RustConf 2026 | Montréal

Sponsorship Prospectus

SEPTEMBER 8–11, 2026 | MONTRÉAL, CANADA

RustConf.com | rustconf@rustfoundation.org

Proudly hosted by **Rust Foundation**

"What I enjoyed about RustConf was the combination of high production quality with a community vibe and the opportunity to have great conversations with people working all across the Rust ecosystem."
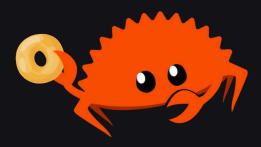
– Byron Alley
 Senior Software Engineer & Consultant
 RustConf 2025 In-Person Attendee

"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 Sponsor

"Best language. Best conference. Best people."

– Lisangelo Berti
 Software Engineer, Minsait
 RustConf 2025 Virtual Attendee

"RustConf has always been an event where passionate contributors, businesses, and enthusiasts come together to learn, relearn, and unlearn. RustConf 2025 was a place where my flame of passion was rekindled because I was able to connect with like-minded individuals who are doing amazing stuff in the community."

- Promise Reckon, Robotics Software Engineer, Rust Nigeria Co-Organizer, RustConf 2025 Virtual Attendee

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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.

SEPTEMBER 8–11, 2026
PALAIS DES CONGRÈS, MONTRÉAL, CANADA

SCHEDULE AT A GLANCE

Tuesday, September 8
PRE-EVENT DAY

- Workshops (Add-on Experience)
- Sponsor Setup

Wednesday, September 9
MAIN CONFERENCE DAY 1

- Keynotes
- Breakout Sessions
- Sponsor Exhibits

Thursday, September 10
MAIN CONFERENCE DAY 2

- Keynotes
- Breakout Sessions
- Sponsor Exhibits

Friday, September 11
UNCONFERENCE (Add-on Experience)

RUSTCONF 2026 BY THE NUMBERS

2
MAIN CONFERENCE DAYS

2
OPTIONAL ADD-ON DAYS

60+
PRESENTERS

55+
KEYNOTES, SESSIONS, WORKSHOPS, AND LIGHTNING TALKS

650+
ESTIMATED IN-PERSON ATTENDEES*

200+
ORGANIZATIONS REPRESENTED IN-PERSON*

2,500+
ESTIMATED VIRTUAL REGISTRANTS*

600+
ORGANIZATIONS REPRESENTED VIRTUALLY*

*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.

A Look Back At RustConf 2025

Our previous conference, held at the Hyatt Regency in Seattle, Washington, USA, on September 2–5, 2025, drew a vibrant turnout and received positive feedback from attendees.

ATTENDANCE

629 IN-PERSON ATTENDEES

2,603 VIRTUAL REGISTRANTS

140 IN-PERSON UNCONFERENCE PARTICIPANTS

94 COUNTRIES REPRESENTED

TOP 5 REPRESENTED COUNTRIES

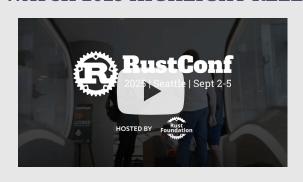| In-Person	Virtual
🇺🇸 USA	🇺🇸 USA
🇨🇦 Canada	🇮🇳 India
🇬🇧 United Kingdom	🇨🇦 Canada
🇷🇴 Romania	🇩🇪 Germany
🇩🇪🇯🇵 Germany & Japan	🇬🇧 United Kingdom

TOP 5 ATTENDEE JOB FUNCTIONS

1. Software Engineer/Senior Engineer/ Principal Engineer

2. Software Developer/Developer

3. Student

4. C-Level (CEO, CTO, CISO)

5. Architect

WATCH 2025 HIGHLIGHT REEL

PAST SPONSORS

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ORACLE · Polar Signals · VIRTU FINANCIAL · ZED INDUSTRIES

SILVER SPONSOR

arm

"I'm pretty burned out on tech but RustConf actually got me excited again."

– John Lambert, Staff Software Engineer, RustConf 2025 In-Person Attendee

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 project and demonstrate your conscious dedication to the health and future of the Rust ecosystem.

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.

"RustConf was truly amazing! There were lots of cool project talks, and I had the chance to connect with members of the Rust project team. As a Rust beginner, I really appreciated the welcoming atmosphere — it opened up so many opportunities and made me even more excited to keep learning. Highly recommended!"

