RUSTCONF 2024

10 - 13 September

Montreal, Canada & Online

SPONSORSHIP OPPORTUNITIES
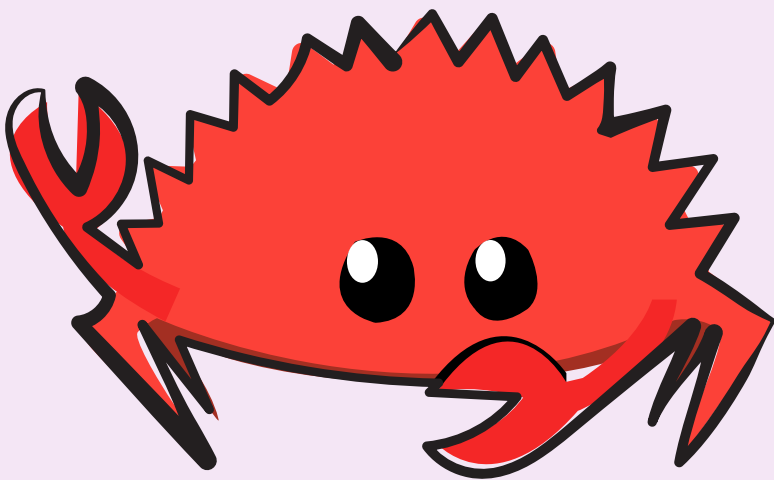
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RustConf 2024

Contact: rustconfsponsors@rustfoundation.org

Hosted by:

Rust Foundation

RustConf is the longest-running annual gathering of the Rust programming language community.

September 10-13, 2024 | Montreal, Canada

4 DAYS   **1** COMMUNITY   **9** YEARS RUNNING

AN AMAZING COMMUNITY

The Rust programming language is built and championed by a thriving global community of open source maintainers and enthusiasts working across a vast array of industries and domains. These "Rustaceans" and their ideas are making Rust a powerful rising tool in technology for a changing world.

Since 2016, Rustaceans have gathered each year at RustConf – the community's largest annual conference dedicated to discussions and content about the Rust programming language and the open source software ecosystem. This year, the Rust Foundation looks forward to hosting RustConf in beautiful Montreal, Canada! Together with our sponsors, we'll create an unforgettable 4-day conference centered around inspiring conversations about Rust.
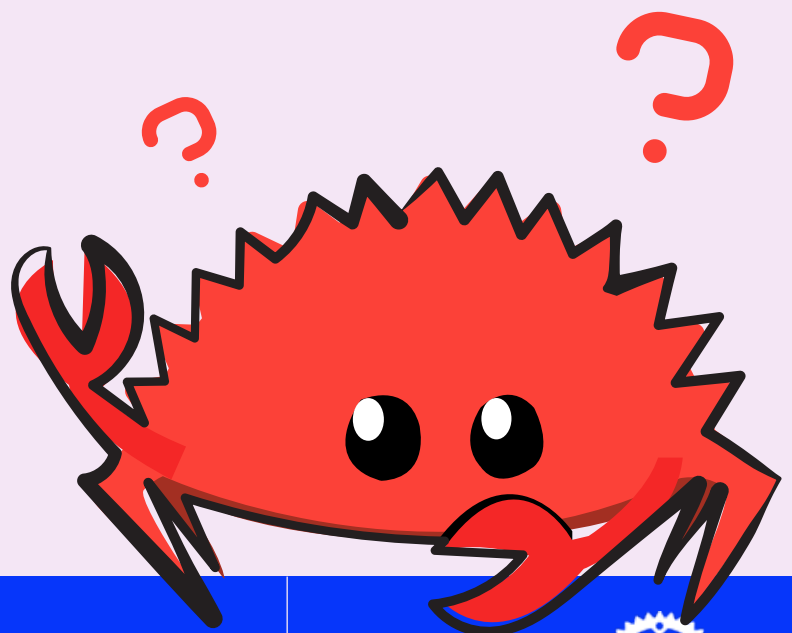
RustConf 2024

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We know that your organization has a number of competing demands on funds, talent, time, and other resources. Here's why RustConf 2024 sponsorship is a truly valuable investment...

