RustConf 2027
Hosted by the Rust Foundation

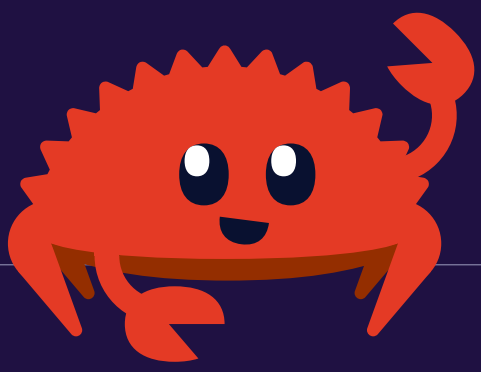
Sponsorship Prospectus

- September 7-10, 2027
- Vancouver, Canada + Online









RustConf.com | rustconf@rustfoundation.org

About RustConf

RustConf is the flagship annual conference dedicated to discussions and content about the Rust programming language and its ecosystem. Since 2016, RustConf has gathered open source maintainers, software engineers, developers, and enthusiasts from around the world to collaborate, learn, and advance the Rust language. Partner with us at RustConf to fuel the next wave of Rust innovation and strengthen the open source ecosystem.

Conference Dates: September 7-10, 2027

Location: Vancouver Convention Centre, Vancouver, Canada

> "Best place to get a large scope view of what's being built with Rust. Great for growth, networking, new tech, and collaboration."
>
> — Cody Duncan, Senior Software Engineer, RustConf 2026 Attendee

Schedule at a Glance

Tuesday, September 7 - Pre-Event Day

- Workshops (Add-on Experience)
- Sponsor Setup
- Career Crawl

Wednesday, September 8 - Main Conference Day 1

- Keynotes
- Breakout Sessions
- Sponsor Exhibits
- Evening Reception

Thursday, September 9 - Main Conference Day 2

- Keynotes
- Breakout Sessions
- Sponsor Exhibits

Friday, September 10 - UnConference (Add-on Experience)

*Estimates are based on registration trends from previous years and may fluctuate. Projected attendee numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.

RustConf 2027 by the Numbers

2
Main Conference Days

2
Optional Add-on Days

60+
Presenters

55+
Keynotes, Sessions, and Workshops

700+
Estimated Number of In-Person Attendees*

250+
Organizations Represented In-Person*

2,000+
Estimated Number of Virtual Registrants*

600+
Organizations Represented Virtually*

A Look Back At RustConf 2026

Our previous conference, held at the Palais des Congrès in Montreal, Canada, on September 8-11, 2026, drew a vibrant turnout and received positive feedback from attendees.

Attendance

680	1,769	171	89
In-Person Attendees	Virtual Registrants	In-Person UnConference Participants	Countries Represented

Attendee Satisfaction

Event rating 8.2/10



Likelihood to recommend 8.4/10



Top Represented Countries

In-Person	Virtual
United States of America	United States of America
Canada	Canada
Germany	India
United Kingdom	Germany
France	United Kingdom
Italy	Brazil

Top Attendee Job Functions

Software Developer/Developer	40%
Software Engineer/Senior Engineer/ Principal Engineer	33%
Architect	7%
Student	5%
DevOps/Site Reliability Engineer/ Systems Admin	3%
Executive/C-Level	3%
Other	9%

> "RustConf 2026 was my third in a row, and they just keep getting better."
>
> — Tyler Bloom, Engineer, RustConf 2026 Attendee

Watch Highlight Reel

RustConf 2026 Hosted by the Rust Foundation

Past Sponsors

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"Arm is a proud sponsor of RustConf. It's a great way for us to support both the Rust Foundation and the community."

— Andrew Wafaa, Senior Director & Fellow, Arm, RustConf 2025 & 2026 Sponsor

Sponsor Testimonials



Why Sponsor?

RustConf offers sponsors a unique opportunity to connect with one of the fastest-growing and most trusted communities in open source. Sponsorship provides you with meaningful brand visibility among Rust developers, maintainers, and industry leaders shaping the future of reliable software.

As the nonprofit steward of the Rust language and host of RustConf, the Rust Foundation fosters education, collaboration, and vendor-neutral dialogue. Your support helps create an authentic, inclusive event while strengthening programs that empower members and maintainers year-round.

Benefits of Sponsoring



Brand Positioning

Align your brand with the global Rust ecosystem and demonstrate your conscious dedication to the health and future of the Rust Project.



