



# RubyKaigi

# 2026

Hakodate,  
Hokkaido, Japan

## Sponsorship Prospectus

# What is RubyKaigi 2026?

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RubyKaigi is the world's largest international conference on the Ruby programming language.

It plays an important role as it acts as a place to discuss the latest technologies, the world's largest gathering of Ruby core developers to discuss the future of Ruby, and a community hub in both Japanese and English.

RubyKaigi 2026 marks the 20th event in the series and will be held over a 3-day period starting on 22 Apr at Hakodate Citizen Hall & Hakodate Arena. Speakers will include well-known Ruby developers from Japan and around the world, including Yukihiro Matsumoto (Matz), the creator of Ruby himself.

<b>Dates</b>	22 - 24 April 2026
<b>Venue</b>	Hakodate Citizen Hall & Hakodate Arena in Hakodate, Hokkaido, Japan
<b>Keynotes</b>	Yukihiro Matsumoto (Matz) & others
<b>Session speakers</b>	TBA; Open call for speakers
<b>Attendees</b>	1,000 people (goal)
<b>Organizers</b>	Team RubyKaigi 2026 and Nihon Ruby-no-kai

*This conference is an in-person only conference, so no live stream available.*

# Sponsorship Packages

	Ruby	Platinum	Gold	Silver
<b>Price (tax excl.)</b>	2,500,000 JPY	1,500,000 JPY	500,000 JPY	250,000 JPY
<b>Availability</b>	Limited (6)	Limited	Unlimited	Unlimited
<b>Conference passes</b>	8 persons	4 persons	2 persons	1 person
<b>Recognition: Promo Text on Website</b>	Up to about 200 words	Up to about 100 words	Up to about 50 words	Up to about 25 words
<b>Recognition: Logo on Website</b>	Extra Large	Large	Medium	Small
<b>Logo recognition: Videos</b>	on session archive videos	—	—	—
<b>Logo recognition: during intermissions</b>	Large	Medium	Small	—
<b>Talk Session</b>	3-minutes talk before Keynote <sup>*2</sup>	—	—	—
<b>Other</b>	Swag distribution (up to A4 size in total)			

\* Ruby and Platinum tiers are subject for random selection if there are a large number of applications.

For details, refer to the [\[Ruby & Platinum Sponsorship Availability\]](#) page.

\*2 Custom sponsorship packages on Ruby tiers are basically ineligible for sponsor sessions. For details, refer to the [\[Custom sponsorship package\]](#) section.

## Add-ons

Sponsor Booth	
<b>Price</b>	500,000 JPY (tax excl.)
<b>Availability</b>	Limited
<b>Applicable for</b>	Ruby and Platinum sponsors

\* Request by the deadline shown on the application form or sponsorship portal.

\* 2 booth passes are included in this add-on. Additional passes may be purchased for 8,000 JPY (tax excl.) each.

\* Sponsor booth add-ons in Platinum tier are subject for random selection if there are a large number of requests. For details, refer to the [\[Ruby & Platinum Sponsorship Availability\]](#) page.

# Changes since RubyKaigi 2025

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Here's a summary of the changes since RubyKaigi 2025 sponsorship program:

- **Reduction in Platinum tier slots**
  - The number of available Platinum sponsor slots will be reduced. This is primarily to maintain the value provided to sponsors at this tier, such as size and on-screen time of the sponsor logo recognition benefit.
- **Price increase for Ruby and Platinum tiers**
  - Due to increased demand and the reduced number of slots, the prices for the Ruby and Platinum tiers have each been increased by 500,000 JPY (tax excl.).
- **Booth add-on for Ruby sponsors is guaranteed**
  - The previous process involved two separate random selections: one for the Ruby tier itself, and another for the option to include a booth. This year, if you are selected as a Ruby sponsor, your request for a booth add-on is guaranteed.
  - *\* We plan to review this guarantee for each event based on the venue's capacity. For 2027 and future events, please be sure to check the prospectus for that year.*
- **Changes to [Booth Pass] for booth staff**
  - Booth passes are intended for booth staff, allowing them to be present in the expo area, but it does not grant access to the main conference programme.
  - Previously, 2 booth passes were included in the booth add-on. Starting with RubyKaigi 2026, in addition to the 2 included passes, you can now **purchase additional passes for 8,000 JPY/pass (tax excl.)**.
  - Booth passes are no longer shareable. Every participant must have an individual pass—either a paid Attendee ticket, a conference pass, or a Booth Pass—for entry. The lanyard received for a booth pass will be mandatory and must clearly display the holder's full name and affiliation.
  - Furthermore, booth pass holders are no longer permitted to attend the Official Party or other social events hosted by sponsors.