BRAND POSITIONING & GOODWILL

By aligning yourself with the Rust community's largest annual conference, your organization is demonstrating a conscious dedication to the health and future of the Rust programming language.

RUST COMMUNITY NETWORKING

Exhibiting sponsors will have the valuable opportunity to connect with members of the Rust community in person and make a lasting impression on a knowledgeable and savvy audience of open source experts.

NEW STRATEGIC CONNECTIONS

As a sponsor of RustConf 2024, you'll be in good company. Past sponsors include some of the most influential tech organizations in the world, smaller start-ups, and every size in between.

OPEN SOURCE TALENT ACCESS

Looking to hire Rust talent in the future? RustConf is the best place to make connections with Rust developers across all levels of expertise.

EXPANDING COMMUNITY DIVERSITY

As a sponsor, your organization will play a direct role in funding event access for underserved groups, helping us ensure that the benefits of RustConf reach as many people in the Rust language community as possible.

TEAM BUILDING & EDUCATION

RustConf is an excellent way to gather your team for professional networking and learning opportunities. Many of our sponsorship tiers include passes for your team onsite so you can participate as attendees as well as event supporters.

RUST FOUNDATION MEMBERSHIP DISCOUNTS

Rust Foundation members receive a 10% discount on all sponsorship packages Additionally, all RustConf sponsors who are not yet Rust Foundation members will have the opportunity to receive a 10% discount on Gold and Platinum membership dues in their first year.

For more information, contact us at membership@rustfoundation.org

HOST INFORMATION

For the first time in 2024, RustConf will be hosted by the Rust Foundation in beautiful Montreal, Canada and online. As the non-profit steward of the Rust programming language and community, the Rust Foundation will use its expertise and resources to scale RustConf in order to suit the needs of the Rust programming language community.

RustConf has a long tradition of delivering content dedicated to authentic and independent discussions about the future of Rust. The Rust Foundation is thrilled to carry on that tradition in 2024 with help from our attendees, speakers, fellow organizers, and generous sponsors.

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Rust Foundation
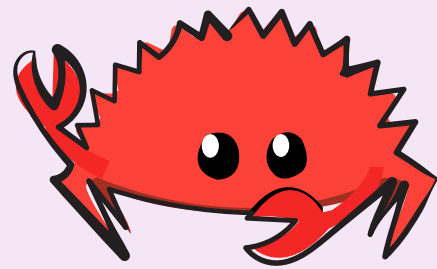
LOCATION

With its location in Eastern North America, Montreal is accessible to Rustaceans in the United States, Canada, and across the Atlantic Ocean, though we anticipate welcoming attendees from all over the world. By hosting RustConf 2024 in Montreal, we look forward to seeing new faces who might have previously been unable to attend events in the West Coast of the U.S.

RustConf 2024 will take place at the historic **St. James Theatre** in the central International District of Montreal.

RUSTCONF 2024
AT A GLANCE

RustConf 2024 will be composed of four days:

TUES **10** SEPT	**Workshops (Add-on Event)**
WED **11** SEPT	**Main Conference Day 1**
THUR **12** SEPT	**Main Conference Day 2**
FRI **13** SEPT	**RustConf "UnConference" Day** An unstructured post-conference event for maintainers dedicated to inventive discussions about Rust – hosted by the Rust Project.

Rust Global

Additionally, the Rust Foundation will be hosting an add-on event on September 13, 2024 called Rust Global.

Rust Global is a Rust Foundation event brand dedicated to discussions about the use of Rust in global enterprise, government, and leadership settings. Sponsorship offerings described on the following page.

2024 PROJECTIONS

This year we are anticipating...

600 in-person attendees

More remote attendees/ participants than ever before *

Sold-out tickets for main conference and Rust Global co-located event

* This year, we intend to make RustConf free for all virtual attendees. For this reason, we are expecting the highest number of remote participation to date and wider brand awareness for RustConf sponsors.

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2024 SPONSORSHIP OPPORTUNITIES

For a complete breakdown and comparison of benefits, please see Section 6

Diamond Sponsorship

(Limited to one organization)

As the highest tier of sponsorship, the RustConf 2024 Diamond Sponsor will receive the highest and most visible level of promotion on our website, social media, and email marketing during the event lead-up period – athe opportunity to host a branded table in our sponsor expo hall, present a five minute-lightning talk at our expo hall stage, receive 10 attendee passes, provide swag for attendee distribution, and much more.

