

RUBYDAY 13



14 June 2013 — Milan



SPONSORSHIP PROSPECTUS

RUBYDAY 2012 IN NUMBERS

1 day

14 talks

187 developers

12 sponsors*

100% community driven

**Previous sponsors: Mikamai, Unbit, Github, Redhat, Innoteam, Setit, PeepCode, Pragmatic Bookshelf, Veespo, Amazon, JetBrains, DeaStore*



ABOUT Us

The RubyDay, is the official annual gathering of Ruby developers in Italy. Founded in 2011 and organized by volunteers of the Ruby community, RubyDay 2013 is the 3rd edition of this event.

RubyDay has been the Italian venue for announcements regarding the Ruby programming language usage to show people works, compare notes and involve the community.

The overwhelmingly positive feedback we received from previous attendees and speakers has challenged us to do it again in 2013 — and with your help — make it legendary.

VENUE

RubyDay 2013 will take place at the University of Milan-Bicocca, a venue that is easily accessible by the subway (Metro).

The conference aims to host about 250 developers.



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Logo	Big	Big	Medium	Small
Link to company website	✓	✓	✓	✓
Tweet	✓	✓	✓	✓
Mention in opening and ending	✓	✓	✓	
Logo on recorded videos	Big	Small		
Option to provide pamphlets	2 A4	1 A4		
Logo on bag	✓			
Optional exhibit table	✓			
Included Tickets	4	2	1	
Price	€2,000.00	€1,000.00	€500.00	€250.00
Slots Available	1	4	8	16

Italian VAT (21 %) will be added to the prices, where applicable.

Miti e leggende

(PEGI 18)

RubyDay 2012
Roberto De Ioris @unibit



FAQ

What do I need to do in order to become a sponsor?

Once we receive your offer we will review it and respond promptly. If your offer gets accepted you will have to send us a payment within 7 days and before the event's date. If the payment is not received, the sponsorship will be considered invalid and the slot will be freed.

Do I have to provide the pamphlets?

In packages that include pamphlets, we'll handle the printing, but of course we expect you to provide the pdf to print.

What is the size of logos?

It really depends on where it's showed (A4, A3, etc), for a rough estimation: big is twice the size of medium, which is twice the size of small. Please send us a vectorial format (svg) of your logo.

As a sponsor, can I bring a speaker?

No, the speakers who aren't invited will be chosen by a CFP.

Do the prices include VAT?

The prices do not include VAT tax. Italian VAT tax (21%) will be added where applicable.

I have another idea about sponsoring the event. May I contact you?

Sure! Send your proposal at sponsor@rubyday.it and we'll review it.



If you are interested in becoming
a RubyDay 2013 sponsor please
contact us by email:
sponsor@rubyday.it