DEV DAY 4 Women 10

WOMEN CREATING AWESOME SOFTWARE

PROSPECTUS

October 23rd, 2025
MONTERREY, NUEVO LEÓN

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 a key component of the Code 4 DEI initiative, whose purpose is to develop a tech community where women and gender neutral professionals can learn, be inspired, get connect, 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, we're hosting a special in-person edition to celebrate the 10th anniversary of Dev Day 4 Women, taking place on October 23, 2025, in Monterrey.

DEV DAY 4 WOMEN, CDMX 2024 IN NUMBERS

1 DAY

+10 STATES REACHED

+200 PARTICIPANTS

15 TALKS

21 CFP SUBMISSIONS

33 SPEAKERS

9 SPONSORS

+12 K TWITTER (X) FOLLOWERS

+27 K FACEBOOK SG FOLLOWERS

+1.4 K GROUP C4 DEI FOLLOWERS

+12 K LINKEDIN FOLLOWERS

Dev Day 4 Women 2025 will be the 18th edition of this expected event by women and non-binary software professionals.

The 1st edition was held on June 2015, in Intel Guadalajara, Mexico, making it the first conference for female developers in Mexico.

DEV DAY 4 WOMEN

EVENT AUDIENCE

WHO ATTENDS?

EXPECTED AUDIENCE

+200 MTY

Dev Day 4 Women is targeted at women and non-binary technologists in LATAM.

- Professional software developers
- Women interested in switching to a career in IT
- Women interested in reactivating their career after childcare leave
- Students in IT-related careers
- Academy
- Attendees represent a diverse range of industries, including technology, finance, healthcare, e-commerce, and more.

DEV DAY 4 WOMEN

EVENT STRUCTURE

THE PROGRAM WILL TAKE PLACE IN A SINGLE DAY

The onsite edition of Dev Day 4 Women 2025 will be held in Monterrey, Mexico.

PROGRAM 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.

200

IN-PERSON PARTICIPANTS

+1000

RECORDING VIEWS

ESTIMATED REACH

- The **promo campaign** will reach potential participants located in Monterrey, Mexico, and LATAM.
- The most representative and influential **communities and partners** will be invited to participate and support the event.
- **The sessions will be recorded** and promoted after the event.

DEV DAY 4 WOMEN

SPONSORSHIP OPPORTUNITIES

DEV DAY 4 Women 10

SPONSORSHIP PACKAGES

Benefits	**Platinum $3,200 (USD)**	**Gold $2,700 (USD)**	**Silver $1,700 (USD)**	**Scholarships $150 (USD)**
Session (25 mins.)	Yes	-	-	-
Message prior to the networking coffee or lunch. (10 mins.)	-	Yes	-	-
Participant data (Opt-ins*) (only participant's who accept to share with sponsors)	Registrants and In-Person Participants	-	-	-
Space at the event (table w/2 chairs)	Yes	Yes	Yes	-
Job offers promotion (up to 3)	Yes	Yes	Yes	Yes
Brand presence (promotion campaign and during event)	Yes	Yes	Yes	Yes
Brand presence on recordings	Yes	Yes	Yes	Yes
Brand presence on website	Yes	Yes	Yes	Yes
Social media mentions	Yes	Yes	Yes	Yes

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

BENEFITS OF SPONSORING

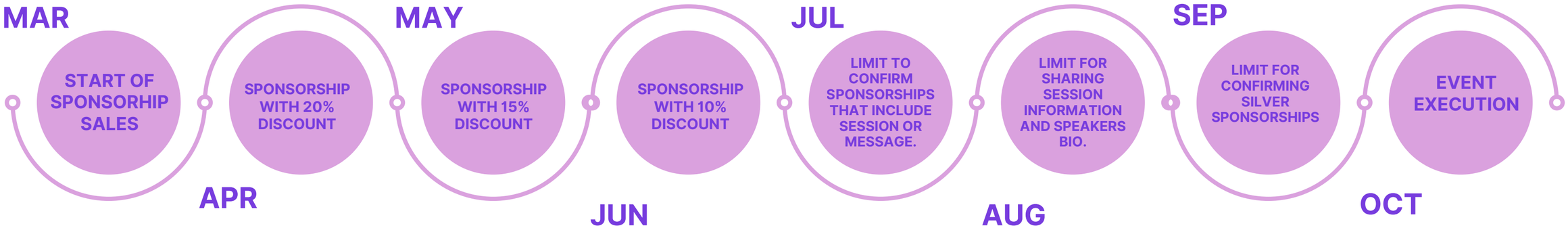
- Take center stage at the largest gathering of women and non-binary technologists in LATAM.
- Connect in person with women and non-binary software professionals.
- Expand your presence among underrepresented audiences.
- Find the talent you are looking for.
- Proactively show your support for diversity and inclusion.

ADDITIONAL DELIVERABLES

- The 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.

SPONSOR'S PARTICIPATION TIMELINE

DEV DAY 4 Women 10



DEV DAY 4 WOMEN

PREVIOUS EDITIONS

RESULTS OF OCT '24 IN PERSON EDITION

+439

REGISTERED PARTICIPANTS

+200

ATTENDEES ONSITE

15

TECHNICAL TALKS AND PROFESSIONAL DEVELOPMENT

PREVIOS SPONSORS

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Walmart México y Centroamérica

mobiik coding for the future

Edenred

pwc

B-DRIVE IT RESPUESTAS TECNOLÓGICAS EN TIEMPO REAL

CONTPAQ i Software empresarial fácil y completo

PEPSICO

accenture

SimplePractice

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CONTACT US

We will be happy to help you...

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https://devday4w.com

Social networks: @code4dei