



Ruby Central

WWW.RUBYCENTRAL.ORG

PROSPECTUS - 2026

RUBY CONF

RUBYCONF 2026

July 14-16 2026

Red Rock Casino Las Vegas

What makes RubyConf special this year—a **focus on Ruby's community, innovation, and collaboration.**



SCOPE & SCALE:

These numbers reflect the scale of RubyGems and Bundler in the modern Ruby ecosystem, powering development workflows across individual apps, open source projects, and global engineering teams.

— **1-2 THEMATIC TRACKS**

— **800-1000 ATTENDEES**

EXPECTED ATTENDANCE

— **IN-PERSON GATHERING**



WHO ATTENDS?

Ruby and Rails Developers

The primary attendees are developers who use the Ruby on Rails framework, from individual programmers to large company teams.

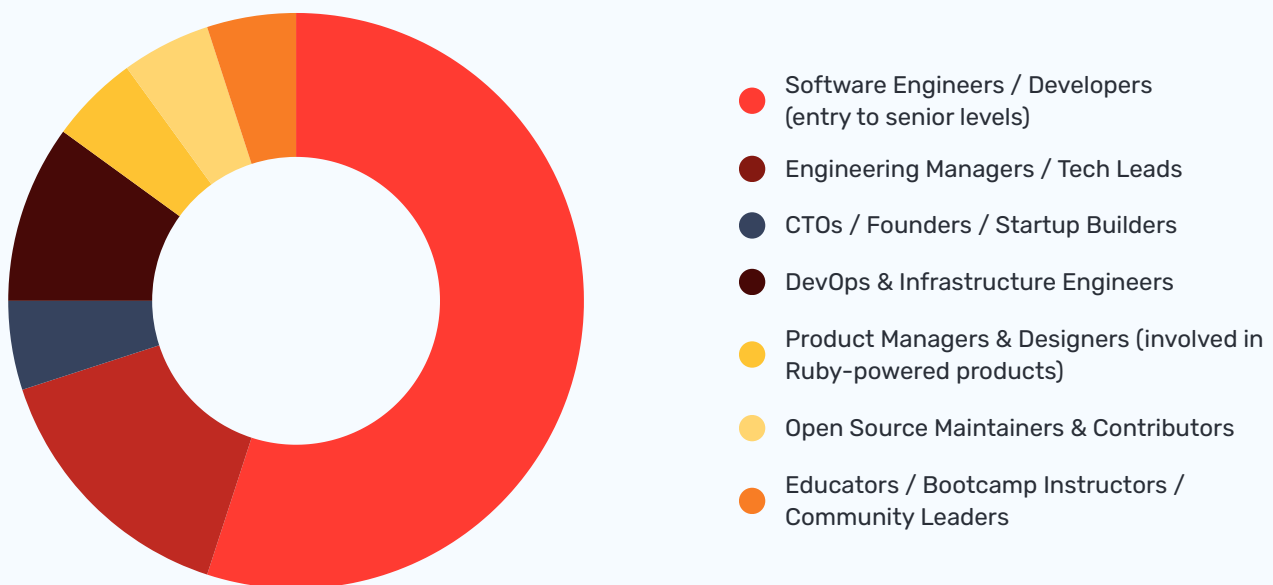
Ruby/Rails Core Team Members:

The event attracts key developers who work on the Rails framework itself. Recent speakers and attendees have included Aaron Patterson of Shopify, DHH, and Yukihiro "Matz" Matsumoto

Representatives from Major Companies:

Key contributors from companies that are major users of Ruby/Rails, such as Shopify, Cisco, Chime, and GitHub, are often present as speakers and attendees

RubyConf attracts a mix of individual contributors, leaders, and educators across the Ruby and Rails ecosystem:



(Numbers are approximations)

INDUSTRIES THEY WORK IN

Attendees represent a wide variety of industries where Ruby and Rails power production systems:

- Technology & SaaS (startups, dev tools, B2B platforms)
- Finance / FinTech
- E-commerce & Retail (Shopify being a major example)
- Education Technology
- Media & Entertainment
- Healthcare & Non-profits
- Consultancies & Professional Services



SPONSORSHIP TIERS

RUBYCONF 2026 – CONFERENCE SPONSORSHIP PROGRAM

FUNDING WHO IS THIS FOR: PARTNERS

The RubyConf 2026 Conference Sponsorship Program is designed for companies that want to engage directly with the global Ruby developer community. Whether you're a startup hiring your first engineering team, a scaling tech company seeking visibility, or a major employer looking to invest in Ruby's future, our program offers flexible options for all engagement levels.

WHAT MAKES THIS DISTINCT:

Unlike traditional tech conferences, RubyConf brings together not just talent, but culture. Sponsors don't just gain brand visibility, they become part of a tightly connected, values-driven community. RubyConf's curated experiences, robust technical content, and grassroots appeal make it an ideal venue to build authentic relationships with developers, showcase technical leadership, and support the long-term health of the Ruby ecosystem.

