



Women creating
awesome software

Prospectus

October 29th 2024,
Walmart Corporate Toreo, CDMX

devday4w.com





What is Dev Day 4 Women?

Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene.

It is key component of the **Code 4 DEI** initiative, which purpose is to develop a tech community where women and gender neutral professionals can learn, be inspired, get connected, and encourage each other to continue their STEAM careers.

Since 2015, DD4W has become the leading conference for women and gender neutral in Latam.

This year the **onsite edition** will be held on **October 29th**.



Dev Day 4 Women in numbers

2019

In-person edition
(Torre BBVA CDMX)

+300

Attendees onsite

+1000

online

15

talks

2020

online edition

+1300

Registered

+200

connected

25

talks

2021

H1 online edition
Presented by Accenture

+1000

Registered

+200

Live per session

23

talks

2021

H2 online edition

+1000

Registered

+200

Live per session

25

talks

2022

H1 online edition

+1500

Registered

+200

Live per session

25

talks

2022

H2 online edition

+1200

Registered

+200

Live per session

30

talks

2023

In person edition
(Universidad La Salle)

+500

Registered

+250

Attendees onsite

16

talks

Dev Day 4 Women 2024
will be the 18th edition of this
expected event by women and
non-binary software
professionals in Latam.

The 1st .edition was held on
June 2015, in Intel
Guadalajara, Mexico, being
the *First conference for female
Devs in Mexico.*

They trust in us



Other previous sponsors: WART, Praxis, Ultrasist, Brainup, Thermo Fisher, Hexaware, UnoSquare, Tiempo Development, Definity First, Kairos DS, Forward, Screen IT, Ultrasist, Busolinea, Kellogg, Playful, Skye, Headspring, Cloudflare, among others.

Results of May '24 virtual edition

+1300

Registered participants

+100

Live attendees per session

26

Talks and workshops

Participant countries:



Mexico, Colombia, Chile, Argentina, Uruguay, Peru, United States, Venezuela, Bolivia, among others.

Partners:

Sponsors:



Event Audience

Estimated Reach

+250 Participants



- The **promo campaign** will reach potential participants located in Mexico and Latam.
- **Travel assistance** will be provided to some participants in need.
- The most representative and influential **communities and partners** will invited to participate and support the event.
- **The sessions will be recorded** and promoted after the event.

Event Structure

Dev Day 4 Women program will be distributed over 1 day

Dev Day 4 Women 2024 onsite edition will be held in Corporativo Walmart Mexico conference room.



Structure:

- Fireside chat with highly regarded women in the IT community.
- Technical talks*.
- Lightning talks presented by the community.
- Career development talks.
- Discussion panels.
- Networking breaks and lunch.

* Sessions can be presented either in English or Spanish.

Sponsorship Opportunities

Benefits of sponsoring



Be part of a future where the people who create software, represent the people for whom they build it.

- Take center stage at the largest gathering of women and non-binary technologists in Latam.
- Contact in person with women and non-binary software professionals.
- Expand your presence within an underrepresented audience.
- Find the talent you are looking for.
- Proactively show your support to diversity and inclusion.

Sponsorship packages

Benefit	Platinum (5)	Gold (up to 2)	Silver
Session or message	30 mins talk	10 min message	n/a
Attendees contact data (personal data of attendees that authorize to share)	All event	n/a	n/a
Space at the event (table w/2 chairs)	Yes	Yes	Yes
Brand presence (promotion campaign and during event)	Yes	Yes	Yes
Logo in recordings	Yes	Yes	Yes
Price (USD)	\$3,200	\$ 2,600	\$ 1,700

Additional deliverables



- Final report of the event.
- Event analytics.
- Recordings published on SG website.
- Post event communication: note on SG website, newsletter, and posts on social networks.
- Press covering by invited media focused on women.

Contact us

We will be happy to help you...

sponsorships@sg.com.mx

<https://devday4w.com>

Social networks: @code4dei

