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**RAILS**<sup>20</sup>  
**WORLD**<sup>25</sup>

**SEPT 4 & 5, AMSTERDAM**

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**SPONSORSHIP  
PROSPECTUS**

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Join Rails World as a sponsor to ***showcase your commitment*** to Rails, ***support the community*** that relies on Rails, and ***gain exposure*** to industry professionals and job seekers.

CHOOSE FROM:

***BOOTH OR PROGRAM SPONSORSHIPS.***

GET IN TOUCH:

***SPONSORS@RUBYONRAILS.ORG***



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RAILS  
WORLD  
2023

RAILSWORLD 2023

Any changes to the schedule will be reflected in the app first and also in the Slack channel.  
And finally, we would like to give a special thank

# ABOUT RAILS WORLD

## **DATE**

**SEPT 4 & 5, 2025**

(pre-conf activity possible on Sept 3)

## **LOCATION**

**BEURS VAN BERLAGE  
AMSTERDAM, NL**

## **WEBSITE**

[🔗 https://rubyonrails.org/world](https://rubyonrails.org/world)

## **GOAL**

**800 ATTENDEES**

Rails World is a platform for Rails enthusiasts to discuss the latest trends, share best practices, and explore advancements in Rails development through keynotes, talks, panel discussions, and networking opportunities.

With Rails World, our goal is to create a fun and affordable space for the Rails ecosystem to connect, learn, and build lasting professional relationships.

See last year's recap [HERE](#).

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Rails World is organized by the ***Rails Foundation*** with the support of its ***Core members*** (Cookpad, Doximity, Fleetio, GitHub, Intercom, Procore, Shopify, 1Password, and 37signals) and ***Contributing members*** (AppSignal, Big Binary, Cedarcode, makandra, Planet Argon, Renuo, and Tablecheck).

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# WHAT ATTENDEES HAD TO SAY ABOUT THE LAST RAILS WORLD

“All the people, all the talks, **all the energy!**”

“I love the **‘hard’ tech focus** of this conf vs. others in the Ruby space (heard this from others too). Overall it was such a **well executed conference**, and that meant time with friends and experts was maximized.”

“I thought the **layout and location was well done**, I enjoyed all the booths and the talks, there was a great amount of swag.”

“It was an **exceptional event** and **ran very smoothly** considering the number of attendees and speakers.”

“Great booth set up both this year and last. I think the **best I’ve seen at any conference!**”

“Rails World kept it simple with two high-quality tracks, making it **easier to choose talks without feeling overwhelmed**. They also built in time for hallway conversations, which allowed for **meaningful connections** outside the sessions. Plus, by committing to putting the talks online, they **took away the pressure** of having to attend everything in real-time.”

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# ***BOOTH SPONSORSHIPS***

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# BOOTH SPONSORSHIPS:

We offer three booth sponsorship levels:

**PLATINUM,  
GOLD, AND  
SILVER.**

Prices are in € EUR.

## NOTE:

*The cost of booth fabrication is included in pricing. We will provide turnkey booths, so booth sponsors will not need to fabricate their own booths. Booth mockups and design TBD, but all booths will include your logo on the booth wall, a monitor, a table, and stools.*

	<b>Platinum: € 40,000 (1)</b>	<b>Gold: € 24,000 (8)</b>	<b>Silver: € 12,000 (8)</b>
Sponsor booth in the Lounge	● Approx 12m <sup>2</sup>	● 2m x 4m	● 2m x 2m
Logo on the Rails World website	●	●	●
Logo displayed on sponsor signage	●	●	●
Logos on screen in the daily opening announcements	●	●	●
Featured ads on the Rails Job Board	● Unlimited ads in 2025	● 2 ads in 2025	
Shout out in a pre-conference attendee email	●	●	
Shout out in a post-conference attendee email	●		
Swag bag item	●	●	
Option to include a high-quality branded swag item in the Rails World raffle	●		
Social media shout out on Rails handles	● Thanked in individual posts	● Gold sponsors named together	
Rails World tickets	● 6	● 4	● 2
10% discount code for your network	● Good for 6 tickets	● Good for 3 tickets	
Logo on back of conference bag	●	●	
10% discount on additional experience sponsorships	●	●	●





ENJOY!  
RAILS WORLD '25

AppSignal

GitHub

STROOP  
WAFELS

Stunchy data

RAILS WORLD '25  
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# ***PROGRAM SPONSORSHIPS***

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# **PROGRAM SPONSORSHIPS:**

Help us curate unique and engaging **programs, activities, activations, or networking events** that align with your company's USP, expertise, values, or brand and allow attendees to get the most out of Rails World.

If you have other fun ideas than those alongside, we would love to hear them!

Prices are in € EUR.

## **LIGHTNING TRACK SPONSOR: €16,000**

**WHAT IT IS:** We have the opportunity to create a smaller, 3rd community stage which will open during lunch and the breaks to allow for attendees to present their Lightning Talks at Rails World.

**WHAT YOU GET AS A SPONSOR:** Logo on conference signage and the Lightning Talk screen, and the opportunity to fully host and run the Lightning Track. Three tickets for your team.

