



“Ruby on Rails is a breakthrough in lowering the barriers of entry to programming. Powerful web applications that formerly might have taken weeks or months to develop can be produced in a matter of days.”

—Tim O'Reilly, Founder and CEO of O'Reilly Media

Co-produced by Ruby Central, Inc. and O'Reilly Media, RailsConf Europe is the largest official conference dedicated to everything Rails. RailsConf Europe aims to inspire and inform web developers, creative experts, under-the-radar innovators, web-based entrepreneurs, Ruby on Rails hackers, Rubyists, and IT managers around the capabilities and possibilities of this results-driven, problem-solving platform. A sellout in its 2006 debut, RailsConf Europe 2007 promises to be an even greater success, bringing together hundreds of Rails practitioners from across Europe and around the world for three days of revelatory keynotes, informative sessions, hands-on tutorials, and Rails camaraderie.

**Audience Profile:** Web developers, technologists, strategists, programmers, hackers, bloggers, press, analysts, venture capitalists.

**Estimated attendance:** 800+

**Selected past speakers include:**

David Heinemeier Hansson, 37 Signals

David A. Black, Ruby Central, Inc.

Jamis Buck, 37signals

James Cox

James Duncan Davidson, Photographer

Thomas Fuchs, Wollzelle

Michael Koziarski, Software Consultant

Peter Krantz

Tobias Luetke, Jaded Pixel

Eleanor McHugh, Games With Brains

Marcel Molina, Jr., FiveRuns

Charles Nutter, Sun Microsystems, Inc.

Kathy Sierra, creator of the "Head First" series

Dave Thomas, Pragmatic Programmers

Dan Webb, Granite Digital

Jim Weirich, author of Rak

**Two day exhibit hall:** 18 – 19 September 2007

**Selected past sponsors included:** FiveRuns, Sun Microsystems, Inc., ThoughtWorks, EngineYard, Adobe Systems, CodeGear, ELC Technologies, GotThingsDone

## Reach technology innovators and business leaders at RailsConf Europe 2007.

Use RailsConf Europe 2007 as a platform to position yourself in the web development industry. Sponsorships, networking events, hands-on demonstrations and onsite marketing promotions are available.

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## Sponsorship Packages

The RailsConf Europe sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting. Become a RailsConf Europe Sponsor and demonstrate your leadership in the next generation of web development and secure your place in front of the industry's most influential developers.

### Diamond Sponsorship: \$35K (limit 3) (Top tier sponsorship level)

- 15 minute Plenary Keynote (pending speaker/content approval by program chair)
- Recognition by Program Chair
- Sponsor Snapshot
- Company name, logo, and 100 word description in printed program
- Company name, logo, and 100 word description on RailsConf Europe website
- 8 Sessions Passes
- Exhibit booth
- 45 minute speaking opportunity in Products and Services Track
- Two page full color ad in Program Guide
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to pre-event opt-in attendee list for one pre-event and one post-event email communication
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (sponsor responsible for all costs)
- Opportunity to sponsor conference t-shirt (additional 5K)
- Opportunity to have a rotational (non-animated) banner ad on EuroRails conference site
- First chance for lanyard sponsorship (additional \$5K plus sponsor provides lanyards)

### Platinum Sponsorship: \$25K (Limit 4)

- Company name, logo, and 75 word description in printed program
- Company name, logo, and 75 word description on RailsConf Europe website
- 6 Sessions Passes
- Exhibit booth
- 45 minute speaking opportunity in Products and Services Track
- One page full color ad in Program Guide
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (sponsor responsible for all costs)
- Opportunity to have a rotational (non-animated) banner ad on EuroRails conference site
- Opportunity to sponsor conference t-shirt (additional 5K)

### Gold Sponsorship: \$15K

- Company name, logo, and 50 word description in printed program
- Company name, logo, and 50 word description on RailsConf Europe website
- 4 Sessions Passes
- Exhibit booth
- 45 minute speaking opportunity in Products and Services Track
- Half page full color ad in Program Guide
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (sponsor responsible for all costs)
- Opportunity to have a rotational (non-animated) banner ad on EuroRails conference site

### Start-up Sponsorship Specials (limited opportunity)

Are you a start-up less than two years old, less than 10 employees or less than \$1 million in yearly revenue? Please call for discounted sponsorship options.

### Additional Sponsorship opportunities

- Hotel Card Key
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship
- Registration Sponsorship
- Late Night Reception
- Podcast Sponsorship