



# RubyConf India 2012

## Sponsorship Prospectus

**RubyConf India 2012** is a 2-day technical conference brought to you by the Ruby Community in India together with the **Innovation & Technology Trust**. ThoughtWorks Technologies, in association with **Ruby Central Inc**, is taking the initiative to organize this event, and is the **Platinum and Technology Sponsor**. Spread over two days, RubyConf India 2012 will be held at in Pune, India in **March 2012**. Previous editions of the event have featured speakers like **Yehuda Katz, Chad Fowler, Nick Seiger** and **Ola Bini**. RubyConf India 2012 will offer the Ruby community in India an opportunity to brainstorm, network with experts and learn about the latest technology changes first-hand. We invite sponsors for this event.

## Conference Sponsorship

### **Platinum and Technology Sponsor – INR 5,00,000 (1 slot – Taken)**

- Company name and logo on the RubyConf website [www.rubyconfindia.org](http://www.rubyconfindia.org)
- Company logo on RubyConf homepage with link to sponsor's company website
- Company write-up on website (150 words)
- Company logo in RubyConf India 2012 announcement mailer
- Company logo at venue (registration area, stage, backdrop)\*
- Company logo on Delegate Kits
- Company logo on tickets and T-shirts
- Booth space for the sponsor
- 2 giveaways in Delegate Kit
- Opportunity to place 5 company standees (roll-up banners) anywhere at venue (to be designed and provided by the sponsor) Standee height not to exceed 82".
- 10 conference passes
- Sponsor's logo in videos of all speeches (videos will be put up on RubyConf India website after the event)
- Display of sponsor logo during intervals
- Mention in pre-event and post-event press coverage

### **Gold Sponsor - INR 3,75,000 (4 slots)**

- Company name and logo on the RubyConf website [www.rubyconfindia.org](http://www.rubyconfindia.org)
- Company logo on RubyConf homepage with link to sponsor's company website
- Company write-up on website (100 words)
- Company logo at venue (registration area, stage, backdrop)\*
- Company logo on Delegate Kits
- Company logo on tickets and T-shirts
- Company collateral insert in Delegate Kit
- 1 giveaway in Delegate Kit (to be arranged by the sponsor)
- Opportunity to place 4 company standees (roll-up banners) anywhere at venue (to be designed and provided by the sponsor) Standee height not to exceed 82".
- 4 conference passes
- Sponsor's logo in videos of all speeches (videos will be put up on RubyConf India website after the event)
- Display of sponsor logo during intervals

### **Silver Sponsor - INR 2,00,000 (6 slots)**

- Company name and logo on the website [www.rubyconfindia.org](http://www.rubyconfindia.org)
- Company logo on RubyConf homepage with link to sponsor's company website
- Company write-up on website (75 words)
- Company logo at venue (registration area, stage, backdrop)\*
- Company logo on Delegate Kits
- Company collateral insert in Delegate Kit (not to exceed double-sided one-page pamphlet)
- Opportunity to place 2 company standees (roll-up banners) anywhere at venue (to be designed and provided by the sponsor) Standee height not to exceed 82".
- 2 conference passes
- Display of sponsor logo during intervals

### **Associate Sponsor - INR 50,000 (Unlimited slots)**

- Company name and logo on the website [www.rubyconfindia.org](http://www.rubyconfindia.org)
- Company logo on RubyConf homepage with link to sponsor's company website
- 1 conference pass

### **Become a sponsor**

If you are interested in sponsoring the conference, please send an email to [sponsors@rubyconfindia.org](mailto:sponsors@rubyconfindia.org) OR call Ajey Gore at **+91 97649 99768**

We understand that some organisations have restrictions on making direct cash contributions to certain events or business entities. If you are interested in sponsorship, but are unable to directly contribute funds to RubyConf India 2012, please email us to explore other opportunities for sponsorship.

**Please Note:**

- Under no circumstances will the organizers divulge names or contact information of delegates
- Speaking slots are independent of sponsorship. Sponsorship does **not** guarantee speaker slots – talks are selected on the basis of merit and relevance, as judged by the talk selection panel. Please see the Call for Participation for more details on how to submit a talk to RubyConf India
- The conversion rate applicable is 1 USD = 50 INR
- Size and placement of logo will vary according to level of sponsorship
- Collaterals for the delegate kit must be provided by the sponsors