



DEV DAY 4

Women

**SHAPING YOUR FUTURE
IN STEM WITH AI**

PROSPECTUS

Friday, July 31, 2026.
MEXICO CITY, NOVARTIS

 devday4w.com/



WHAT IS DEV DAY 4 WOMEN?

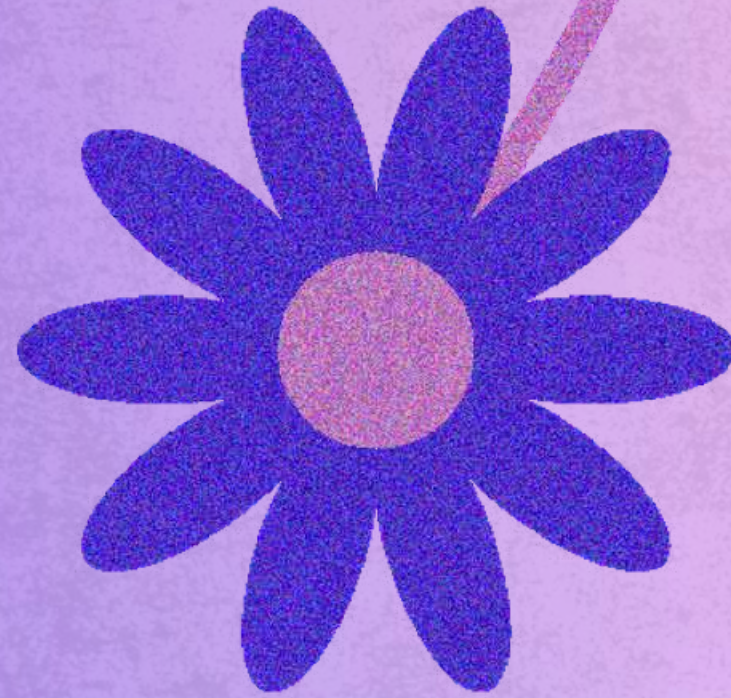
Dev Day 4: Women's purpose is to develop a tech community where women and gender-neutral professionals can learn, be inspired, connect, and encourage one another.

Dev Day 4 Women has been the leading conference for women and gender-neutral attendees in LATAM since 2015.

