



DEV DAY 4

Women

**SHAPING YOUR FUTURE
IN STEM WITH AI**

PROSPECTUS

Friday, July 31, 2026.
MEXICO CITY.

 devday4w.com/



WHAT IS DEV DAY 4 WOMEN?

Dev Day 4 Women 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.

As the leading conference for women and gender neutral in LATAM since 2015

July 31, 2026 | Mexico City





METRICS IN PREVIOUS EDITIONS

CDMX 2024

1 DAY

+200



PARTICIPANTS



17 TALKS

+21

CFP SUBMISSIONS

22

SPEAKERS



9

SPONSORS

MONTERREY 2025

1 DAY

+70



PARTICIPANTS



15 TALKS

+70

CFP SUBMISSIONS

26

SPEAKERS



3

SPONSORS

COMMUNITY TOTAL REACH

@SOFTWARE GURU
 +12K

+27K

+1.5K

@CODE4DEI FB GROUP
 +1.4K

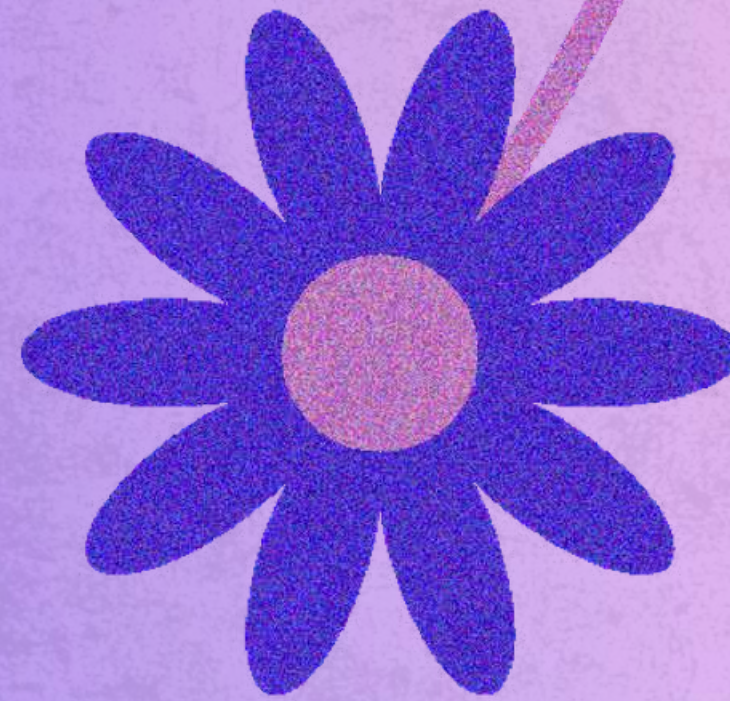
@CODE4DEI
 +600

SG MAILBLAST SUBSCRIBERS
 30K

A HISTORY OF IMPACT

2015 1ST CONFERENCE FOR FEMALE DEVELOPERS IN MEXICO

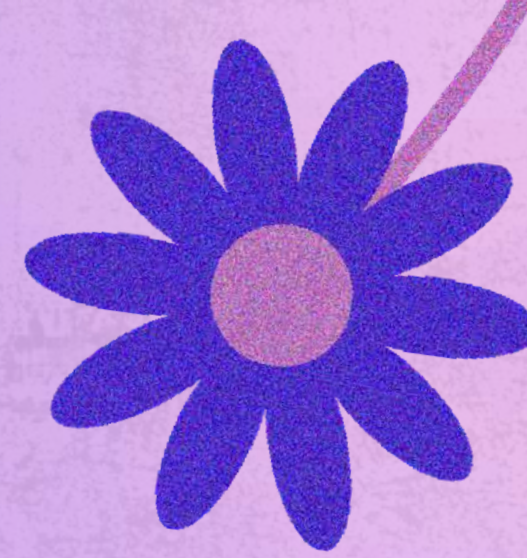
2026 19TH EDITION - EMPOWERING WOMEN & NON-BINARY PROFESSIONALS



EVENT AUDIENCE



WHO ATTENDS?




