks</u>	✓	✓	✓		
<u>Sponsor Booth</u>	✓	✓	✓		
<u>Conference Kit</u>	✓	✓	✓		
<u>Agenda Board</u>	✓	✓	✓		

Plan	Ruby	Rails	Gem	Bundler
Item	USD\$3,500	USD\$2,000	USD\$1,400	USD\$700
<u>Pre-conf Email</u>	✓	✓		
<u>Advertisement on Official website</u>	3	2	1	
<u>Backdrop board (speaker hall)</u>	✓	✓		
<u>Backdrop board (main display)</u>	✓	✓		✓
Posters	✓	✓	✓	✓
<u>Logo on Official Website</u>	✓	✓	✓	✓
<u>Intro on Official Website</u>	✓	✓	✓	✓
Free Tickets	12	6	2	1
<u>SNS Promotion</u>	4	3	2	1

Add-on Items

Additional sponsorship options for your considiration:

Plan	Ruby	Rails	Gem	Bundler	Slots
Item	USD\$3,500	USD\$2,000	USD\$1,500	USD\$700	
<u>Coffee Break Flags</u>	USD\$520	USD\$520			2
<u>Badge Lanyard</u>	USD\$520				1
Promotion before talks	x	USD\$350			

Benefit Details



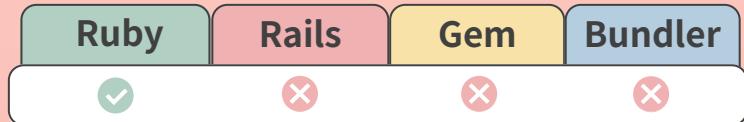
Benefit Details

Promotion before Keynote



5 minute promotion time before keynote session (scheduling on a first-come first-serve basis). Promotion before non-keynote sessions are also available as add-ons.

Benefit Details



◆ Attendee Badge ◆

Your logo will be printed on our attendee badges.



Benefit Details

♦ Video/Image Ads during breaks ♦

We will broadcast video (60 sec.) or image ads (30 sec.) between sessions.



	Ruby	Rails	Gem	Bundler
Video	✓	✗	✗	✗
Image	✓	✓	✗	✗

Benefit Details

♦ Logo in speaker videos (embedded/opening) ♦

We will upload talks to our Youtube channel after the event.
Your logo will be embedded in the video template,
or shown in the opening.



diagrams for reference only

	Ruby	Rails	Gem	Bundler
embedded	✓	✗	✗	✗
opening	✓	✓	✗	✗

Benefit Details

◆ Sponsor Booth ◆

Engage directly with attendees and showcase your innovations.



Ruby	Rails	Gem	Bundler
✓	✓	✗	✗

Benefit Details

◆ Conference Kit ◆

Your promotion material will be included in the conference kit.



◆ Agenda Board ◆

Your logo will be shown on the agenda board outside the speaker halls.



	Ruby	Rails	Gem	Bundler
Conference Kit	✓	✓	✗	✗
Agenda Board	✓	✓	✗	✗

Benefit Details

◆ Pre-conf Email ◆

We will include your advertisement in our pre-conf notification emails.



diagrams for reference only

Ruby

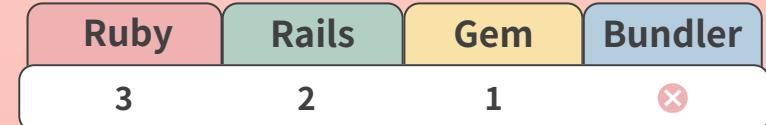
Rails

Gem

Bundler



Benefit Details



◆ Advertisement on Official Website ◆

Dedicated advertisement space on our official website for our sponsors. Slots according to sponsorship plan.



diagram for reference only

Benefit Details

◆Backdrop Board (Speaker Hall)◆

Sponsors will be highlighted on the backdrop board in each speaker hall.



diagrams for reference only

◆Backdrop Board (Main Display)◆

Sponsors will be shown on the backdrop board for the main display as a vantage point for photos.



	Ruby	Rails	Gem	Bundler
Speaker Hall	✓	✓	✓	✗
Main Display	✓	✓	✓	✓

Benefit Details

♦ Logo on Official Website ♦

Your logo will be displayed on the conference official website.



diagram for reference only

♦ Introduction on Official Website ♦

Introduction of our sponsors (300 words) on the conference official website.

A screenshot of a sponsor introduction box for 5xRuby. The box has a red header with the 5xRuby logo and the text "五倍紅寶石股份有限公司". The main content area contains a paragraph about 5xRuby's mission to promote Ruby development and its history. A "Website" button is at the bottom right.

