“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, Wolzelle
- Michael Kozierski, 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


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.

Co-produced by Ruby Central, Inc. and O’Reilly Media, Inc.

RailsConf Europe 2007
17–19 September 2007
Berlin, Germany

For more information,
Contact: yromaine@oreilly.com
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
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- 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 have a rotational (non-animated) banner ad on EuroRails conference site
- First chance for lanyard sponsorship (additional $5K plus sponsor provides lanyards)

**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

**Platinum Sponsorship: $25K (Limit 4)**
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- 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 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 have a rotational (non-animated) banner ad on EuroRails conference site
- First chance for lanyard sponsorship (additional $5K plus sponsor provides lanyards)

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