EXPECTED AUDIENCE

Dev Day 4 Women is a space designed for women and non-binary individuals in tech across the region. For this year's edition, we project the following attendee profile:



PROFESSIONAL DEVELOPERS
Women and non-binary people coding professionally.



CAREER SWITCHERS
LATAM Technologies changing career paths.




CAREER RE-ENTRY
LATAM Technologies changing career paths.




ACADEMIA & STUDENTS
People currently in academic and STEM programs.



DIVERSE COMMUNITY
Attendees with unique backgrounds, including underrepresented groups.



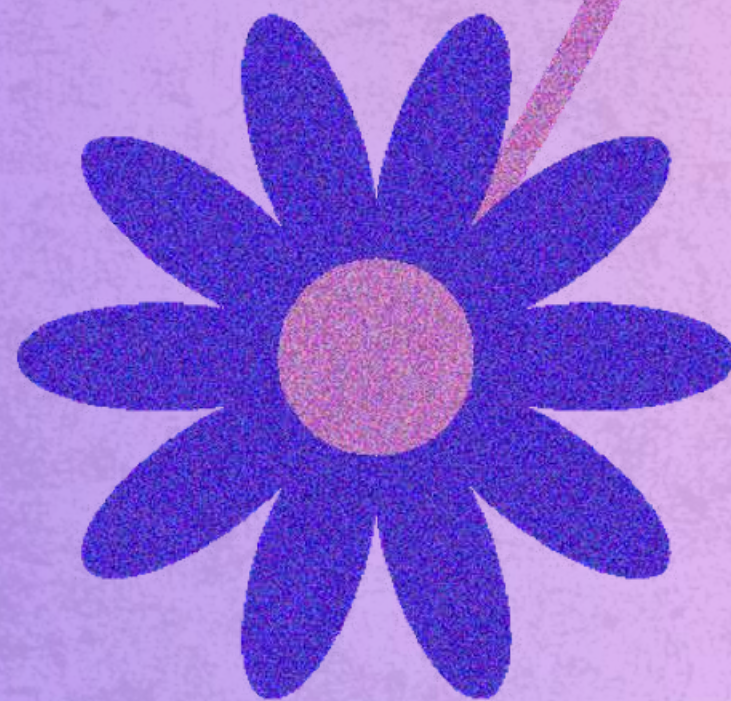
INDUSTRY RANGE
From Technologies to Finance and more.



+150



+100



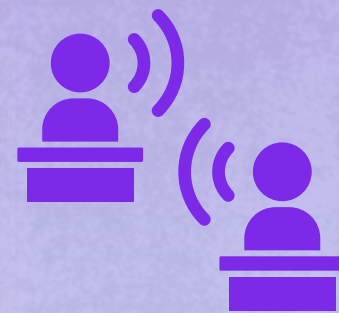
EVENT STRUCTURE



THE PROGRAM WILL TAKE PLACE IN A SINGLE DAY

The onsite edition of Dev Day 4 Women 2026 will be held in Mexico, City.

PROGRAM STRUCTURE



FIRESIDE CHAT
with highly regarded women in the IT community.



TECHNICAL AND LEADERSHIP TALKS
ESSENTIAL SESSIONS



TECHNICAL AND LEADERSHIP WORKSHOPS



LIGHTNING TALKS
presented by the community.



