



**RUST LATAM**  
MEXICO CITY 2020

***for sponsors***

# What is Rust Latam?

**Rust Latam** is the itinerant conference and gathering event for the Rust programming language community in Latin America. It is organized by community members from the region with the support of the Rust global community, and brings together both seasoned and new Rust developers in a friendly atmosphere to share knowledge and hold discussions that shape the future of the project.

Rust is an Open Source project focused on creating a system programming language. It pursues that goal by building on top of three main goals: **Safety, Performance and Concurrency**. For the year 2020 the conference will be held in:

**Mexico City, Mexico on May, 22th and 23th**

The venue will be the **UNAM School of Engineering**, the most prestigious engineering school in Latin America and one of the top engineering schools worldwide.

# Format of the conference

The conference will consist of two days of talks and workshops.

- **TALKS:** topics will be **technical** (advanced but also for beginner) and about the **community** (experiences about bringing Rust and how to involve the local communities) as well. Talks are inspiring for the audience, will provide a picture of the current environment and will give exclusive insights on future developments.
- **WORKSHOPS:** we will **bring people together** and learn about specific topics. Workshops usually last from 3 to 5 hours and will allow attendees to either learn something from zero or to gain deeper knowledge. The goal of the workshops is to **let attendees go back home with a renewed interest** on a topic and push the study further by themselves.

# Benefits of Sponsorship

Sponsors of the Rust Latam conference become part of one of the best community driven projects in the industry, around one of the best technologies that can affect software positively for the next years. By doing so, sponsors also have the opportunity to:



Engage Rust Latam Conference audiences with your brand in an authentic way providing real insights on your products and reach potential new customers in the region.

Meet potential employees and talent of the Latin American industry.



Provide your employees and clients with ways to teach, learn and get involved in an open source project that is making systems programming safe with an amazing community of people behind it.

Get in touch with the members of the Rust Community and get help figuring out how Rust can benefit your products.



Align your message with Rust Latam Conference to help showcase your support for Rust as an open-source systems programming language that focuses on speed, memory safety and parallelism.

# Sponsorship Levels

## BRONZE

*USD 1.500*

Have your identity on our website and during the conference

Be mentioned as a sponsor in the pre-event emails

Be recognized in the conference opening

Be recognized in announcements and on social media

1 attendee tickets

## SILVER

*USD 3.000*

Includes all the Bronze level benefits

The first 4 sponsors getting a Silver level package will have their visual identity included in talk videos during streaming and in the conference t-shirt and badges

Opportunity to provide swag to be added to the conference swag bag

Sponsor booth with banner and limited space in the exhibit area

2 attendee tickets

## GOLD

*USD 5.000*

Includes all the Silver level benefits

Have a bigger space sponsor booth in the exhibit area

The first 2 sponsors in getting a Gold level package, get a 5 minutes talk to present their brand and products to the audience

Media about your company running on a TV during the conference

4 attendee tickets

## CUSTOM

If none of the levels match your needs, contact us and we can work out a solution together for a custom Sponsorship package tailored for you.

Get in touch with us!

[sponsors@rustlatam.org](mailto:sponsors@rustlatam.org)

# Exhibit Area

The conference will have, only on Saturday, a dedicated expo area for sponsors. The exhibit area will give sponsors the possibility to set up a space to answer questions from the attendance and reach out in a more personal manner, as well as to promote their brand and distribute marketing materials.

It's also the perfect place to get developers interested in your products, **show the company life and recruit talents!**

# Audience of the Conference

The conference is focused on strengthening the Rust community in Latin America. For doing so, it focuses on beginners and people interested on knowing more about the language in the region. However, it also serves as a gathering event for the Rust community, so experts from the global community can meet at the venues.

After a successful first edition in Montevideo, the second **Rust LATAM will be held in Mexico City**. The city is a huge hive with one of the most diverse communities in the whole Latin America, where ideas spread fast and it's easy to get people interested from all backgrounds. There are already regular meetups and training workshops about Rust, we would like to help sparking interest from the local community and plant seeds that will grow.

Mexico City is also well positioned and will make the conference appealing to nearby Latin America countries and the United States of America as well.

**The target of the conference is around 200~250 attendants, with around 9 speakers from all across the globe.**



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To learn more, please contact us at [sponsors@rustlatam.org](mailto:sponsors@rustlatam.org)

Together, we can fuel the Rust movement as a resource that will help grow your business, spark your next great idea, and deliver you the best tools and resources to get the job done.



**Thank you for your interest in sponsoring Rust Latam 2020.**  
Please note, invoices are issued with payment due upon receipt.

