



# RAILS UNDERGROUND 2009 SPONSOR PROSPECTUS

The London Ruby on Rails Conference

Thank you for your interest in our conference. Your sponsorship will provide an excellent opportunity to reach out to hundreds of highly motivated Ruby, Rails, and IT professionals, managers and business leaders.

Before the event begins, we will be providing information to delegates and interested parties on our web site, and following up with supplementary materials and videos once the conference is complete.

Your support will also help us attract the best speakers, improve the facilities available, and help us gain more delegates, for which we are extremely grateful.

Our conference is targeted at two main audiences:

1. Professional Rails developers who want to learn about best practices, the latest techniques and upcoming developments.
2. IT professionals who are curious about Rails, and want to learn what makes Rails such a great development platform.



The event will be a two day conference, with a great line-up of speakers and keynotes. We will have a combination of talks about cutting edge rails techniques and developments, along with some of rails 'evangelism' - talks showcasing the best of rails, and what makes it such a great framework.

We are also planning a panel Q&A / discussion session and hoping to arrange a tutorial day and some evening social events.

The three main themes of the conference are:

1. The latest techniques, idioms, and upcoming developments in Rails.
2. Managing deployment, scaling, performance monitoring, and how to handle a growing user base effectively.
3. The best features of Rails - a showcase of its power, flexibility, ease of use, and the business case for choosing Rails for your next project.





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Our sponsorship programme is as follows:

PLATINUM £3,000	GOLD £1,500	SILVER £750	BRONZE £375
<ul style="list-style-type: none"><li>• 3 Conference Passes</li><li>• Full page ad in conference programme</li><li>• Company name and logo on t-shirt</li><li>• 300 word description in programme</li><li>• Priority for ID tag sponsorship, and 20% discount</li><li>• Prominent display on conference web site</li><li>• Link displayed in e-mail newsletters</li><li>• Exhibit table in main hall</li><li>• Flyer handout in delegate pack (supplied by sponsor)</li><li>• Banner on main stage (supplied by sponsor)</li></ul>	<ul style="list-style-type: none"><li>• 2 Conference Passes</li><li>• Half page ad in conference programme</li><li>• 150 word description in programme</li><li>• Company name and logo on t-shirt</li><li>• Logo and link on conference web site</li><li>• 50% discount on exhibit table in main hall</li><li>• Flyer handout in delegate pack (supplied by sponsor)</li><li>• Freebie novelty in delegate pack (supplied by sponsor)</li><li>• Banner on main stage (supplied by sponsor)</li></ul>	<ul style="list-style-type: none"><li>• 1 Conference Pass</li><li>• 100 word description in programme</li><li>• Prominent display on conference web site</li><li>• 20% discount on exhibit table in main hall</li><li>• Flyer handout in delegate pack (supplied by sponsor)</li></ul>	<ul style="list-style-type: none"><li>• 70 word description in programme</li><li>• Logo and link on conference web site</li></ul>



## OTHER SPONSORSHIP OPPORTUNITIES

### SPONSOR A SPEAKER

We would really like to attract the best speakers and keynotes from across the globe. It may be possible to sponsor a speaker to encourage their attendance. Please contact us for more details.

### SPONSOR A VIDEO PRESENTATION

We are hoping to provide videos of conference presentations where possible, to be published after the event. These can be expensive to produce and edit. Sponsor a video presentation, and your logo will appear at the start and finish of the presentation. Please contact us for more details.

### TUTORIAL SPONSORSHIP

We are currently investigating the possibility of holding a tutorial session preceding the conference. Hopefully, there will be a charity event, but details have not been finalised yet. Contact us for more details.

### EXHIBIT TABLE £300

There will be limited space for exhibit tables at the conference venue. These will be on a first-come first served basis.

### ID TAG SPONSORSHIP £200

### EVENING EVENTS

Increase your profile by entertaining speakers or delegates at an evening event. Contact us for more information.

### PROGRAMME ADVERTISING £POA

Advertising may be available in the conference programme. Contact us for details.

### DELEGATE GIFTS

Freebie novelty in delegate pack (supplied by sponsor).

## CONTACT US

Visit <http://www.rails-underground.com/> or our [sponsorship page](#) for more information, or e-mail us at [conference@rails-underground.com](mailto:conference@rails-underground.com). You can also [follow us on twitter](#) or visit our [facebook page](#).