



2023 Sponsor Deck

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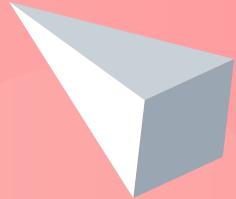
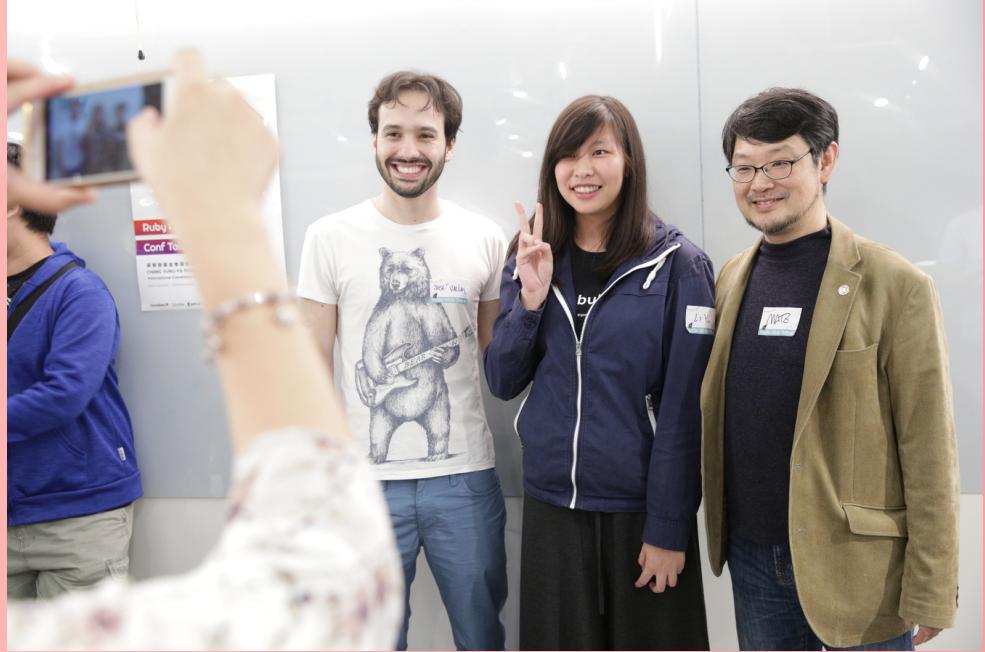
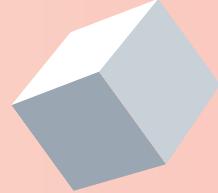
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RubyConf Taiwan





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.