Gold Sponsorship

Gold Sponsors are integral to supporting our 2024 event. Gold Sponsors receive prominent promotion during the event lead-up period and at RustConf. They will also have the opportunity to host a branded table in our sponsor expo hall, present a five minute-lightning talk, receive 8 attendee passes, provide swag for attendee distribution, and much more.

In 2024, we are also offering a "Gold Ticket Sponsor" level that replaces sponsor table and lightning talk access with a total of 25 attendee passes.

Silver Sponsorship

Silver Sponsors are promoted during the event lead-up period and at RustConf. They also have the opportunity to provide stickers for distribution to attendees, host a sponsor channel in our remote conference platform, receive 2 RustConf passes, and more!

In 2024, we are also offering a "Silver Ticket Sponsor" level that provides 10 additional RustConf passes, in addition to several other added benefits.

Bronze Sponsorship

Bronze Sponsorship is an affordable way to demonstrate your support for the Rust programming language community through RustConf. Our Bronze Sponsors will be featured on the RustConf website with a company description and receive one RustConf pass.

Rust Global Sponsorship

(Limited to two organizations)

In 2024, we are hosting Rust Global as a co-located event with RustConf. Rust Global is an add-on mini-conference dedicated to discussions about the use of Rust in global enterprise, government, and leadership settings. Rust Global Sponsors will be promoted during the event lead-up period, receive a thank you during programming, have the opportunity to speak about their organization's use of Rust at Rust Global, and more.

À La Carte Sponsorships

We will also offer a variety of à la carte sponsorship opportunities that can either be added onto other tiers or stand on their own. These include:

- Breakfast sponsorship (limited to 3 organizations)
- Lunch sponsorship (limited to 3 organizations)
- Drinks reception sponsorship (limited to 1 organization)
- Wifi sponsorship (limited to 1 organization)

À la carte sponsor logos will be displayed at the event.

We may open up new à la carte sponsorship opportunities in the months ahead. Please contact us at rustconfsponsors@rustfoundation.org to inquire about new opportunities.

SPONSORSHIP DETAILS & PRICING

SPONSORSHIP PACKAGES:	Bronze	Silver	Gold	Diamond (Limited to one)	Silver Ticket Sponsor	Gold Ticket Sponsor
Linked logo on RustConf.com	✓	✓	✓	✓	✓	✓
Blurb on RustConf.com	✓	✓	✓	✓	✓	✓
Sponsor channel in virtual conference platform	✗	✓	✓	✓	✓	✓
Logo on on-site conference signage	✗	✓	✓	✓	✓	✓
Sponsor designation in pre-event emails and social media marketing	✗	✓	✓	✓	✓	✓
Opportunity to send stickers for distribution	✗	✓	✓	✓	✓	✓
Recognition in opening announcements	✗	✗	✓	✓	✓	✓
Logo on screens during breaks	✗	✗	✓	✓	✓	✓
Opportunity to provide swag for distribution	✗	✗	✓	✓	✓	✓
Sponsor table at conference	✗	✗	✓	✓	✗	✗
Lightning talk (5 mins)	✗	✗	✓	✓	✗	✗
Job postings on RustConf.com	1	2	3	4	4	4
Number of attendee passes	3	5	8	10	15	25
	$5,000	$10,000	$15,000	$20,000	$15,000	$25,000

À LA CARTE OPPORTUNITIES:

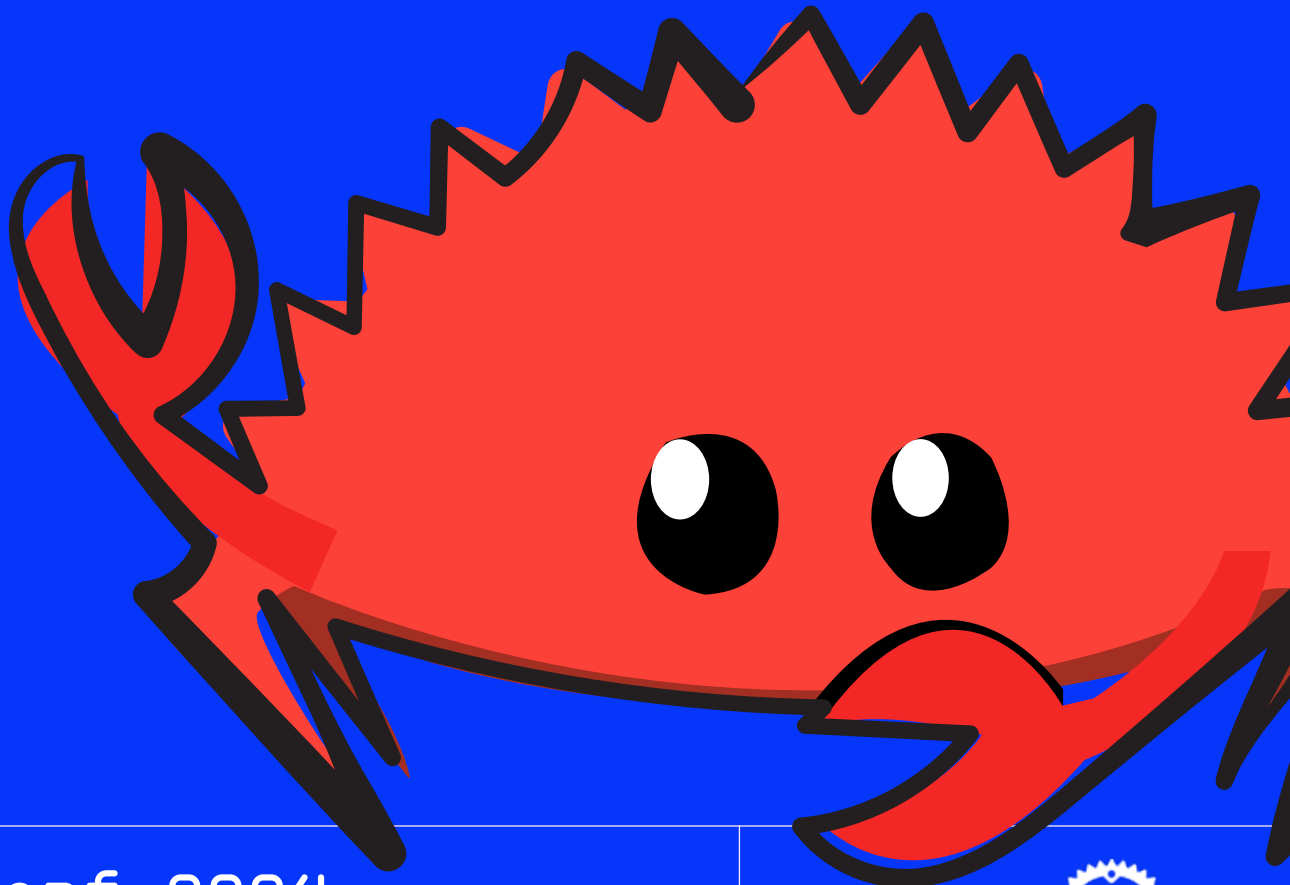|	Number	Cost
Breakfast	2	$3,000
Lunch	2	$3,000
Drinks Reception	1	$5,000
Wifi Sponsor	1	$5,000
Rust Global Sponsor	2	$10,000

Interested in becoming a sponsor of RustConf 2024?

To get started, email us at:
rustconfsponsors@rustfoundation.org

Thank you for your interest!

Since its first stable release in 2015, awareness and usage of the Rust programming language has grown considerably. For eight years in a row, Rust has been named the most-loved or most-admired programming language by StackOverflow's annual Developer Survey and is among the top 20 programming languages ranked by the TIOBE Index. Rust advocacy and adoption are on the rise as well. In 2023, the U.S. Department of Commerce's National Institute of Standards and Technology (NIST) added Rust to its list of "Safer Languages" due to its considerable memory-safety benefits. The growth of Rust has no signs of slowing down.

There is so much for the Rust community to discuss about the language they love to build and work with. That's why the Rust Foundation is passionate about ensuring RustConf is an exciting, useful, and well-resourced opportunity for Rustaceans to learn and connect.

We look forward to hosting the Rust community at RustConf in 2024!

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