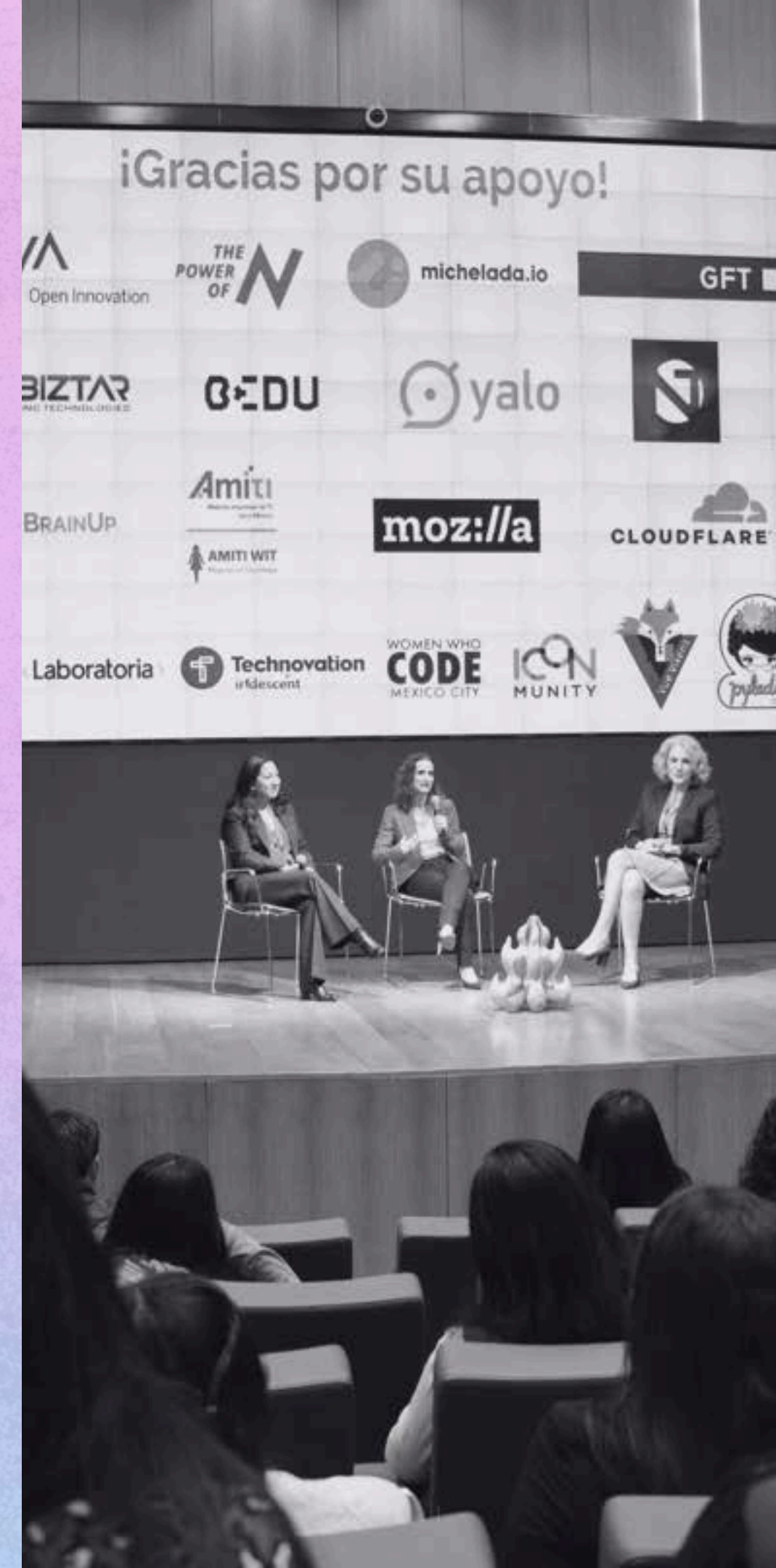
The next edition will be held on July 31, 2026, in Mexico City, at Novartis's offices.



● ● DEV DAY 4 WOMEN



PREVIOUS EDITIONS





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

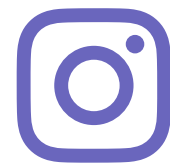
COMMUNITY
TOTAL REACH



+12K



+27K



+1.5K



+1.4K



+600



30K

@SOFTWARE GURU

@CODE4DEI FB
GROUP

@CODE4DEI

SG MAILBLAST
SUBSCRIBERS

A HISTORY OF IMPACT

2015

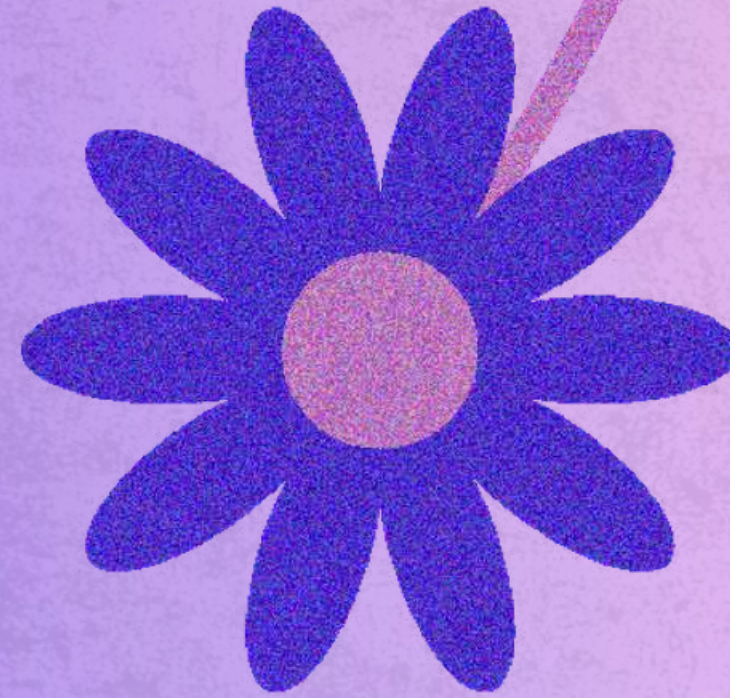
1ST CONFERENCE FOR
FEMALE DEVELOPERS IN
MEXICO