**BILLING  
INFORMATION**

NAME:  
EMAIL:  
COMPANY:  
PHONE:  
ADDRESS:  
CITY:  
STATE:  
ZIP:

Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

**PAYMENT  
INSTRUCTIONS**

International wire transfer should be addressed to our bank account in Mexico. For any questions about payments, contact [sponsors@rustlatam.org](mailto:sponsors@rustlatam.org).

**Bank information**

Intermediate Bank: BBVA  
City: Veracruz  
Branch #: 4782  
Account #: 0114063392  
CLABE: 012905001140633924  
SWIFT Code: BCMRMXMMPYM  
Contact name: Consejo de Ciencias y Tecnologías de la Información Concienti  
RFC: CCT130824U59  
Contact phone number: +52 229 192 3216

**Additional Requirements**

Please submit a company logo (vector format) for inclusion in sponsorship materials. Also include company description to the specification of the package you have selected.

**SPONSORS &  
EXHIBITORS****RUST LATAM 2020  
SPONSOR PACKAGE**

LEVEL:  
PRICE \$:

**ADDITIONAL  
OPPORTUNITIES**

RECEPTION:  
BAGS:  
BREAK:  
MEAL:  
KEY CARD:  
OTHER:

**TOTAL DUE \$:**

<p><b>AGREED:</b> Sponsor/Exhibitor is bound to this Sponsor and Exhibitor MAY 22th-23rd, 2020 SPONSOR SIGNATURE Application and Contract (“Agreement”) for Rust Latam (“Conference” and/or “Event”). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided to Consejo de Ciencias y Tecnologías de la Información* (which acts on behalf of Rust Latam) is complete and accurate.</p>	<p><b><u>SPONSOR SIGNATURE</u></b></p>
	<p><b><u>Consejo de Ciencias y Tecnologías de la Información on behalf of RUST LATAM* SIGNATURE</u></b></p> <p>Upon receipt of this signed contract and full payment, Rust Latam will countersign and return a copy to the contact listed on pg. 8 of the contract.</p> <p>* Consejo de Ciencias y Tecnologías de la Información legally supports the Rust Latam 2020 event operations. From now on we will refer as Rust Latam.</p>

**TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN RUST LATAM 2020 TAKING PLACE IN MEXICO CITY, MEXICO ON MAY 22th-23rd, 2020**

**ASSIGNMENT OF SPACE:** Rust Latam shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than three weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by Rust Latam due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Rust Latam. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

**USE OF SPACE:** Company is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Company’s assigned space. Company’s product demonstration, placement or handing out of literature, signage, all booth furnishings, and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied, and dismantled in accordance with Rust Latam’s schedule. Rust Latam may refuse permission to exhibit any products or services Rust Latam deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of Rust Latam, which Rust Latam may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, signage, third-party branded giveaways or handouts, and any other representation bearing a brand other than that of the sponsor. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from Rust Latam.

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Rust Latam’s Conference schedule. All events must be pre-authorized by Rust Latam to avoid such conflicts. Events can only be listed as official conference events and promoted by Rust Latam if they are sponsored exclusively by event sponsors.

**TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN RUST LATAM 2020 TAKING PLACE IN MEXICO CITY, MEXICO ON MAY 22th-23rd, 2020**

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither Rust Latam, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury, or death to the person, property, or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect Rust Latam and hold Rust Latam, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will Rust Latam, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Rust Latam's liability, under any circumstance, exceed the amount actually paid to it by the Company. Rust Latam makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

**CANCELLATION OR TERMINATION BY RUST LATAM:** If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God ("Force Majeure"), Rust Latam shall determine that the Conference or any part will not be held, Rust Latam may cancel the Conference or any part thereof. In that event, the liability of Rust Latam is limited to the amount of fees paid, and Rust Latam shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Rust Latam. In the event, however, that Rust Latam cancels the Conference for any reason other than Force Majeure, Rust Latam shall refund to Company the full amount of the fees paid by Company.

**CANCELLATION BY COMPANY:** All payments made to Rust Latam or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Rust Latam and Rust Latam's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to [sponsors@rustlatam.org](mailto:sponsors@rustlatam.org)

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Rust Latam reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Rust Latam from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Rust Latam concerning the subject matter of this Agreement. Rust Latam does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Rust Latam. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Rust Latam under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Rust Latam. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment. **A LA CARTE SPONSORSHIPS:** Unless specified, a la carte sponsorships do not include placement on regular sponsor signage.