



# 2023 Sponsor Deck

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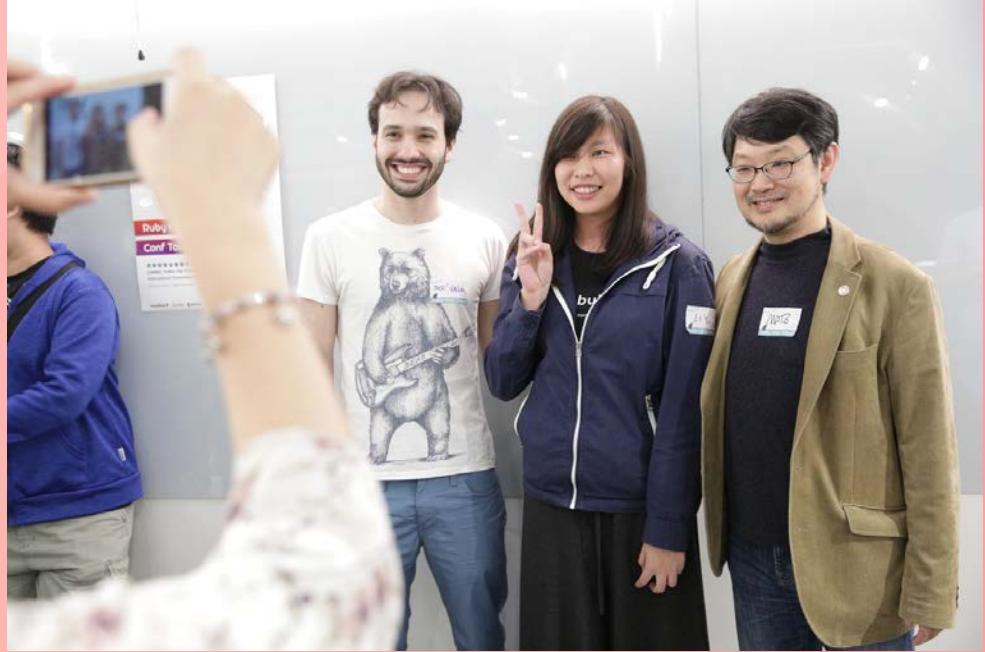
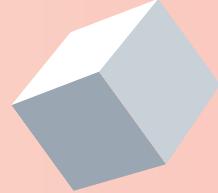
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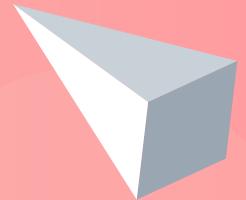
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# RubyConf Taiwan





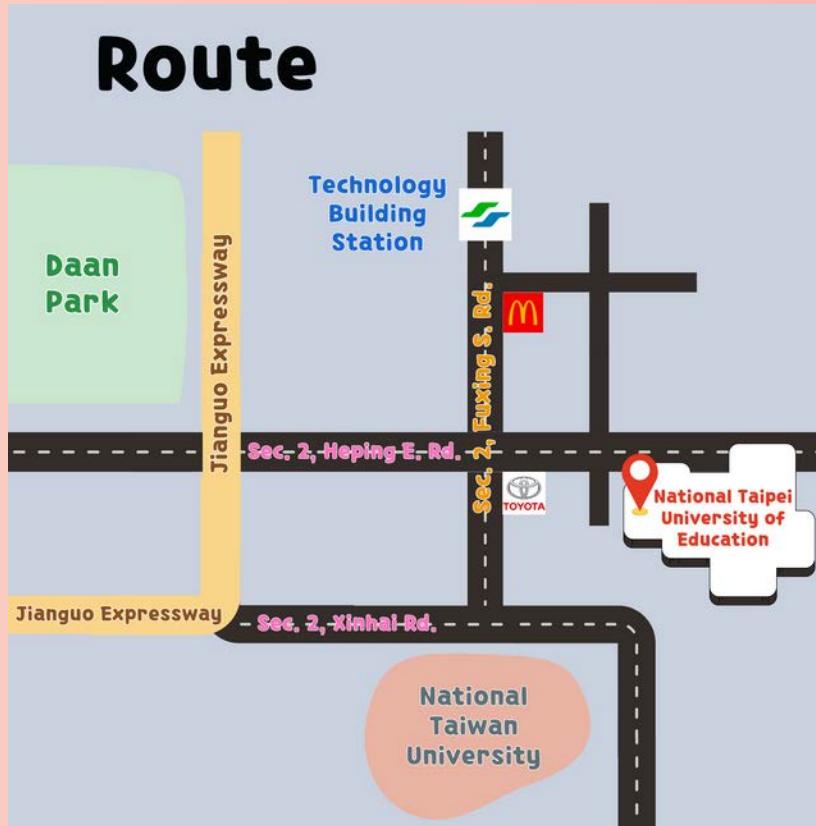
RubyConf Taiwan is the only annual international conference dedicated to the Ruby programming language in Taiwan. Organized by the Ruby Taiwan community, it has successfully held nine editions so far. Every year, hundreds of Ruby developers travel from abroad to attend, making it a major event in the 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