2026

19TH EDITION - EMPOWERING
WOMEN & NON-BINARY
PROFESSIONALS

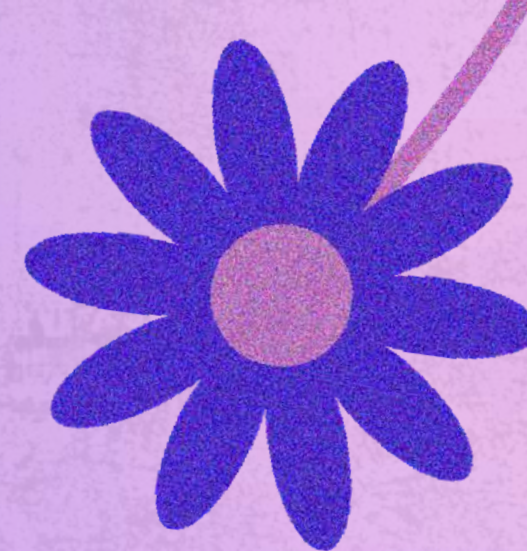
PREVIOS SPONSORS






EVENT AUDIENCE






WHO ATTENDS?

The event program will include more extensive content, aiming to reach different professionals in STEM



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.

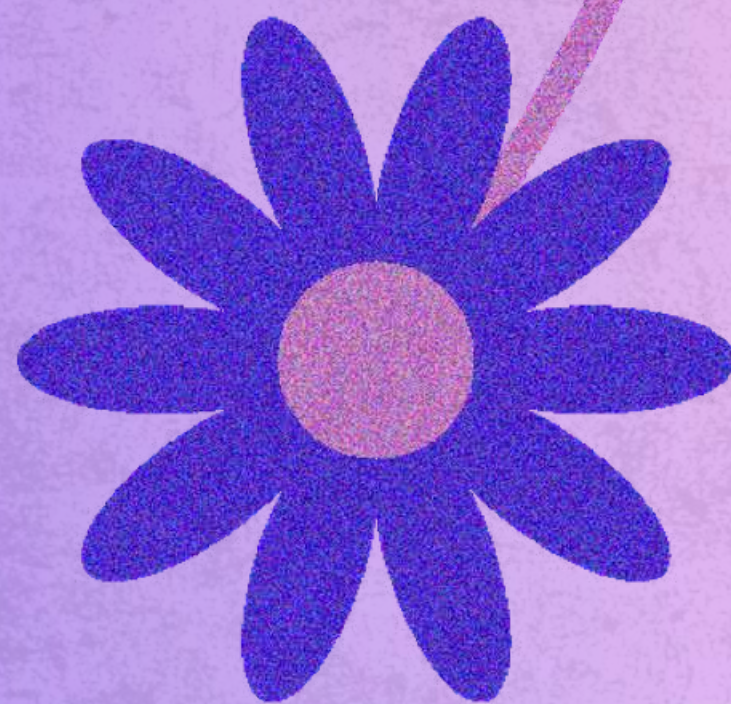


INDUSTRY RANGE
From Technologies to Finance and more.

EXPECTED AUDIENCE



+150

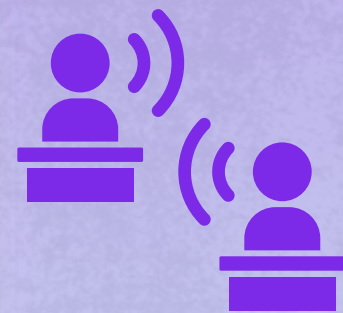


EVENT STRUCTURE



ONE DAY EVENT FORMED BY PLENARY AND SIMULTANEOUS TALKS AND WORKSHOPS.

SESSION TYPES



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.