Keynote Speakers

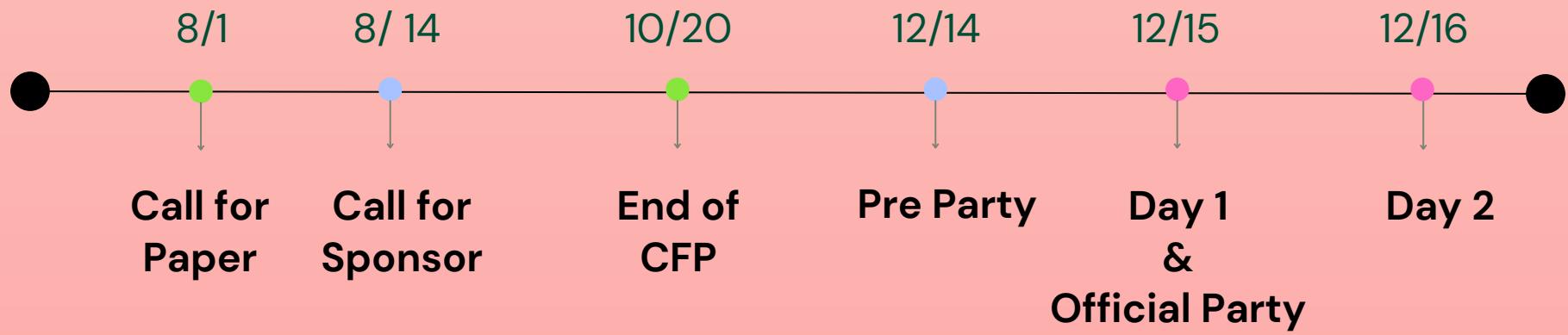


Yukihiko "Matz" Matsumoto
Creator of Ruby



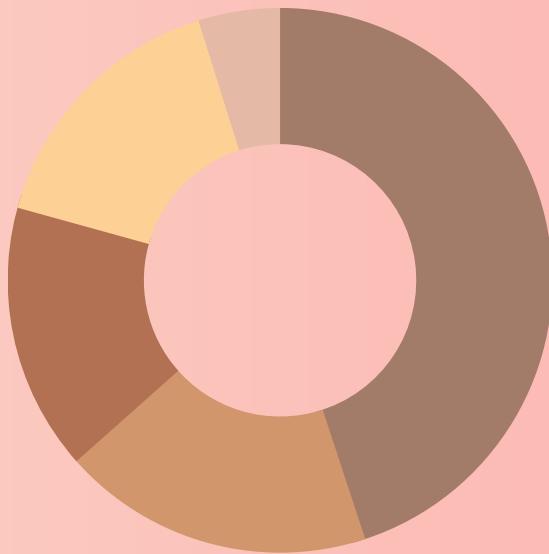
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Timeline



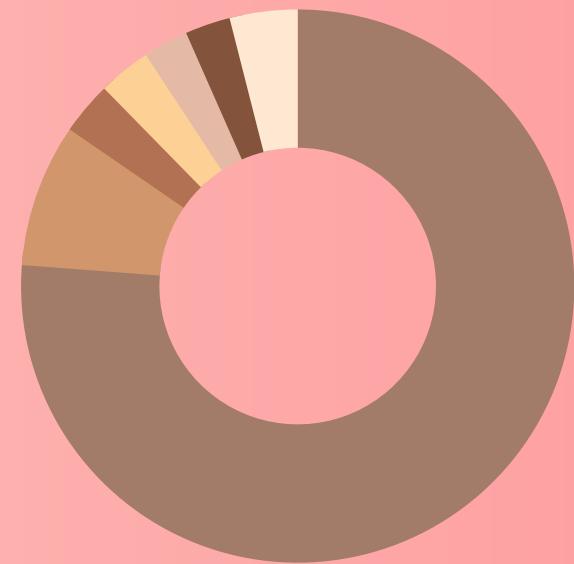
Attendee Profile

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

Malaysia

Singapore

France

Russia

England

Thailand

Germany

India

Canada

Bengal

Hong Kong

Mongolia

China

Finland

Sweden

Indonesia

America

Partners



Look forward to
your joining ❤

Benefits Overview

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

Plan	Ruby	Rails	Gem	Bundler
Item	USD\$3,300	USD\$2,000	USD\$1,300	USD\$700
<u>Pre-conf Email</u>	✓	✓		
<u>Advertisement on Official website</u>	3	2	1	
<u>Backdrop board (speaker hall)</u>	✓	✓		
<u>Posters</u>	✓	✓	✓	✓
<u>Backdrop board (main display)</u>	✓	✓	✓	✓
<u>Logo on Official Website</u>	✓	✓	✓	✓
<u>Intro on Official Website</u>	✓	✓	✓	✓
<u>Free Tickets</u>	12	6	2	1
<u>SNS Promotion</u>	4	3	2	1

Add-on Items

Additional sponsorship options for your considiration:

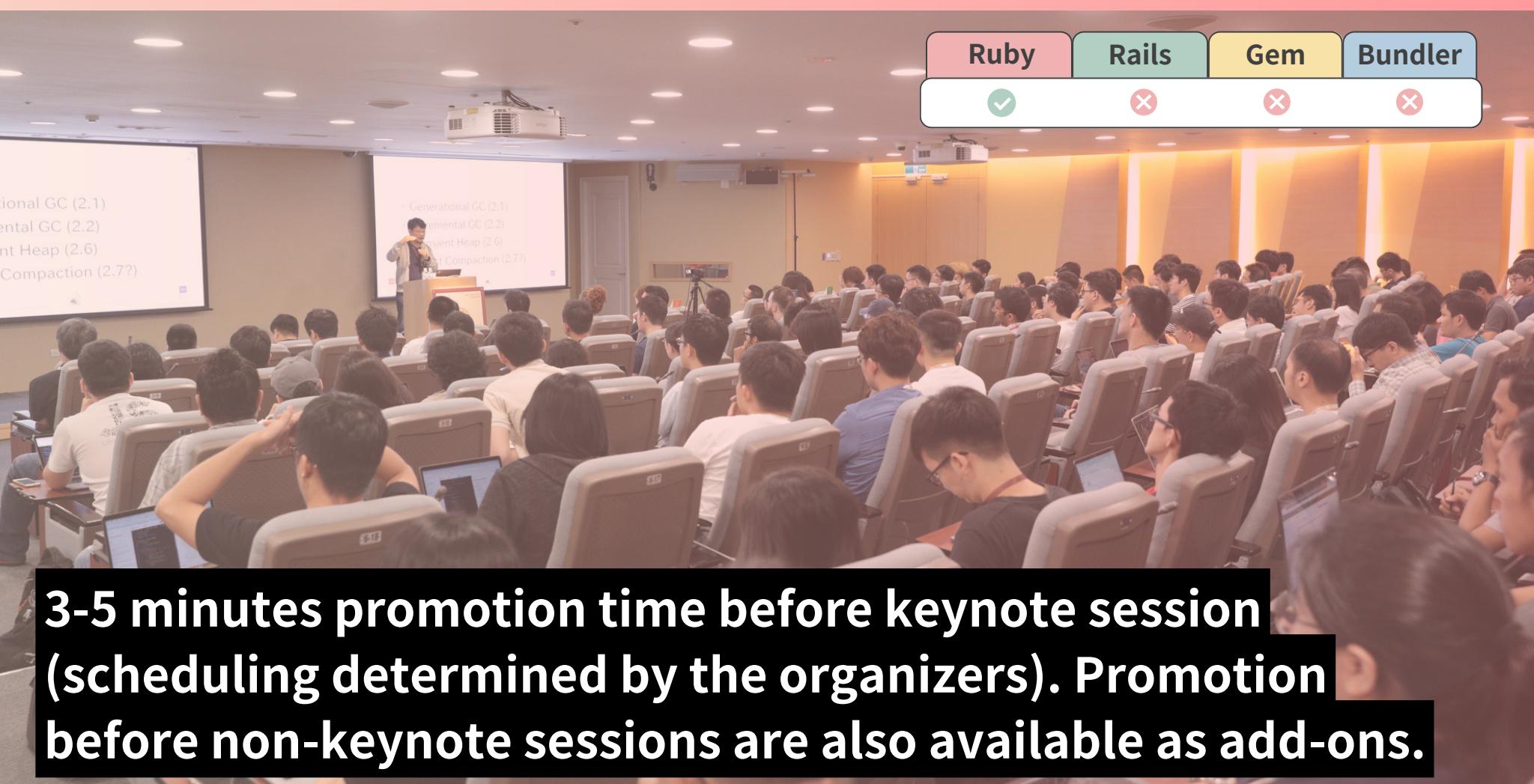
Plan	Ruby	Rails	Gem	Bundler	Slots
Item	USD\$3,300	USD\$2,000	USD\$1,300	USD\$700	
<u>Coffee Break Flags</u>	USD\$500	USD\$500			
<u>Badge Lanyard</u>	USD\$500				
Promotion before talks	x		USD\$330		2 1

Benefit Details



Benefit Details

Promotion before Keynote



Benefit Details

◆Attendee Badge

Your logo will be printed on our attendee badges.



◆Conference Kit

Your promotion material will be included in the conference kit.



	Ruby	Rails	Gem	Bundler
Attendee Badge	✓	✗	✗	✗
Conference Kit	✓	✓	✗	✗

Benefit Details

◆Video/Image Ads during breaks◆

We will display video or image ads in speaker halls between sessions.