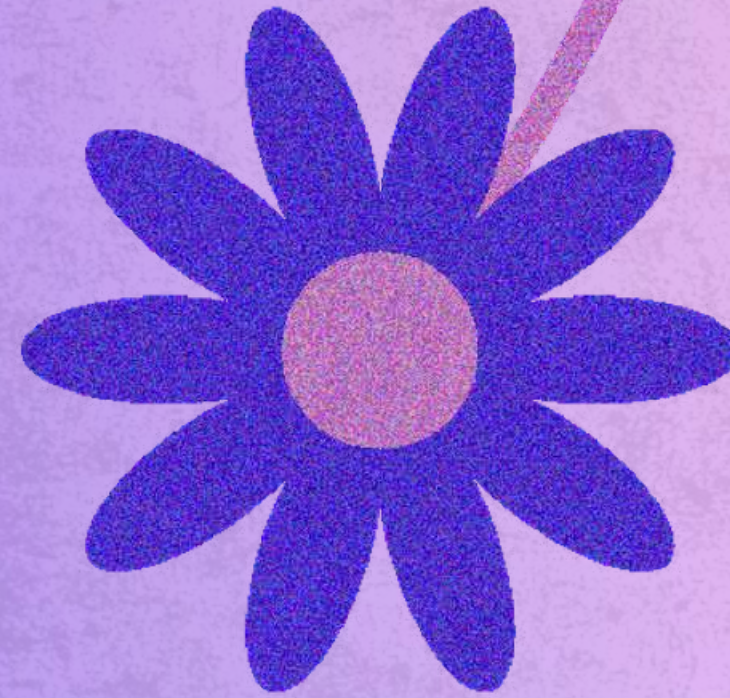
NETWORKING BREAKS AND LUNCH.



ESTIMATED REACH

+150
IN-PERSON
PARTICIPANTS

- 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.
-



SPONSORSHIP OPPORTUNITIES





SPONSORSHIP PACKAGES

DIAMONT

PLATINUM

GOLD

SILVER

\$2,800 (USD)

\$2,800 (USD)

\$2,600 (USD)

\$1,700 (USD)

	DIAMONT	PLATINUM	GOLD	SILVER
Number of opportunities:	(2)	(2)	(5)	(2)
Expert Panel <small>(1) reserved seat for a company expert on the main panel</small>	✓			
Workshop (40 mins) <small>+ Networking Host & Experience (table w/2 chairs)</small>		✓		
Talk (15 mins) <small>+ Networking Host & Experience (table w/2 chairs)</small>			✓	
Networking & Experience <small>(table w/2 chairs)</small>	✓	✓	✓	✓
Data sharing <small>*Only participants who accept to share personal data</small>	✓	✓		
Moderator's mention at the beginning and closing of the panel.	✓			



