



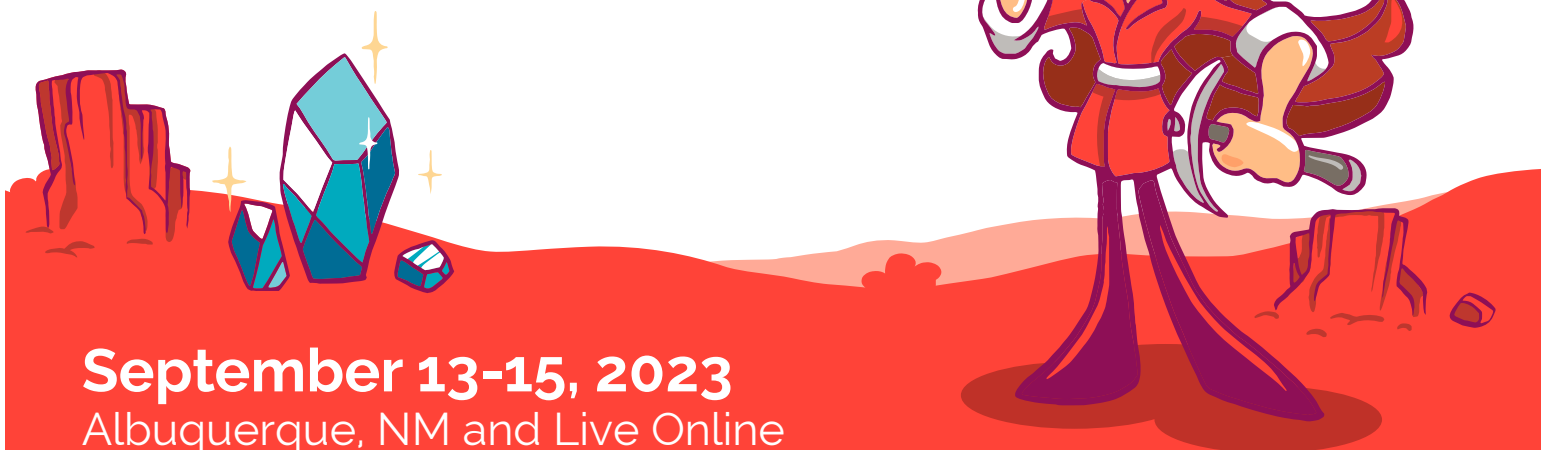
Some of our previous sponsors



become a SPONSOR and support the growing Rust ecosystem

RustConf is back in a new city with our tried and true hybrid format. We'll gather hundreds of the world's top Rust developers for two full days of talks by Team Members, major contributors and fresh community faces.

If you're looking to meet Rust talent, this is where you'll find it.



September 13-15, 2023
Albuquerque, NM and Live Online

Reach out to Sponsor events@tilde.io 415.488.5324

PRODUCED BY  **TILDE**



sponsorship PACKAGES

Discounts available for returning sponsors.
Materials due in Albuquerque, NM
by August 25, 2023.



BENEFIT	BRONZE	SILVER	GOLD	DIAMOND
Linked logo on RustConf.com	✓	✓	✓	✓
Blurb on RustConf.com	✓	✓	✓	✓
Logo on on-site conference signage	✗	✓	✓	✓
Sponsor designation in pre-event emails	✗	✓	✓	✓
Opportunity to send stickers for distribution	✗	✓	✓	✓
Sponsor channel in conference Discord	✗	✓	✓	✓
Recognition in opening announcements	✗	✗	✓	✓
Logo on screens during breaks	✗	✗	✓	✓
Sponsor table at conference LIMITED QUANTITIES	✗	✗	✓	✓
Opportunity to provide swag for distribution	✗	✗	✓	✓
Meal or snack sponsorship	✗	✗	✗	✓
Sponsored Session LIMITED QUANTITIES, SUBJECT TO PROGRAM COMMITTEE APPROVAL	✗	✗	✗	✓
Opportunity for Promo Video(s) LIMITED QUANTITIES, 90 SECONDS EACH	✗	1	1	2
Job postings on RustConf.com	1	2	3	4
Conference recordings featuring logo	1	3	6	all
Attendee passes FOR IN-PERSON OR VIRTUAL ATTENDANCE	3	5	8	10
	\$5,000	\$10,000	\$15,000	\$20,000



a-la-carte SPONSORSHIP

Discounts available for returning sponsors.
Materials due in Albuquerque, NM
by August 25, 2023.



Sponsors get exposure related to the specific item sponsored, as well as logo placement on RustConf.com

\$6,000

Number of available sponsorships varies by perk

- ▶ Coffee
- ▶ Hacking Space/Hallway Track Lounge
- ▶ After Party/Meal or Snack Sponsorship

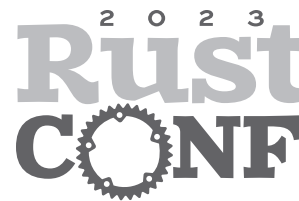
\$4,000

- ▶ Snack Break
- ▶ On-site Childcare and/or Entertainment
- ▶ Speaker Lounge
- ▶ Lanyards
SPONSOR PROVIDES LANYARDS
- ▶ Bags
SPONSOR PROVIDES BAGS

\$2,000

- ▶ Speaker Expenses
ONE SPEAKER
- ▶ Scholarship Program
ONE STUDENT
- ▶ Video Sponsorship
ONE SESSION
- ▶ Speaker Gifts

SPONSORSHIP CONTRACT



AGREED: Sponsor/Exhibitor ("Sponsor") is bound to this Sponsor and Exhibitor Application and Contract, including the attached Participation Agreement (collectively, the "Agreement") for RustConf 2023 ("Conference" and/or "Event"). The undersigned has

read and agrees to all the terms and conditions of the Agreement. The undersigned represents and warrants that he/she is authorized to sign on behalf of the Sponsor listed above and that all information I have provided is complete and accurate.