	Ruby	Rails	Gem	Bundler
Logo	✓	✓	✓	✓
Introduction	✓	✓	✓	✓

Benefit Details

♦ Posters ♦

Your logo will be printed on posters that will be seen among the venue.



♦ Free Tickets ♦

Sponsors will have free tickets to the conference.

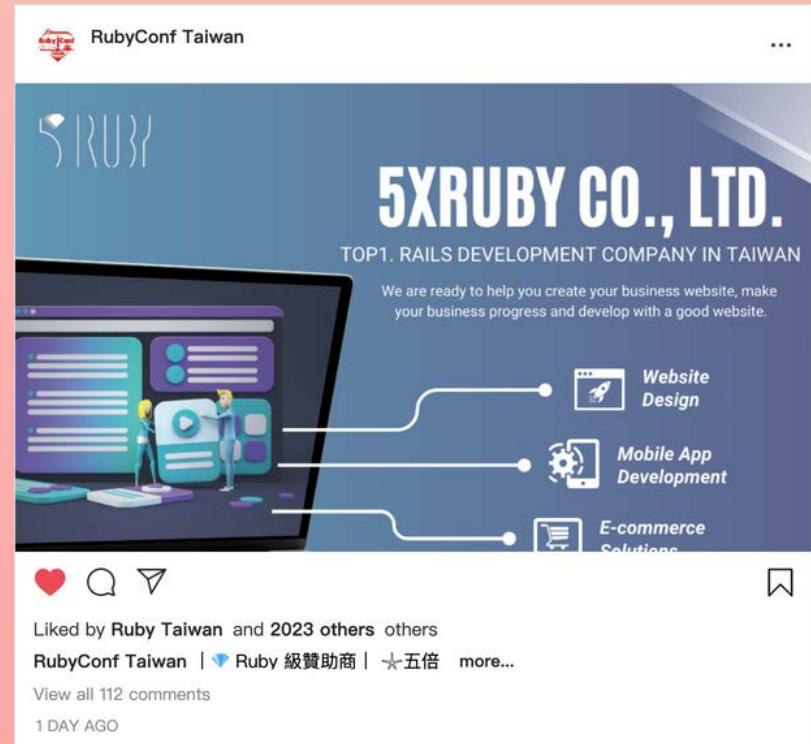


	Ruby	Rails	Gem	Bundler
Posters	✓	✓	✓	✓
Free Tickets	12	6	2	1

Benefit Details

◆SNS Promotion◆

We will post your advertisement (no word limit) on our SNS channels.



Ruby	Rails	Gem	Bundler
4	3	2	1

Add-on Items

♦ Coffee Break Flags ♦

During coffee breaks, your logo will be displayed with the treats on flags.



♦ Badge Lanyard ♦

Your logo will be printed on the badge lanyard worn by all attendees.



	Ruby	Rails	Gem	Bundler
Flags	NT\$15,000	NT\$15,000	✗	✗
Badges	NT\$15,000	NT\$15,000	✗	✗

Add-on Items

◆ Promotion before talks ◆

5 minute promotion time before a session of your choice (on a first-come first-serve basis).



Ruby

Rails

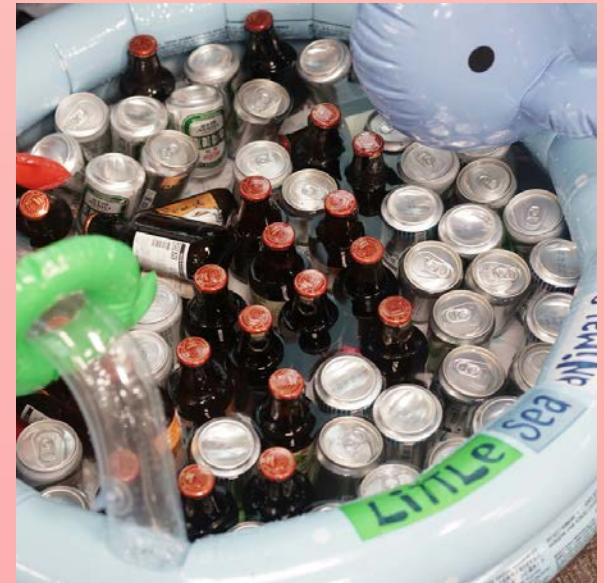
Gem

Bundler



NT\$10,000





SPECIAL PLANS

contact us for details on sponsoring the official parties!

CONTACT US

All listed prices are inclusive of tax, and an invoice will be issued.

The organizing committee retains the right to modify the benefits offered to sponsors.

Contact Person: Jia-yin Chen

Email: contact@rubyconf.tw

TEL: +886-2-2381-5690 / #886-933-604149



**REACH OUT TO US FOR
ADDITIONAL ADVERTISING OPTIONS!**