SPONSORSHIP PACKAGES

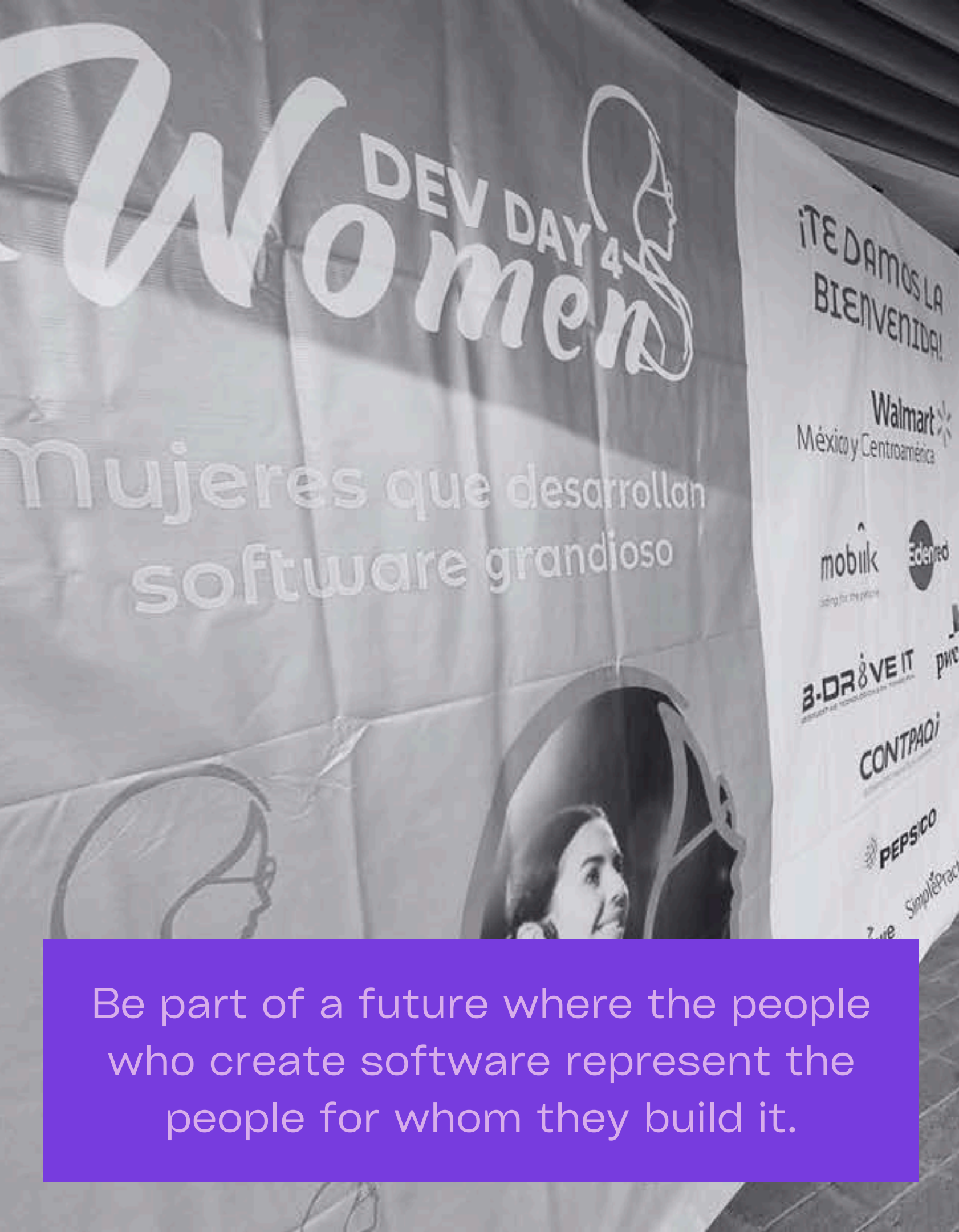
	DIAMONT	PLATINUM	GOLD	SILVER
Job offers promotion	(up to 3)	(up to 3)	(up to 2)	(up to 2)
Brand presence (promotion campaign and during event)	✓	✓	✓	✓
Brand presence on recordings	✓	✓	✓	
Brand presence on website	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓



ADD-ON OPPORTUNITIES

Price (USO)

<p>Inclusion Sponsorship / Diversity Impact Scholarship support for attendees with special mention during the event</p>	<p>\$1,700</p>
<p>Digital Sponsorship / Live Streaming Online broadcast banner during streaming in the first agenda block</p>	<p>\$1,000</p>



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

BENEFITS OF SPONSORING

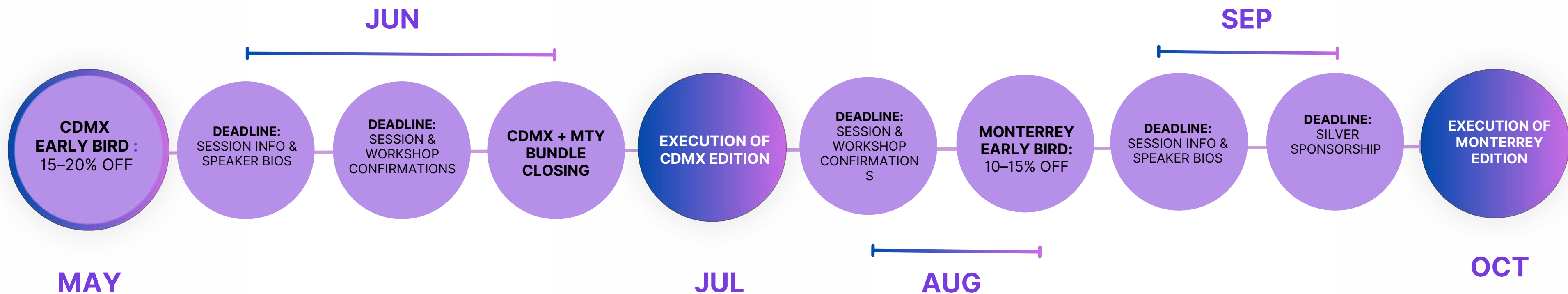
- Take center stage at the largest gathering of women and non-binary technologists in LATAM.
- Connect in person with women and non-binary software professionals.
- Expand your presence among underrepresented audiences.
- Find the talent you are looking for.
- Proactively show your support for diversity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