Sponsor Legal Name	Sponsor Rep Name
Billing Address for Invoice	
Package and/or add-on(s)	Total Cost
Sponsor Representative Signature X	Date
Tilde Inc. Signature X	Date

PARTICIPATION AGREEMENT: The terms and conditions set forth herein are for sponsor participation in RustConf 2023, taking place in Albuquerque, NM, September 13th–15th, 2023, as well as broadcast virtually. All currencies listed are in USD. Each party hereby represents and warrants that it has the right to enter into the terms of this Agreement.

SPONSOR OBLIGATIONS: For its participation as a Sponsor in the Event, Sponsor shall pay to Tilde the amount connected with Sponsor's selected tier (the "Sponsorship Fee"), as set out below:

Bronze: \$5,000
Silver: \$10,000
Gold: \$15,000
Diamond: \$20,000

The Sponsorship Fee is payable to Tilde, Inc., due on the date of Agreement signing. Sponsor is prohibited from assigning the performance of its obligations under this Agreement to any third party without the express written consent of Tilde.

ASSIGNMENT OF SPACE: Tilde Inc., a Delaware Corporation ("Tilde"), shall assign the booth, display, and/or tabletop space as agreed to under this Agreement for the period of the display. Location assignments will be on a first-come, first-served basis, and may be modified by Tilde due to changes in Event layout, venue, or other factors, and will be made solely at the discretion of Tilde. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

USE OF SPACE: Sponsor is allowed to distribute literature, run demonstrations, and distribute products within the boundaries of the Sponsor's assigned space. Sponsor'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

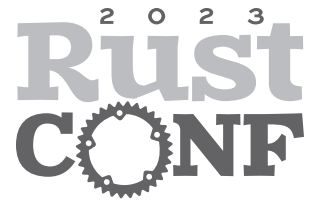
audio capabilities. All booth furnishings, equipment, and displays are the responsibility of Sponsor, must be constructed safely, and must be installed, occupied, and dismantled in accordance with Tilde's schedule. Tilde may refuse permission to exhibit any products or services Tilde deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Tilde, which Tilde 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, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives. Sponsor may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from Tilde.

SPONSOR EVENTS: Sponsor 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 Tilde's Conference schedule. All events must be preauthorized by Tilde to avoid such conflicts. Events can only be listed as official conference events and promoted by Tilde if they are sponsored exclusively by event sponsors.

INDEMNITY AND LIMITATION OF LIABILITY: IN NO EVENT SHALL TILDE BE LIABLE TO SPONSOR FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, OR PUNITIVE DAMAGES IN CONNECTION WITH THIS AGREEMENT, REGARDLESS OF WHETHER SUCH LIABILITY RESULTS FROM BREACH OF CONTRACT, BREACH OF WARRANTIES, TORT, STRICT LIABILITY, OR OTHERWISE.

Neither Tilde, any co-sponsor, venue provider, nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby re-

SPONSORSHIP CONTRACT



leases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor 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.

Sponsor hereby indemnifies, and shall defend, and protect Tilde and hold Tilde, 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 Sponsor's participation in the Conference or any actions of Sponsor's officers, agents, employees, contractors, or other representatives. Under no circumstance will Tilde, 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 Tilde's liability, under any circumstance, exceed the amount actually paid to it by Sponsor. Tilde makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

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

CANCELLATION OR TERMINATION BY TILDE: 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, act of God ("Force Majeure"), or a significant change to the state of the Covid-19 pandemic, Tilde shall determine that the Conference or any part will not be held, Tilde may cancel the Conference or any part thereof. In that event, the liability of Tilde is limited to the amount of fees paid, and Tilde shall refund to Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Tilde and applying fees to a comparable tier of online-only sponsorship. In the event, however, that Tilde cancels the Conference for any reason other than Force Majeure, Tilde shall refund to Sponsor the full amount of the fees paid by Sponsor.

CANCELLATION BY SPONSOR: All payments made to Tilde or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Tilde and Tilde's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to Leah Silber at events@tilde.io.

SPONSOR CONDUCT: In its performance of this Agreement, Sponsor and all of its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good taste and in compliance with all applicable laws and regulations. Tilde reserves the right to eject from the Conference Sponsor or any Sponsor representative(s) violating those standards.

TRADEMARKS AND MATERIALS: As a condition to each party's performance of the terms of this Agreement, each party ("licensor") grants to the other ("licensee") a limited, non-exclusive, non-perpetual, revocable, royalty-free right and license to use licensor's trade names, logo designs, trademarks, and company descriptions in any medium of licensee's advertising, promotional products, or marketing materials distributed in connection with the Event.

PERSONAL INFORMATION: Tilde does not disclose the personal information of Event participants or sponsor personnel with any third parties. Subject to compliance with applicable laws, Sponsor may request personal information from Event participants and co-sponsor personnel during the event.

INSURANCE: Sponsor shall maintain, at its sole cost and expense, commercial general liability insurance with coverage equal to or greater than \$1,000,000 per claim and \$1,000,000 in aggregate.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Tilde from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between Sponsor and Tilde concerning the subject matter of this Agreement. Tilde does not make any warranties or other agreements except as set forth above. Any amendment to this Agreement must be in writing signed by Tilde. No business forms (including without limitation any Sponsor purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. This Agreement is governed by the laws of the State of Oregon and disputes arising from this Agreement shall be subject the jurisdiction of the state and federal located in Portland, Oregon. The rights of Tilde under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Tilde. 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 Sponsor subject to the terms of this Agreement regarding consent to assignment.