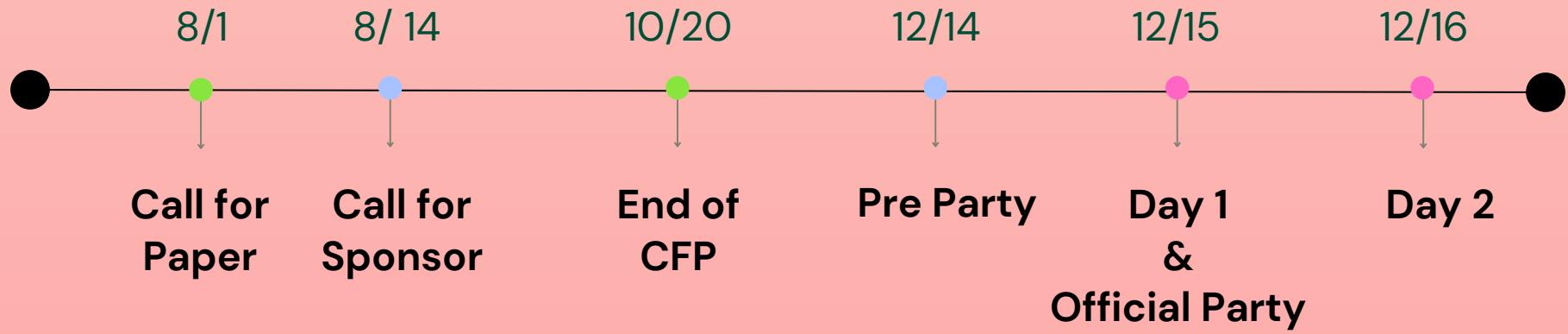


**Yukihiro "Matz" Matsumoto**  
**Creator of Ruby**



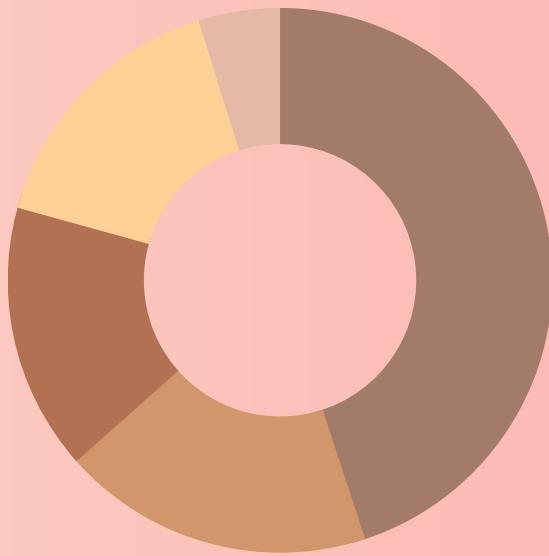
**Tim Riley**  
**Core author of the Hanami Web  
Framework and dry-rb libraries.**

# Timeline



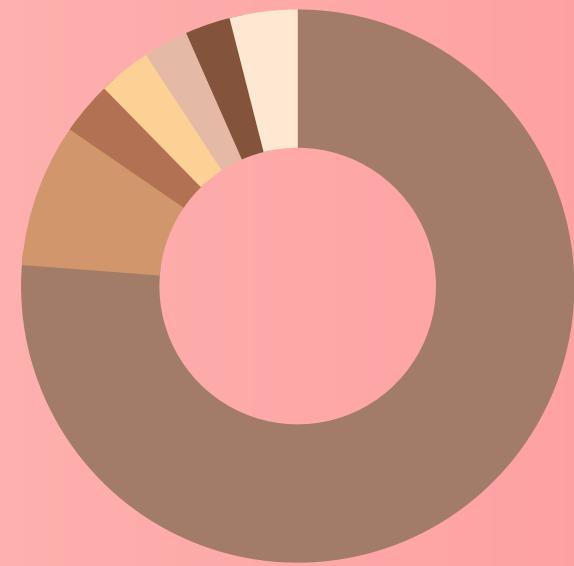
# Attendee Profile

## 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

Japan

Philippines

Croacia

Singapore

Malaysia

Taiwan

England

Indonesia

Germany

France

Russia

Canada

Thailand

Bengal

Hong Kong

India

Mongolia

China

Finland

Sweden

America

# Partners



Look forward to  
your joining ❤

# Benefits Overview

<b>Item</b>	<b>Plan</b>	<b>Ruby</b>	<b>Rails</b>	<b>Gem</b>	<b>Bundler</b>
<b>Slots</b>		2	Limited	Limited	$\infty$
<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>	✓	✓		✓
<b>Posters</b>	✓	✓	✓	✓
<u>Logo on Official Website</u>	✓	✓	✓	✓
<u>Intro on Official Website</u>	✓	✓	✓	✓
<b>Free Tickets</b>	12	6	2	1
<u>SNS Promotion</u>	4	3	2	1