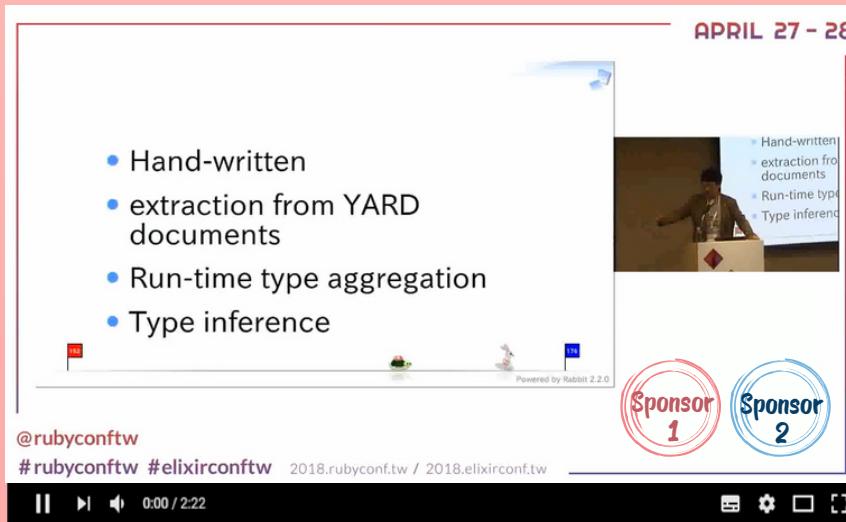


	Ruby	Rails	Gem	Bundler
Video	✓	✗	✗	✗
Image	✓	✓	✗	✗

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

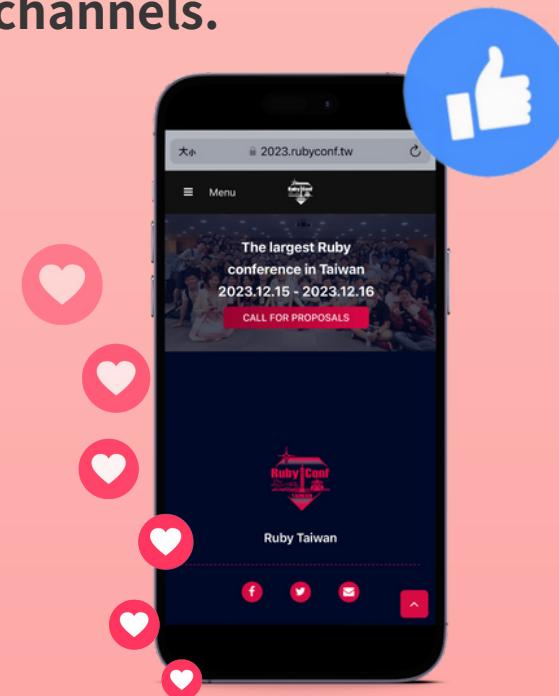
◆Pre-conf Email

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



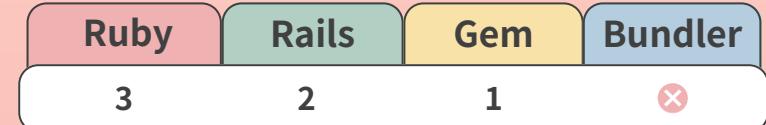
◆SNS Promotion

We will post your advertisement on our SNS channels.



	Ruby	Rails	Gem	Bundler
Email	✓	✓	✗	✗
SNS	4	3	2	1

Benefit Details



↑ The diagram shown below indicates one ad slot.
Ruby plans can post up to 3 ads (and so on).

◆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.



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	✓	✓	✓	✓

Add-on Items

♦Coffee Break Flags



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



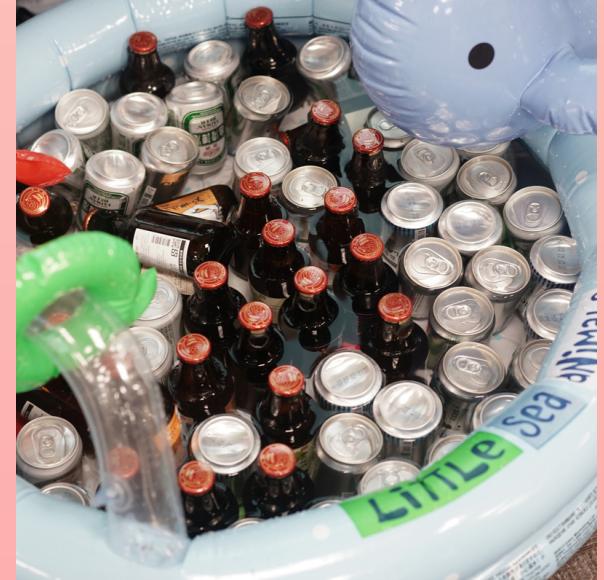
♦Badge Lanyard



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	✗	✗



SPECIAL PLANS

contact us for details on sponsoring the official parties!

CONTACT US

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

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

**Please contact us at:
contact@rubyconf.tw**



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