The above summarizes major changes, but please continue reading to understand RubyKaigi 2026 sponsorship program in full.

# Ruby & Platinum Sponsorship Availability

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We plan to select Ruby and Platinum sponsors at *random* instead of on a first-come first-serve basis, because we have had such a large number of Ruby and Platinum sponsor applications in the recent RubyKaigi. Application for those packages must be made by the deadline.

Ruby sponsors are guaranteed a booth, but booth requests from Platinum sponsors will be subject to a random selection process. This random selection for booth allotment will occur *after* the random selection for Ruby and Platinum packages. All booth requests must be submitted by the specified deadline.

In case that we couldn't accommodate a sponsorship application for Ruby/Platinum tier, or a sponsor booth request, we offer the following options: [Withdraw sponsorship], or [Change package tier]. Note that some tiers may not be available for change depending on its availability; For instance, assume if we couldn't accommodate a Ruby package, then we might not be able to offer a Platinum tier as well.

The deadline for Ruby/Platinum tier application and sponsor booth request is shown on the application form and sponsorship portal <https://sponsorships.rubykaigi.org/>.

## Policies

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Everyone attending RubyKaigi including sponsors and staff must abide by the following policy:

- **Anti-harassment policy:** <https://rubykaigi.org/2026/policies>

# Understanding Our Purpose

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We would first like to express our deep gratitude to sponsors who have supported us for many years and understood our purpose. RubyKaigi has long been a great success, thanks in large part to this cooperation and support. However, as our scale has grown in recent years, we have received a non-trivial number of reports concerning inappropriate behavior and harassment. We view this as a serious situation that, if it worsens, could undermine the fundamental purpose of RubyKaigi. It is painful to mention this in a prospectus, but we must acknowledge the fact that most reports concern attendees with *Exhibitor* badges, meaning sponsor personnel.

**RubyKaigi is a conference organised to serve as a hub for the global Ruby community, and as an engine for fostering discussion by bringing together the developers of the Ruby interpreter itself.** We trust that the vast majority of our sponsors and their representatives understand RubyKaigi's spirit and purpose, as well as our anti-harassment policy. Unfortunately, a certain number do not.

The various events held outside of the main program are also organised or hosted to encourage communication among attendees. We understand that some sponsors may view RubyKaigi as just another event effective for hiring or customer acquisition. However, that is not our primary focus; we organise RubyKaigi, first and foremost, for the primary purpose mentioned above.

Inappropriate behaviors risk damaging the reputation of the RubyKaigi conference itself, and by extension, Ruby and its community. Local businesses and residents are aware of our conference and know us by name, as we bring many people to the town.

Therefore, while we feel great regret having to say this as the recipient of support, we kindly ask those considering sponsorship to do so with a full understanding of RubyKaigi's purpose and the community we strive to support. We'd be truly happy if you share our purpose, beyond just the listed sponsorship benefits!

In recent years, we accommodated all companies interested in sponsoring us, avoiding random selection. However, due to these circumstances including demand, we decided to scale back the sponsorship program for RubyKaigi 2026. Once again, we appreciate your continued interest and support, and are looking forward to welcoming you in Hakodate.

# Benefits in Detail

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## Recognition on our website

Sponsors' introduction text, link and logo will be put on our official website  
For examples, refer to our past website such as <https://rubykaigi.org/2025/>.

## Conference passes

Conference passes are included in the sponsorship package. It is equivalent to an attendee ticket which is generally available.

## Logo recognition during intermissions

Screen shown during intermissions will include eligible sponsors' logos. Size varies by a sponsor tier.

## Swag distribution

RubyKaigi provides a shared table among all sponsors to distribute your small swags to all attendees.

Since it is a shared space, each sponsor can bring items up to A4 size. Due to space limitation, we request sponsors with a sponsor booth to distribute swags from their booth. The shared table will be put in the exhibition area or near the registration desk so it is visible from most attendees.

The shipping guide will be announced later. We request sponsors to collect swags left on the table by the end of the conference; otherwise we'll discard any remaining items after the last session.

Use of vertical display stands or similar items is prohibited on the swag table, to prevent other sponsors' items from being obstructed.

Also, any kind of guerilla marketing is prohibited. Swags must be distributed from this shared table, or a booth area (only if assigned).

## Logo recognition on archive videos [Ruby sponsors]

Ruby sponsor logos will appear on the bottom of session archive videos; rotates every approximate 15 seconds. For example, visit and watch the RubyKaigi [2025 archive](#).

## Sponsor talk [Ruby sponsors]

Ruby sponsors are eligible to give a 3-minute sponsor talk before keynote. Note that *custom sponsorship packages* on Ruby tier are basically not eligible for this benefit.