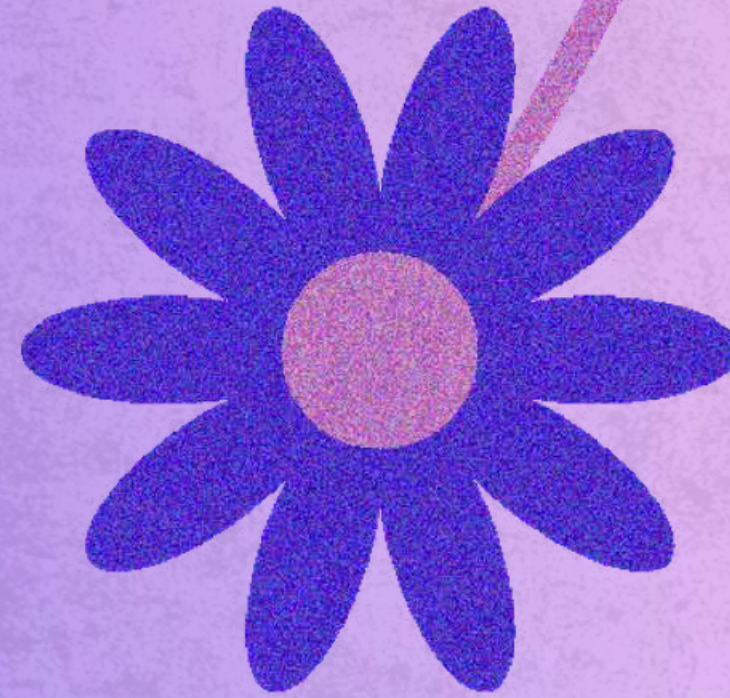
**NETWORKING
BREAKS AND
LUNCH.**



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

DIAMOND

PLATINUM

GOLD

SILVER

\$2,800 (USD)

\$2,800 (USD)

\$2,600 (USD)

\$1,700 (USD)

	(2)	(2)	(5)	(2)
Number of opportunities:				
Expert Panel <small>(1) reserved seat for a company expert on the main panel</small>	✓			
Workshop (40 mins) <small>+ Networking & Experience (table w/2 chairs)</small>		✓		
Talk (15 mins) <small>+ Networking & 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>	✓	✓		
Mention at the beginning and closing of the event.	✓	✓	✓	✓
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	✓	✓	✓	✓
Social media mentions	(2)	(2)	(1)	(Group posts)



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

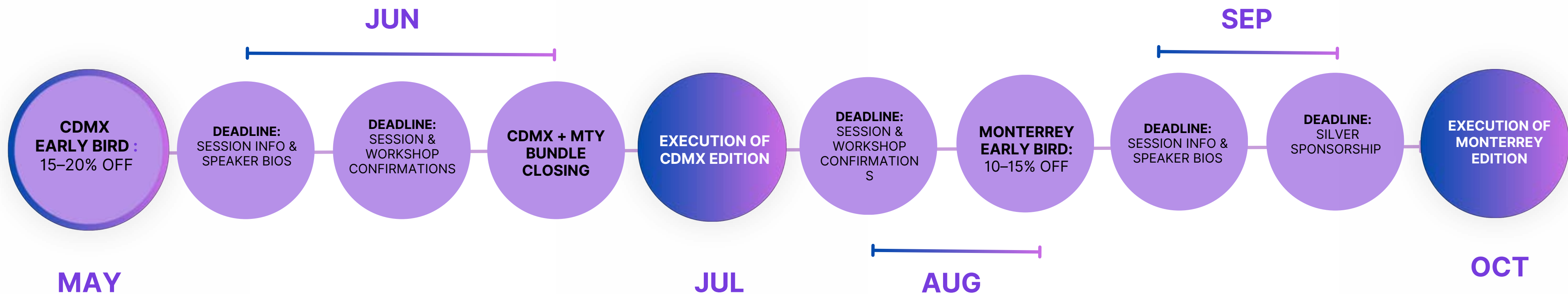
- Take center stage at the largest gathering of women and non-binary technologists in LATAM.
- Connect in person with women and non-binary software professionals.
- Expand your presence among underrepresented audiences.
- Find the talent you are looking for.
- Proactively show your support for diversity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



ADDITIONAL DELIVERABLES

- Event report.
 - Event analytics.
 - Recordings published on SG YouTube and website.
 - Post-event communication: note on the SG website, newsletter, and social network posts.
 - Press coverage by invited media focused on women.
-

SPONSOR'S PARTICIPATION TIMELINE



CONTACT US

We will be happy to help you...

sponsorships@sg.com.mx

<https://devday4w.com>

Social networks: @code4dei