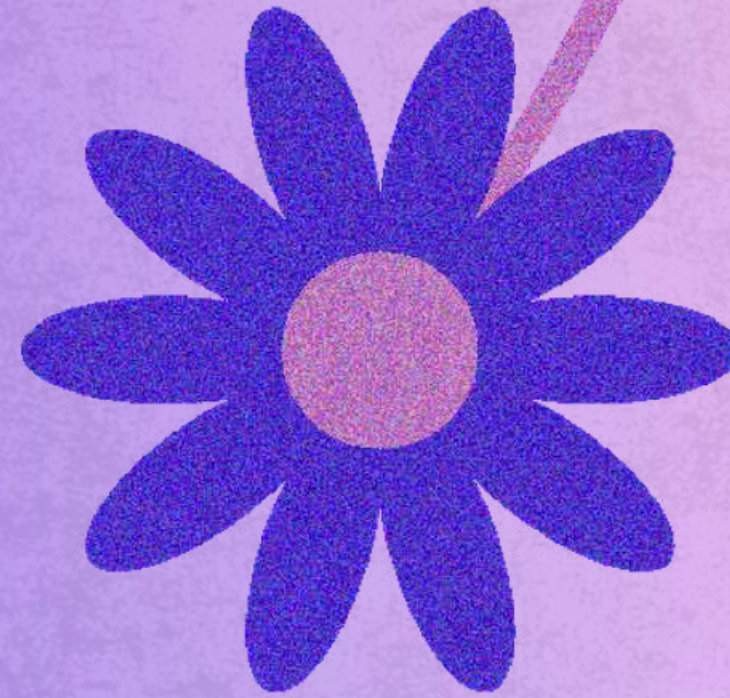
ADDITIONAL DELIVERABLES

- 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.