*\* Sponsor session speakers must bring their own laptop. Expect screen size of 16:9.*

*\* We will request contact information of your speaker before the conference.*

*\* Speaker(s) must possess a valid conference lanyard (regardless of conference pass, paid attendee ticket or booth pass) for security reasons.*

# Sponsor booth

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*\* Sponsor booths are only available for Ruby and Platinum sponsors as a **paid add-on**. Requests from Platinum sponsors are subject for random selection. For details, refer to the [\[Sponsorship Packages\]](#) page and [\[Ruby & Platinum Sponsorship Availability\]](#) page.*

RubyKaigi provides a sponsor booth with a desk and electricity. Wi-Fi is available at best effort (shared with general attendees).

We expect an exhibition to consist of laptops, PC displays and small items. If you plan to use large electric items (100V 500W+), using non-standard\* shipping methods, bring large or many items, please let us know early; Note that we may be unable to accommodate all requests.

*\* We prepare for the standard Japanese shipping method: takuhaibin, such as Yamato and Sagawa. If you need to use international shipping carriers, please contact us in advance, as they may not be able to guarantee a specific delivery date.*

Detailed specs and instructions will be announced after booth assignment, including dimensions, electricity, shipping information. As usual, Ruby sponsors will have larger booths than Platinum sponsors. For latest information, visit and login to <https://sponsorships.rubykaigi.org/>.

## Booth passes

Booth passes are available for booth staff who will not be attending the main conference sessions. Two (2) passes are included in the add-on, and additional passes can be purchased for 8,000 JPY (tax excl.) each.

*\* People with a main conference ticket (either Attendee or Sponsor type) do not have to use a booth pass.*

An *Exhibitor* lanyard provided by a booth pass grants limited access to the conference. Specifically, it does not permit entry to sessions, access to official RubyKaigi swags, or participation in social events including the Official Party.

*\* The exact restrictions that apply will be detailed on the exhibitors' guide, which will be published later.*

Sharing conference badges and lanyards with multiple people is strictly prohibited. You will be required to write your name and affiliation on the name badge upon registration at the venue.

# Custom sponsorship package

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**What is a custom sponsorship package?** Sponsors with a custom package help bring a whole new level of excitement to RubyKaigi. As a custom sponsor, you will not only get your company's name out to all the attendees but, together with all the other sponsors, you will make RubyKaigi a fun and unique event that leaves a lasting impression on the attending Rubyist long after it has ended.

Creating a custom package allows you to contribute to RubyKaigi in your own way by bringing a custom event or program, instead of choosing from the regular lineup of sponsorship packages. In our past conferences, for example, there were custom packages with drink-ups, Wi-Fi, and hack spaces for instance; See sponsor pages in the [past conference websites](#) for more.

However, it comes with the expectation of understanding of RubyKaigi and its attendees, plus sponsors' additional effort to organize a custom program. So, if you have never sponsored RubyKaigi yet, we recommend that you choose from the standard package line-ups instead of creating a custom package.

Custom sponsorships will be invoiced at a deducted price from its equivalent standard package, by submitting a list of expenses for a sponsored program. So, in order to propose your custom sponsorship idea on a sponsorship application, choose a plan from normal package line-ups such as *[Platinum]* that matches your budget, then fill your proposal into *[Additional Note for Your Plan]* field. If you plan to choose Ruby and Platinum plans, be aware that those plans have a deadline to apply.

All custom package proposals are subject to review by RubyKaigi, and the final sponsorship package will be assigned at RubyKaigi's sole discretion.

## Other Conditions for Custom Sponsorship

All custom sponsorships must select an equivalent sponsorship package from the normal line-up, it defines a price of sponsorship fee and benefits for your custom package. The benefits of a custom sponsorship package are basically the same with its equivalent normal sponsorship package, such as Ruby, Platinum, Gold and Silver. However, some custom packages may have exceptions; For instance, custom sponsorship packages on Ruby tier don't have [Sponsor talk] benefit. We will confirm you if any exceptions or conditions apply to your custom package.

Expenses paid by sponsor have to be submitted with records such as invoices and receipts to RubyKaigi. We don't reimburse but will deduct the same amount from your sponsorship bill. We only accept expenses where essential for your custom program. For instance, expenses for promotion of your own services or company will not be accepted, like stickers of your product logo. If you're in doubt, ask us.

If a total amount of sponsor's expenses exceeds the price of the equivalent package, RubyKaigi will not bill the sponsor for the sponsorship. We don't reimburse even in which case.