– Protic Nitesh Minz, Software Engineer/Freelancer
RustConf 2025 Virtual Attendee

SPONSOR TESTIMONIALS

Sponsorship Packages

	Diamond LIMITED TO 2 SPONSORS	Gold+ LIMITED AVAILABILITY	Gold LIMITED AVAILABILITY	Silver UNLIMITED
Verbal Recognition during Opening Remarks	✔			
Speaking Opportunity*	10-minute lightning talk on main stage[†]	5-minute lightning talk on main stage[†]	10-minute product demo in expo hall or breakout room	
Video Recording of Lightning Talk Published on Rust Foundation's YouTube Channel	✔	✔		
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	1 draped table and 3 chairs	
Lead Retrieval NEW Collect attendee information through app on own device To be used within exhibit space only	✔	✔	✔	
Access to Opt-in Attendee Registration List NEW 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	Provided post event only	
Complimentary Corporate Attendee Passes To be used for booth staff, employees, and guests Includes access to keynotes, sessions, and exhibits	10	6	6	4
15% Discount on Additional Corporate Attendee Passes Applies to Standard and Late Rates	✔	✔	✔	✔
Linked Logo on RustConf.com	✔	✔	✔	✔
Organization Description on RustConf.com	✔	✔	✔	✔
Dedicated Sponsor Channel in Conference Discord	✔	✔	✔	✔
Logo Placement on Printed and Digital Signage	✔	✔	✔	✔
Sponsor Recognition in Attendee Communications	✔	✔	✔	✔
Sponsor Recognition on Social Media	✔	✔	✔	✔
Rust Foundation Member Pricing in USD[‡]	**$25,000**	**$20,500**	**$17,500**	**$10,000**
Non-Member Pricing in USD	**$27,500**	**$22,250**	**$19,250**	**$11,000**

* 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!

† Lightning talk content must be vendor-neutral and educational. 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

The following opportunities can either be added to a sponsorship package or purchased on their own:

👕 Attendee T-Shirt | $10,000

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 and in social media posts

🎗 Lanyard | $5,000

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 and in social media posts

🎉 Evening Reception | $10,000

Sponsor the conference's main social and networking event on Wednesday, September 9. 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
- Sponsor logo on reception signage
- Sponsor logo and organization description on conference website
- Sponsor recognition in attendee communications and in social media posts

🎥 Livestream & Session Recordings | $10,000

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
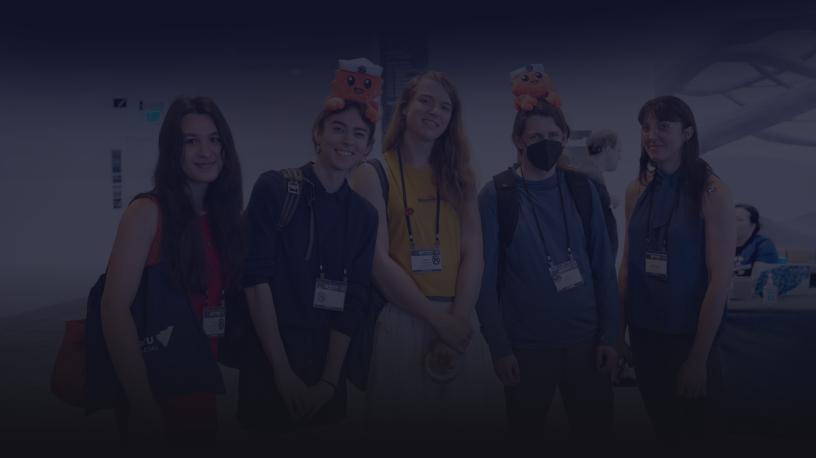- Sponsor recognition in attendee communications and in social media posts

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

"RustConf is an excellent hallway track for building connections, engaging with other Rustaceans, and being part of a community that values getting things to work right."

– Erich Gubler, Staff Software Engineer, Mozilla, RustConf 2025 In-Person Attendee

RustConf
2026 | Montréal

Ready to take the next step?

Contact **rustconf@rustfoundation.org** to get started.
Thank you for your interest!

Proudly hosted by **Rust Foundation**