

● Organized by the Rails Foundation

Rails World 2026

Shaping the Future of Ruby on Rails



Expected 2026 Attendance

1.200 Rails devs

From more than 50 countries



Austin, Texas

Palmer Events Center

**Sept 23 & 24,
2026**

Sponsorship Prospectus

About Rails World



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.

www.rubyonrails.org/world

Rails World is organized by the Rails Foundation with the support of its **Core members** Cookpad, Doximity, Fleetio, GitHub, Intercom, Judge.me, Procore, Shopify, IPassword, and 37signals and **Contributing members** AppSignal, Big Binary, Cedarcode, Chime, Clio, Fullscript, Gusto, Higher Pixels, makandra, Planet Argon, Renuo, Saeloun, SerpApi, and Tablecheck.

Who goes to Rails World

63

Countries

A truly global audience traveling from every corner of the world

+50%

Senior Developer

On average half of Rails World attendees are Senior Devs

23%

Entrepreneur, Manager, or Executive

Leadership in attendance

25-38%

Looking for new roles

Either actively looking or 'keeping an eye open'

What sponsors & attendees think

“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.”

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

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



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

“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.”

“**Best conference I've been to in years.**”

What happens at Rails World

Rails World is where Ruby on Rails comes together... a lot more takes place than just what you see on stage.

Rails World - 2 days, 2 main tracks, 1 Lighting Track, keynotes, Sponsor lounge, food, raffles, networking & awards

Rails at Scale Summit - 1 day invite only summit for companies building Rails at high scale

Rails Core offsite - one full day meeting for the Rails Core team to gather and discuss the future of the framework

Networking events - Closing party on day 2, and plenty of time to hang out after conference hours with other attendees

Media & content - Speakers & attendee interviews for the Rails YouTube channel, livestream (TBD) and podcast recordings

See for yourself



Rails World 2025
Recap Video

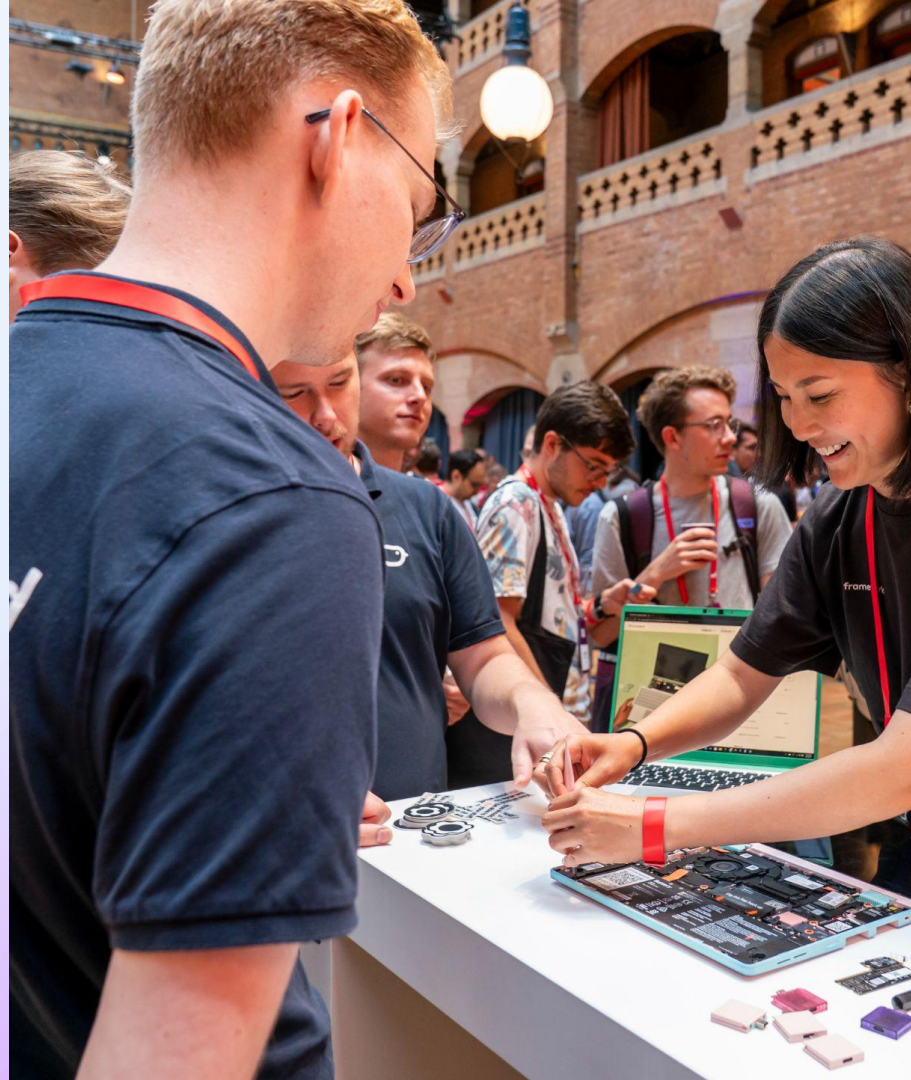
Sponsorship Types

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** or **experience** sponsorships.