Targeted Audience

Meet top Rust developers, engineers, end users, and vendors – from large enterprise software companies to inventive startups – and find qualified leads.



Thought Leadership

Showcase your expertise, build trust, and inspire the Rust community with your organization's innovations and open source strategies.



Demo New Products

Present your latest products and services, connect with new and existing customers, gauge market trends, and receive valuable user feedback.



Talent Acquisition

RustConf is the best place to engage with Rust developers across all levels of expertise and recruit the brightest minds for your open positions.



Community Access

Meet face-to-face with maintainers, contributors, and community leaders from around the world and build long-lasting relationships.



Education & Team Building

Bring your team to RustConf, run by a neutral nonprofit, for high-quality learning opportunities with content curated by the community.



Support Open Source

Give back to the Rust community by funding event access for underserved groups. Revenue from the conference is reinvested into the project and directly supports critical initiatives.

Sponsorship Packages

	Diamond LIMITED TO 6 SPONSORS	Gold LIMITED AVAILABILITY	Silver UNLIMITED	Career Crawl Only* LIMITED AVAILABILITY
Verbal Recognition during Opening Remarks	✔			
Speaking Opportunity †	10-minute keynote or 40-minute talk ‡	10-minute product demo in expo hall		
Video Recording of Keynote or Talk Published on Rust Foundation's YouTube Channel	✔			
Logo on Attendee Name Badges	✔			
Exhibit Space † Includes 1 power strip per table and 1 wastebasket	2 draped tables and 6 chairs in prominent location	1 draped table and 3 chairs		
Lead Retrieval Collect attendee information through app on own device To be used within exhibit space only	✔	✔		
Access to Opt-in Attendee Registration List Includes names, job titles, company names, and email addresses and may be used for marketing purposes	Provided pre and post event	Provided post event only		
Complimentary Workshop Tickets	2			
Complimentary Conference Attendee Tickets To be used for booth staff, employees, and guests Includes access to keynotes, sessions, and exhibits	10	6	4	2
15% Discount on Additional Employer-Paid Attendee Tickets Applies to Standard and Late Rates	✔	✔	✔	
Linked Logo on RustConf.com	✔	✔	✔	Career Crawl page only
Organization Description on RustConf.com	✔	✔	✔	
Sponsor Recognition on Social Media	✔	✔	✔	✔
Sponsor Channel in Conference Discord	✔	✔	✔	✔
Career Crawl Participation Includes 1 draped table	✔	✔	✔	✔
Logo Placement on Printed and Digital Signage	✔	✔	✔	Career Crawl signage only
Sponsor Recognition in Attendee Communications	✔	✔	✔	Career Crawl communications only
Rust Foundation Member Pricing in USD §	**$28,000**	**$19,500**	**$11,000**	**$4,250**
Non-Member Pricing in USD	**$30,000**	**$21,500**	**$12,000**	**$5,000**

* The Career Crawl is a networking event bringing together job seekers and hiring companies on Tuesday, September 7, the day before the main conference begins. See following page for details.

† Speaking opportunities and exhibit space are assigned first come first serve based on the sponsorship contract sign date. Sign up early for the most prominent placement!

‡ Choice of keynote or breakout session based on availability. Speaking slots and session formats are assigned first come first serve based on the sponsorship contract sign date. All content must be vendor-neutral and educational. No sales or marketing pitches. Subject to review and approval by the Rust Foundation.

§ Pricing is based on Rust Foundation membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

À la Carte Sponsorships

NEW Career Crawl

The Career Crawl is a networking event bringing together job seekers and hiring companies in a casual reception-style setting on Tuesday, September 7, the day before the main conference begins. It is a unique opportunity for participating sponsors to meet face-to-face with skilled Rust developers, showcase their career opportunities, and engage with potential candidates.

The event is free for all registered in-person conference attendees. Participation in the Career Crawl is included in all diamond, gold, and silver sponsorship packages at no extra cost.

> **"RustConf has a great friendly community feel, where you can learn the latest Rust tips and tricks and chat about shared experiences."**
>
> — Lisa Crossman, RustConf 2026 Speaker & Program Committee Member

Career Crawl Presenting Sponsor | $10,000 | 1 Available

As the exclusive presenting sponsor, you are recognized as the company bringing the Career Crawl to life and as a leading employer in the Rust ecosystem.