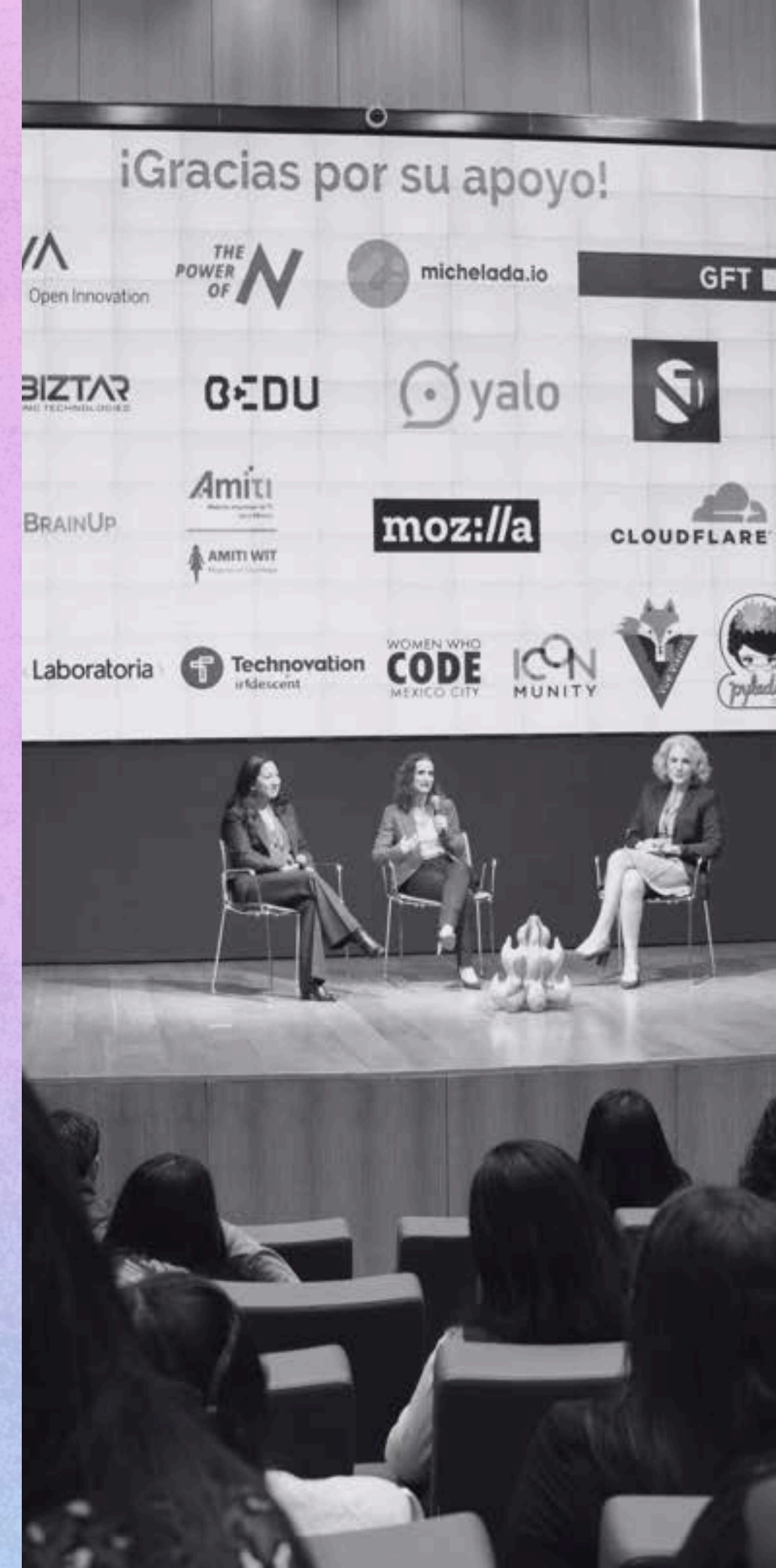
SPONSOR'S PARTICIPATION TIMELINE



● ● DEV DAY 4 WOMEN



PREVIOUS EDITIONS



RESULTS FOR THE OCTOBER 2024 AND 2025 IN PERSON EDITIONS

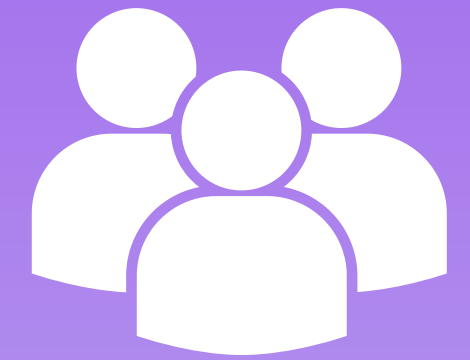
**+400 CDMX
+170 MTY**

REGISTERED PARTICIPANTS



**+200 CDMX
+70 MTY**

ATTENDEES ONSITE



**17 CDMX
15 MTY**

**TECHNICAL TALKS AND
PROFESSIONAL DEVELOPMENT**



PREVIOS SPONSORS



PREVIOS SPONSORS



CONTACT US

We will be happy to help you...

sponsorships@sg.com.mx

<https://devday4w.com>

Social networks: @code4dei