Prices are in **USD**.

sponsors@rubyonrails.org



Booths

We offer three booth sponsorship levels:
Platinum, Gold, and Silver.

Booths are an excellent way to meet attendees on the ground. If you wish to spend more time attending Rails World than managing a booth, you might want to consider a program sponsorship instead (see further below).



Booths

Prices are in USD.

Note: We will provide **turnkey booths**, so booth sponsors will **not** need to fabricate or design their own booths or banners. Booth fabrication is included in the cost.

Booths include your logo on the booth wall, a monitor, a table, and stools.

	Platinum (SOLD OUT)	Gold: \$30,000 (4 AVAIL)	Silver: \$18,000 (3 AVAIL)
Sponsor booth in the Lounge	✓ Approx 20x20ft	✓ Approx 10x10ft	✓ Approx 5x5ft
Logo on website, signage, and opening words	✓	✓	✓
Shout out in a pre-conference attendee email	✓	✓	
Shout out in a post-conference attendee email	✓		
Swag bag item	✓	✓	
Social media shoutout on Rails handles	✓ Thanked in individual posts	✓ Gold sponsors named together	
Rails World tickets	✓ 7	✓ 5	✓ 3
Logo on back of conference bag	✓	✓	
Featured ads on the Rails Job Board	✓ Unlimited ads in 2026	✓ 2 ads in 2026	

Programs & Experiences

Help us add to the program with activities, activations, breaks, spaces, or events that align with your company's USP, expertise, values, or brand and allow attendees to get the most out of Rails World. These are low-effort sponsorships with high branding, so you and your team can focus on attending Rails World. If you have other ideas, we'd love to hear them!



● Programs in support of speakers

Lighting Track sponsor -SOLD OUT-

What it is

The largest lighting track stage you've ever seen. During the breaks, our Lightning Track will take over track 1, and attendees will have the opportunity to present their 5 to 10 min talks at Rails World.

What you get

Logo on conference signage and the Lightning Talk screen, and the opportunity to fully host and run the Lighting Track for one of the two days.

Two tickets for your team.



Speaker support \$15,000 (3 avail)

What it is

We want Rails World to be one of the best speaking experiences in our industry, and this sponsorship helps by offsetting speaker costs, such as the speaker hotel rooms, gifts, dinner, and airport transport.

What you get

Logo on conference signage and shout out in CFP, plus **two** tickets for your team, and **two** invitations to the **Speaker Dinner** hosted by the Rails Foundation for speakers and the Rails teams.

Only 2 Left

● Programs supporting networking & additional events

Pre-reg sponsor -ON HOLD-

What it is

Before Rails World kicks off, we welcome all attendees for a drink and to pick up their badge in a convenient, central location. The energy is high - this is a great way to be a welcoming presence for attendees without needing a booth.

What you get

Logo on conference signage, branding at the pre-reg, and space at the pre-reg venue as a pop-up booth for swag and demos, if needed, plus **three** tickets for your team.

Core meeting support \$22,000

What it is

Each year the Rails Core team meets before Rails World to discuss the future of the framework - the one time a year they get together in person. This sponsorship helps cover those costs.

What you get

Logo on conference signage, plus **four** tickets to Rails World for your team, and **four** invitations to the Speaker Dinner hosted by the Rails Foundation for speakers and the Rails teams.



● Programs supporting food & beverage for attendees



Coffee sponsor

\$12,000 (3 carts avail)

What it is

Everyone's favorite conference perk: barista-made, espresso-based coffee. This sponsorship literally fuels Rails World.

What you get

Logo on conference signage and branding on the coffee cart and surrounding cafe, and a lot of gratitude from our attendees.

Two tickets for your team.

On Hold

Snack break/ drink sponsor

\$9,000 – 10,000

What it is

Snack break sponsor, water sponsorship, all-day soft drinks, etc.

What you get

Logo on conference signage and branding around the snack area, and a lot of gratitude from our attendees.

One ticket for your team.

● **Programs supporting food & beverage for attendees**

Breakfast sponsor

\$19,000 (1 per day)

What it is

A light breakfast for attendees before we kick off the day's Opening Keynote.

What you get

Logo on conference signage and the branding around breakfast and in the official event app on one day, plus **three** tickets for your team.



Lunch sponsors

\$25,000 (3 avail)

What it is

Food trucks outside and indoor stations in the Sponsor Lounge for attendees to have a variety of food for lunch. In addition to the food trucks, there will also be sides served by each station.

What you get

Logo on conference signage and branding on one food truck and eating area, and a lot of gratitude from our attendees.

Four tickets for your team.