Sponsor Tier	Ruby	Platinum	Gold	Silver	Recruiter Package
Investment	\$50,000	\$35,000	\$25,000	\$5K–\$15K (based on FTE count)	\$3,500
Availability	5 Available	4 Available	Open	Open	50 Available
Event Visibility	Logo on site & signage, job fair, event email footer, opening announcements	Logo on site & signage, job fair, event email footer, opening announcements	Logo on site & signage, job fair, event email footer, opening announcements	Logo on site & signage, job fair	Logo on site, job fair, job board advertisement post-conference
Branding & Recognition	Exclusive recognition, spotlight session (45 min), premier logo placement	Spotlight session (45 min), premium logo placement	Mid-tier logo placement	Recruiter Package (branding + hiring support)	Website listing
Engagement & Activation	20x20 activation space, Lightning Talk (1)	10x20 activation space	10x10 activation space	10x10 activation space or tabletop	Tabletop only
Attendee Access	5 Available	4 Available	Open	Open	50 Available

ADD-ON OPPORTUNITIES

THESE CAN BE PAIRED WITH ANY CORPORATE OR OPEN SOURCE SPONSORSHIP TIER OR PURCHASED INDIVIDUALLY.

CONFERENCE ADD-ON SPONSORSHIPS

These opportunities offer high-visibility, event-specific enhancements designed to increase your presence at RubyConf and create memorable experiences for attendees. Whether you're aiming to boost brand awareness, support community gathering spaces, or engage directly with conference-goers, these add-ons can be paired with any primary sponsorship tier, or purchased individually, to deepen your impact.

Category	Add-On	Contribution	Description
Onsite Experience	RubyConf Reception Sponsor	\$25,000	Brand placement at conference networking receptions; includes signage and verbal recognition.
Onsite Experience	Coffee Stand	\$10,000	Sponsor our coffee stations with branded signage and optional sleeves/cups. Includes website and app mention.
Onsite Experience	Game Night	\$15,000	Sponsor a fun night of food, drinks, and games. Includes branding at the event and digital recognition.
Branding & Visibility	RubyConf T-Shirt Sponsorship	\$15,000 sole / \$7,500 each (2 available)	Your logo on the sleeve of every conference T-shirt. Includes website recognition and on-site signage.
Branding & Visibility	RubyConf Tech Sponsor	\$10,000	Your brand on all Wi-Fi signage, login screens, and instructions. Includes event website and app recognition.
Branding & Visibility	Swag Bag Sponsorship	\$10,000	Provide a branded item for attendee bags. Includes logo on event website and signage at registration.
Branding & Visibility	Name Badge Lanyards	\$5,000	Your logo on all attendee lanyards. Includes recognition on website and printed materials.

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RECRUITMENT-FOCUSED SPONSORS (SEEKING TALENT):

Benefits:

- Job board presence
- “Who’s Hiring” web section
- Sponsor lounge or table
- Optional “Careers in Ruby” panel participation

PRODUCT-FOCUSED SPONSORS (TOOL/PLATFORM ADOPTION):

Benefits:

- Demo kiosks in high-traffic areas (e.g., near coffee)
- Talk or workshop slots with educational framing
- Inclusion in swag bags (stickers, trial codes)

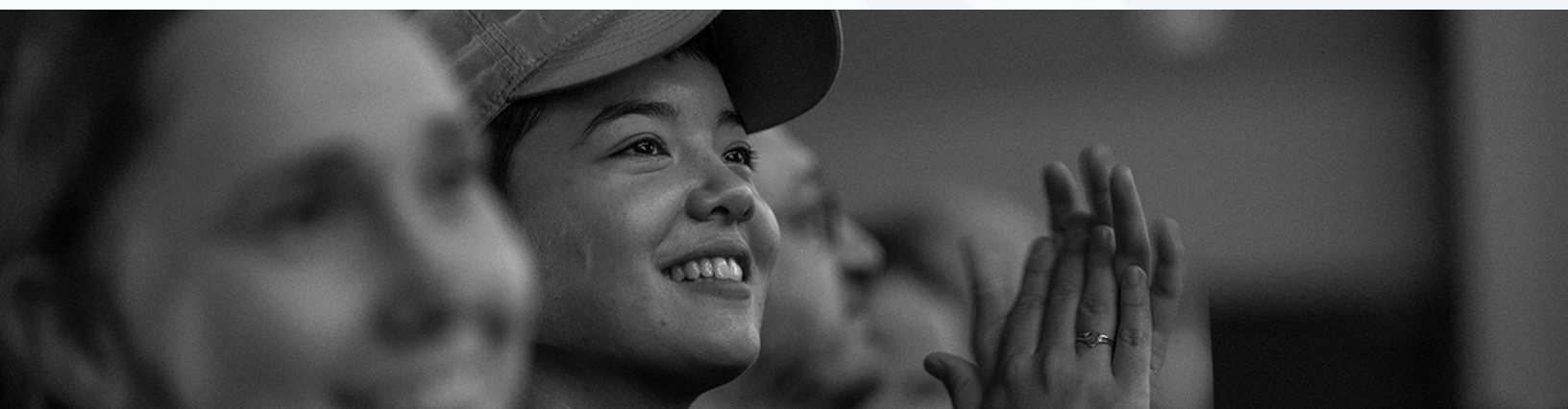
Guidelines:

- Encourage practical, value-oriented content—not pure advertising

BRAND-AWARENESS SPONSORS (COMMUNITY SUPPORT):

Benefits:

- Logo presence (website, program, signage)
- Social media mentions
- Sponsorship tier comparison in PDF/HTML
- Testimonials from past sponsors



RUBYCONF 2026

LET'S SHAPE RUBY'S FUTURE TOGETHER

**Your sponsorship isn't just visibility –
it's impact.**

Be part of the community that sustains Ruby
today and builds its future for 2029 and beyond.

Partner with Ruby Central. Let's Talk.



Tom Chambers
Sponsorship Manager

Email: tchambers@rubycentral.org

[SCHEDULE A CALL](#)