**WOULD BE GOOD FOR:** Any outgoing, fun company that is not afraid to get on stage and lift the community up with them.

## **SPEAKER SPONSORSHIP: €18,000 (2 AVAILABLE)**

**WHAT IT IS:** We want Rails World to be one of the best speaking experiences in our industry, and this sponsorship would help by offsetting speaker costs, such as the speaker dinner with Rails Core, the speaker gift, speaker hotel rooms, and the speaker prep lounge at the event venue.

**WHAT YOU GET AS A SPONSOR:** All of the branding benefits of a Silver sponsorship (except the booth), three tickets to Rails World, including invitations to the Speaker dinner with all speakers, Rails Core, and Rails Foundation members on September 4. Your company would also be thanked in the CFP.

## PROGRAM SPONSORSHIPS

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### **NETWORKING EVENTS: VARIES €6,000 - €60,000**

**WHAT IT IS:** Enabling any of the events where Rails World attendees gather to network and allowing Rails World to reach beyond the event venue. These events will be listed on the official Rails World agenda. Co-sponsoring events is possible.

- **Sept 3:** Early registration & welcome drinks (*off-site*)
- **Sept 4:** Day 1 Happy Hour (*at venue*)
- **Sept 5:** Day 2 Closing party (*off-site*)
- **Other adjacent events** (*let's chat!*)

**WHAT YOU GET AS A SPONSOR:** Acknowledgement on the official Rails World agenda, logo on sign at the networking event. The number of tickets included in this sponsorship depends on the event you sponsor.

**WOULD BE GOOD FOR:** Any company.

### **WEBSITE SPONSORSHIP: €8,000**

**What it is:** We need the Rails World website created using Jekyll, and we'd love to give this job to a junior dev, and we also need a mentor for them.

**What you get as a sponsor:** Your company thanked at the bottom of the website, and logo on all conference assets as a sponsor. You would also get 1 ticket to Rails World. If the junior dev is able to attend, they would also get a ticket.

**Would be good for:** Companies with a strong mentorship culture, and that believes in helping junior devs enter the workforce.



## PROGRAM SPONSORSHIPS

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### **FINANCIAL SPONSOR PROGRAM: €2,800**

**What it is:** Financial support to allow Rails community members who may lack the financial sponsorship or means to attend Rails World. A €2,800 contribution covers Rails World ticket and a 3-night hotel stay near the venue for one scholarship recipient, and a ticket for you (no hotel for the sponsor).

**What you get as a sponsor:** Logo on conference signage, and one ticket to Rails World.

**Would be good for:** Any company that values making Rails accessible for all, especially new community members.

### **SECRET & SMALLER SPONSORSHIPS**

**What it is:** If none of the above ideas sounds right for you, let's chat. We have a few more ideas that involve more of a collaboration and we can work within your budget, but we don't want to reveal all of the surprises just yet.



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# ***GET INVOLVED***

To discuss any of the options above or your ideas, please contact our Sponsorship team at ***sponsors@rubyonrails.org***.

Otherwise, to submit your interest in one of the sponsorships, please fill in the form linked below by ***March 15*** and we will be in touch as soon as possible.

***GO TO THE FORM***

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# ***FAQS***

# FAQs

## ***I HAVE AN IDEA - ARE YOU OPEN TO HEARING IT?***

We love ideas. Get in touch and we can discuss all options.

## ***DO SPONSORS HAVE SPEAKING SLOTS?***

To maintain the technical and community focus of the event, we do not grant automatic sponsored speaking slots to any level of sponsor. Sponsors and their employees are of course welcome to submit to the CFP and join the selection process. Talks are chosen based on the technical aspect and message of the talk.

## ***CAN I PAY IN US DOLLARS?***

All prices in this prospectus are in euros, and any international exchange or transfer fees will need to be covered by the sponsor. Please get in touch if you are a US-based company and wish to pay in US dollars.

## ***DO YOU WORK WITH A PREFERRED BOOTH FABRICATION VENDOR?***

We will work with a booth fabrication vendor to create turnkey booths for Rails World, and booth fabrication is already included in the sponsorship cost.

A booth sponsor will only need to provide their logo and preferred brand color - we will take care of the rest so that you can focus on the important things - the content, swag, and staffing of your booth.

## ***IF RAILS WORLD SELLS OUT, WILL I STILL GET MY SPONSORSHIP TICKETS?***

You may have heard that we sold out quickly last year, but don't fret. All sponsorship tickets are set aside before general availability goes public, so you will receive the tickets and discounted tickets that are included in your sponsorship package.

## ***DO YOU WORK WITH LEAD SCANNERS?***

Our badges do not have barcodes, and we do not offer lead scanners.

Sponsors benefit the most when they bring engineers and employees to the conference who interact with the attendees during the event rather than scanning badges at the booth for later engagement. It is the responsibility of the sponsor to collect attendee information at their booth. This can be via a raffle, a landing page, a sign up form, etc.

## ***AS A SPONSOR CAN I RECEIVE AN ATTENDEE LIST?***

For attendee privacy reasons, we do not share attendee details.

***STILL HAVE QUESTIONS?  
CLICK HERE TO GET IN TOUCH***



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