## Requirements for Related Events

To have your event information listed on the official RubyKaigi website, the following requirements must be met:

- The event must be hosted by a sponsor or by a community.
- The event must take place in the host city.
- The event must require attendees to comply with the RubyKaigi Anti-harassment Policy.
  - This must also state that in the event of harassment, the event organizers will take action, such as removing harassing individuals from the event.
- The event registration page must have an English version
- You must follow the registration start time designated by RubyKaigi
- You must prohibit participation from attendees possessing a booth pass (*Exhibitor* lanyard), except organizers of the event itself.

Some exceptions may be granted at RubyKaigi's discretion.

# FAQs

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## How many people attended the past conferences?

In RubyKaigi 2025, we record 1,500 attendees from 34 countries and regions in total; Numbers include sponsors and conference staff.

Though we don't have a survey for attendees, we guess most of the attendees are programmers as our event features the programming language.

## How many people are expected to attend this year?

We expect to see about 1,000 attendees this year as well.

## What about custom sponsorship packages?

Refer to the previous page [[Custom sponsorship package](#)].

## When will you send the invoice?

We plan to send invoices to sponsors at the end of the month in which we publish sponsor logos on our website. If you need to adjust the timing for invoicing, let us know through the application form.

If you're assigned a [[custom sponsorship package](#)], then the invoicing process will take place after the conference. We'll send a form to submit your expenses for finalisation of your sponsorship fee before sending an invoice.

## Do you support the JCT qualified invoice system?

Yes, we'll issue *qualified invoices* (適格請求書) to sponsors from Nihon Ruby-no-kai(\*) for JCT claim.

\* JCT: Japanese Consumption Tax (消費税)

\* This is our legal entity. It will issue invoices and receive payments.

Japanese entity name: 一般社団法人日本Rubyの会

Tax registration number/適格請求書発行事業者登録番号: [T2011105005022](#)

## **What about the detailed spec of a sponsor booth?**

Refer to the previous section [[Sponsor booth](#)]. But details are basically TBD after booth assignments are finalized.

The basic unbranded desk, chairs, and power outlets are included. Tech conferences in Japan typically don't provide fabricated/branded turnkey booths in its expo area.

## **Do you provide attendee data to sponsors?**

Due to privacy reasons, we don't provide attendee contact information to any sponsors. This also means we don't have any kind of lead scanners.

Sponsors benefit the most when they bring engineers and employees to the conference who interact with the attendees during the conference rather than scanning badges for later engagement. Of course, sponsors can collect such information from attendees with attendees' consent, and at sponsors' responsibility, using methods such as a sign up form.

## **Can we distribute our swags?**

Yes. Refer to the previous section [[Swag distribution](#)]. Of course sponsors with a sponsor booth can distribute at their own sponsor booth.

Swags must be distributed from the shared swag table, or an assigned booth area (if assigned). Any kind of guerilla marketing, by both sponsors and non-sponsors, is strictly prohibited.

## **Can we design our swags using the RubyKaigi logo?**

Yes, but please reach out to us. Make sure your items are distinguishable from our official swags; for instance, make sure your company logo is placed larger than RubyKaigi logo.

To avoid unwanted troubles, we request all sponsors to go through our review process who want to use the RubyKaigi logo for their swags. Please let us know before proceeding to production. Logo assets will be made available <https://rubykaigi.org/2026/> website later.

## **Can we use the #rubykaigi hashtag for a campaign at our sponsor booth, for example, by including it in a social media post template for attendees?**

We ask that you please refrain from doing so. If your campaign involves posting to Twitter, please prepare your own unique hashtag and do not include #rubykaigi in your post templates.

## **Do we have to ask RubyKaigi before releasing a blog post or press release for sponsorship?**

No, it isn't mandatory to. However, we're happy to review your draft so please reach out to us.

## **We need a formal contract or agreement to proceed with sponsorship.**

We're happy to sign, but we don't have a template. So please have a draft ready and share with us at [sponsorships@rubykaigi.org](mailto:sponsorships@rubykaigi.org).

## **Further FAQs and Information**

Further FAQs and information will be posted at <https://sponsorships.rubykaigi.org> (requires login after application) and announced via emails.

# Application Form

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Please review this prospectus then apply at <https://sponsorships.rubykaigi.org/>

We don't accept cancellation, withdrawal and change in a selected package once your sponsorship is finalised.

*\* Ruby and Platinum package, and sponsor booth add-on are subject for random selection so sponsorship applications for these will not be finalized immediately, until the application deadline. Due to random selection, we offer options to withdraw or change as described in the [\[Ruby & Platinum Sponsorship Availability\]](#) section if we couldn't accommodate your request. Please refer to that section for details.*

## Contact

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RubyKaigi Sponsor Relations <[sponsorships@rubykaigi.org](mailto:sponsorships@rubykaigi.org)>

*We recommend reviewing this prospectus and <https://sponsorships.rubykaigi.org/> (login required after application) before asking us, these documents may have an answer for your question.*