Sponsorship Benefits:

- Premier placement of (1) draped table with signage at Career Crawl
- (2) complimentary conference tickets including access to keynotes, sessions, and exhibits
- Verbal recognition as presenting sponsor by Career Crawl emcee
- Opportunity to give 5-minute welcome remarks at the Career Crawl, presenting your company and highlighting job opportunities
- Logo on Career Crawl page and on sponsor page on RustConf website
- Prominent logo placement on Career Crawl signage
- Logo placement on general conference signage
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts

Career Crawl Participation | Limited Availability

Rust Foundation Member Pricing: $4,250

Non-Member Pricing: $5,000

This standalone sponsorship is designed for hiring companies who would like to take part in the Career Crawl only, without committing to a full conference sponsorship.

Sponsorship Benefits:

- (1) draped table with signage at Career Crawl
- (2) complimentary conference tickets including access to keynotes, sessions, and exhibits
- Logo on Career Crawl page on RustConf website
- Logo on Career Crawl signage
- Sponsor recognition in Career Crawl attendee communications
- Sponsor recognition in Career Crawl social media posts

All prices are in USD. Contact rustconf@rustfoundation.org to secure your sponsorship opportunity today!

À la Carte Sponsorships



Attendee T-Shirt | $10,000 | 1 Available

Feature your organization's logo on the official conference t-shirt that in-person attendees receive onsite. This sponsorship offers great visibility and lasting impressions long after the event has concluded.

Sponsorship Benefits:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by the Rust Foundation based on the overall t-shirt design.
- Sponsor logo on onsite signage
- Sponsor logo and organization description on conference website
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts



Lanyard | $5,000 | 1 Available

Showcase your organization's logo on the conference lanyard worn by attendees for strong brand exposure throughout the event.

Sponsorship Benefits:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by the Rust Foundation based on the overall lanyard design.
- Sponsor logo and organization description on conference website
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts



Evening Reception | $10,000 | 1 Available

Sponsor the conference's main social and networking event on Wednesday, September 8. Attendees, speakers, and sponsors will come together for a relaxed evening of conversation, appetizers, and drinks.

Sponsorship Benefits:

- Verbal recognition during conference opening remarks
- Verbal recognition during reception
- Opportunity to give 5-minute welcome remarks at the reception
- Sponsor logo on reception signage
- Sponsor logo and organization description on conference website
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts



Livestream & Session Recordings | $10,000 | 1 Available

Bring RustConf to a wide global audience while your organization gains extended brand exposure and recognition. Livestreams and session recordings on the Rust Foundation's YouTube channel receive over 15,000 views.

Sponsorship Benefits:

- Sponsor logo on livestream platform
- Sponsor recognition slide with logo at the beginning of each keynote and session recording posted to Rust Foundation's YouTube channel
- Sponsor logo and organization description on conference website
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts

All prices are in USD. Contact rustconf@rustfoundation.org to secure your sponsorship opportunity today!

À la Carte Sponsorships

NEW

Travel Funding Supporter | $5,000 | Unlimited Availability

Show your appreciation for the people building Rust and help us keep RustConf accessible to the global community. The Rust Foundation offers a limited number of free tickets and travel grants to active maintainers and contributors who aren't sponsored by an employer. Your contribution helps us increase the number of tickets and travel grants we can distribute. Any surplus will go to the Rust Foundation Maintainers Fund to ensure your full contribution directly benefits the Rust Project.

Sponsorship Benefits:

- Verbal recognition during conference opening remarks
- Sponsor logo and organization description on conference website
- Sponsor logo on onsite signage
- Sponsor recognition in attendee communications
- Sponsor recognition in social media posts

All prices are in USD. Contact rustconf@rustfoundation.org to secure your sponsorship opportunity today!

> "RustConf was a terrific conference. The talks, hallway tracks, random Rustacean hero encounters, music, catering, and venue were really outstanding."
>
> — Andre Bogus (llogiq), Clippy Maintainer and This Week in Rust Editor, RustConf 2026 Attendee

Looking for more ways to support Rust?

Contribute to the Rust Foundation Maintainers Fund and help create stable, long-term maintainer roles for the people whose efforts keep Rust safe, reliable, and moving forward. Any financial support, no matter the amount, is appreciated and goes directly toward sustaining the people behind the language your company relies on.

"RustConf 2026 was a phenomenal experience. The quality of the talks and discussions lived up to the standard the conference espouses. Definitely looking forward to the next one!"

— Martin Ombura Jr., RustConf 2026 Speaker







Ready to take the next step?

Contact rustconf@rustfoundation.org to get started

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RustConf.com