RUST LATAM
MEXICO CITY 2020

for sponsors

What is Rust Latam?

Rust Latam is the <u>itinerant conference and gathering event for the Rust programming language community in Latin America.</u> It is organized by community members from the region with the support of the Rust global community, and brings together both seasoned and new Rust developers in a friendly atmosphere to share knowledge and hold discussions that shape the future of the project.

Rust is an Open Source project focused on creating a system programming language. It pursues that goal by building on top of three main goals: **Safety, Performance and Concurrency.** For the year 2020 the conference will be held in:

Mexico City, Mexico on May, 22th and 23th

The venue will be the **UNAM School of Engineering**, the most prestigious engineering school in Latin America and one of the top engineering schools worldwide.

Format of the conference

The conference will consist of two days of talks and workshops.

- **TALKS:** topics will be **technical** (advanced but also for beginner) and about the **community** (experiences about bringing Rust and how to involve the local communities) as well. Talks are inspiring for the audience, will provide a picture of the current environment and will give exclusive insights on future developments.

- **WORKSHOPS**: we will **bring people together** and learn about specific topics. Workshops usually last from 3 to 5 hours and will allow attendees to either learn something from zero or to gain deeper knowledge. The goal of the workshops is to **let attendees go back home with a renewed interest** on a topic and push the study further by themselves.

Benefits of Sponsorship

Sponsors of the Rust Latam conference become part of one of the best community driven projects in the industry, around one of the best technologies that can affect software positively for the next years. By doing so, sponsors also have the opportunity to:

Engage Rust Latam Conference audiences with your brand in an authentic way providing real insights on your products and reach potential new customers in the region.

Meet potential employees and talent of the Latin American industry.

Provide your employees and clients with ways to teach, learn and get involved in an open source project that is making systems programming safe with an amazing community of people behind it.

Get in touch with the members of the Rust Community and get help figuring out how Rust can benefit your products.

Align your message with Rust Latam Conference to help showcase your support for Rust as an open-source systems programming language that focuses on speed, memory safety and parallelism.

Sponsorship Levels

BRONZE
$1.500

Have your identity on our website and during the conference

Be mentioned as a sponsor in the pre-event emails

Be recognized in the conference opening

Be recognized in announcements and on social media

1 attendee tickets

SILVER
$3.000

Includes all the Bronze level benefits

The first 4 sponsors getting a Silver level package will have their visual identity included in talk videos during streaming and in the conference t-shirt and lanyards

Opportunity to provide swag to be added to the conference swag bag

Sponsor booth with banner and limited space in the exhibit area

2 attendee tickets

GOLD
$5.000

Includes all the Silver level benefits

Have a bigger space sponsor booth in the exhibit area

The first 2 sponsors in getting a Gold level package, get a 5 minutes talk to present their brand and products to the audience

Media about your company running on a TV during the conference

4 attendee tickets

CUSTOM

If none of the levels match your needs, contact us and we can work out a solution together for a custom Sponsorship package tailored for you.

Get in touch with us!

sponsors@rustlatam.org

Exhibit Area

The conference will have, only on Saturday, a dedicated expo area for sponsors. The exhibit area will give sponsors the possibility to set up a space to answer questions from the attendance and reach out in a more personal manner, as well as to promote their brand and distribute marketing materials.

It's also the perfect place to get developers interested in your products, **show the company life and recruit talents**!

Audience of the Conference

The conference is focused on strengthening the Rust community in Latin America. For doing so, it focuses on **beginners and people interested on knowing more about the language in the region.** However, it also serves as a gathering event for the Rust community, so experts from the global community can meet at the venues.

After a successful first edition in Montevideo, the second **Rust LATAM will be held in Mexico City**. The city is a huge hive with one of the most diverse communities in the whole Latin America, where ideas spread fast and it's easy to get people interested from all backgrounds. There are already regular meetups and training workshops about Rust, we would like to help sparking interest from the local community and plant seeds that will grow.

Mexico City is also well positioned and will make the conference appealing to nearby Latin America countries and the United States of America as well.

The target of the conference is around 200~250 attendants, with around 9 speakers from all across the globe.
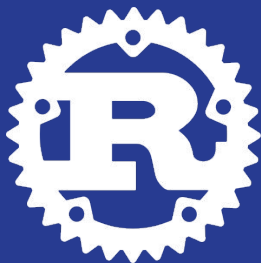
RUST LATAM

MEXICO CITY 2020

for sponsors

To learn more, please contact us at sponsors@rustlatam.org

Together, we can fuel the Rust movement as a resource that will help grow your business, spark your next great idea, and deliver you the best tools and resources to get the job done.