# Add-on Items

Additional sponsorship options for your considiration:

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

# 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

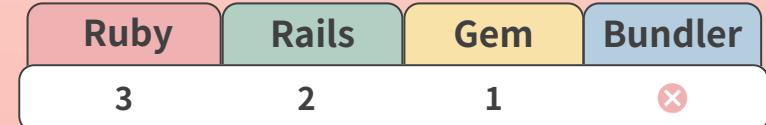
Rails

Gem

Bundler



# Benefit Details



## ◆ Advertisement on Official Website ◆

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



# Benefit Details

## ◆Backdrop Board (Speaker Hall)◆

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



## ◆Backdrop Board (Main Display)◆

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



\*diagrams for reference only\*

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

[contact@rubyconf.tw](mailto:contact@rubyconf.tw)

# 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. It features the 5xRuby logo and the company name in large Chinese characters. Below the name is a detailed description of the company: "5xRuby 是台灣最大規模的Ruby 專案開發公司。由一群對技術充滿熱情的 Ruby 工程師於 2014 年攜手創立。我們希望能夠藉由協助企業導入 Ruby 開發產品，來推廣這個令我們工程師團隊為之著迷的程式語言。Ruby 之父松本行弘先生曾在著作《Ruby 程式語言入門》中寫道：「Ruby 是為了純粹的『樂趣』而設計，不論是發明 Ruby、使用或學習 Ruby，我們的目的是讓所有人都能樂在其中。」" At the bottom right is a "Website" button.

	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.

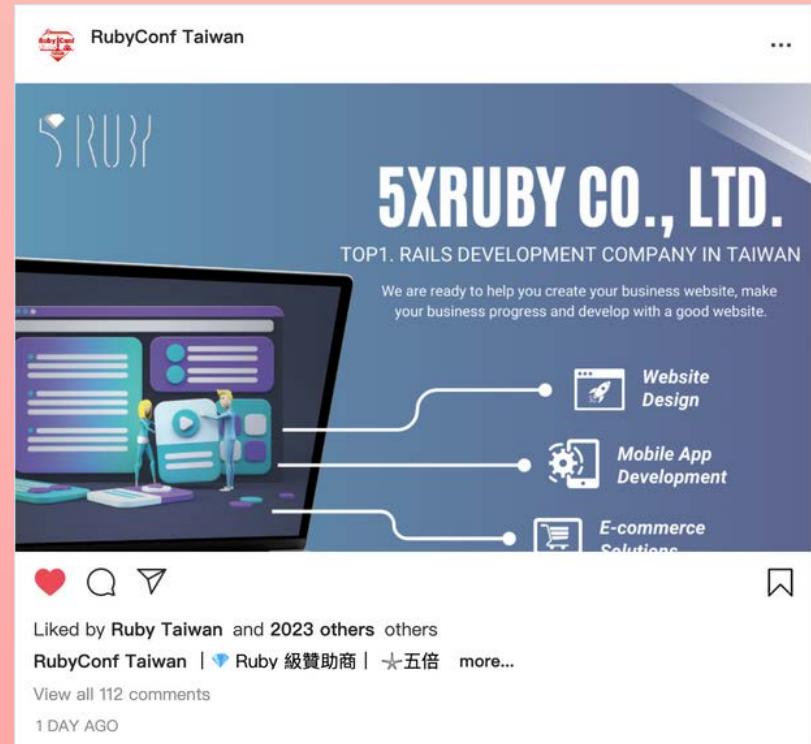


	Ruby	Rails	Gem	Bundler
Posters	✓	✓	✓	✓
Free Tickets	12	6	2	1

# 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

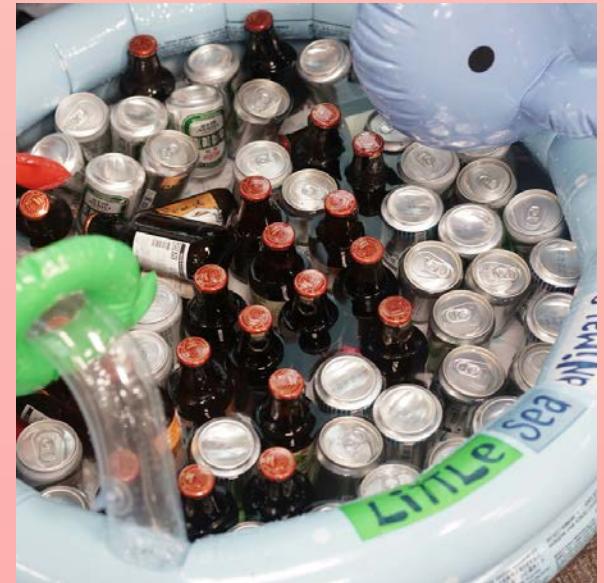
Gem

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](mailto:contact@rubyconf.tw)**

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



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