● Programs supporting digital experiences

Website sponsor \$10,000

What it is

The Rails World website is created using Jekyll, and we'd love to give this opportunity to a junior dev, and a mentor to guide them. This sponsorship covers paying both for their time.

What you get

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

Wifi Sponsor -SOLD OUT-

What it is

Enough wifi to cover 1,200 Rails devs and their devices!

What you get

Logo on conference signage and name on the wifi password, plus **one** ticket for your team.

Rails World app sponsor \$10,000

What it is

We need the Rails World app developed for 2025, and we'd love to give this job to a junior dev, and a mentor to guide them. This sponsorship covers paying both for their time.

What you get

Your company thanked on the app, and logo on all conference assets as a sponsor. You would also get **one** ticket to Rails World, and if the junior dev is able to attend, they would also get a ticket.

● Programs supporting digital experiences

Post- production -ON HOLD-

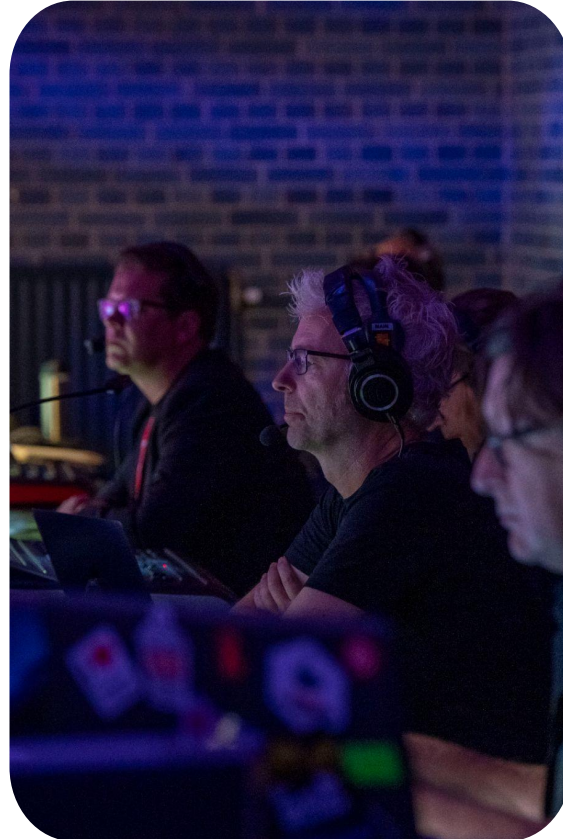
What it is

We pride ourselves on getting Rails World videos out quickly - the Opening keynote within 24 hours, and the rest of the videos within 2 weeks. This sponsorship covers the recording and post-production.

What you get

Logo on conference signage and the opening and closing bumpers of the videos, as well as a short one-liner description and link under the videos on YouTube.

Three tickets for your team.



Livestream Sponsor: -ON HOLD-

What it is

We are exploring adding a livestream for the Opening Keynote this year, for those who cannot attend. This could be done in a few different ways, so **please get in touch** if you are interested.

What you get

Logo on conference signage and the holding slide on YouTube before Rails World begins, plus tickets for your team (number TBD).

● Programs supporting spaces & experiences



Surprise sponsorship \$8,000 – 10,000

What it is

If none of the above ideas sound right, let's chat. We have more small 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.

What you get

These sponsorships usually come with a lot of engagement with the community. Let's discuss!

Lounge/space sponsor \$8,000 – 18,000

What it is

A chill-out lounge, a gathering spot a charging station, a pair programming space, an activation in the Ruby Embassy...this sponsorship could cover a few different spaces.

What you get

Logo on conference signage, plus tickets for your team, and branding in the space that you help create. Let's discuss!

Frequently asked questions, 1

If your question isn't answered below, please reach out to sponsors@rubyonrails.org

Do sponsors have speaking slots? We don't grant speaking slots to any of our sponsors, but sponsors are very welcome to submit to the CFP. Talks are chosen based on the technical aspect of the talk and the appeal to our audience.

Do I need to work with a preferred booth vendor? - No, our booths are turnkey, so all fabrication is decided. You only need to submit a logo and a brand color, and we take care of the booth so you can focus on staffing, swag, content on your screen.

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.

Do sponsors receive attendee lists? For attendee privacy reasons, we do not share attendee details.

Can I order extra tickets as a sponsor? Rails World sells out quickly, so if you would like to order more sponsorship tickets with your package, please let us know well in advance so we can set them aside. Extra sponsorship tickets will be charged at the Corporate ticket rate.

Frequently asked questions, 2

If your question isn't answered below, please reach out to sponsors@rubyonrails.org

Do you accept EURO? This year Rails World sponsorships will be in USD. Any international exchange or transfer fees will need to be covered by the sponsor.

I have an idea - are you open to hearing it? - We love ideas. Get in touch and we can discuss all options.
sponsors@rubyonrails.org



To get in touch about any of these opportunities please reach out to **sponsors@rubyonrails.org**

Thank You

Hope to see you in Austin this year!