



To:

**SPONSORSHIP**  
**PARTNERSHIP**

2025

**POSADEMY**

COMUNIDADES.JOIN()

# ABOUT US

**POSADEV** is the annual event that brings together the best tech talent to explore the most relevant and disruptive innovations, technologies, and trends in programming, UX design, project management, testing, and all the roles that are revolutionizing the tech industry.



## **OUR MISSION:**

To foster strategic connections between technology professionals and industry leaders, facilitating valuable knowledge transfer and professional development opportunities that drive innovation and growth.

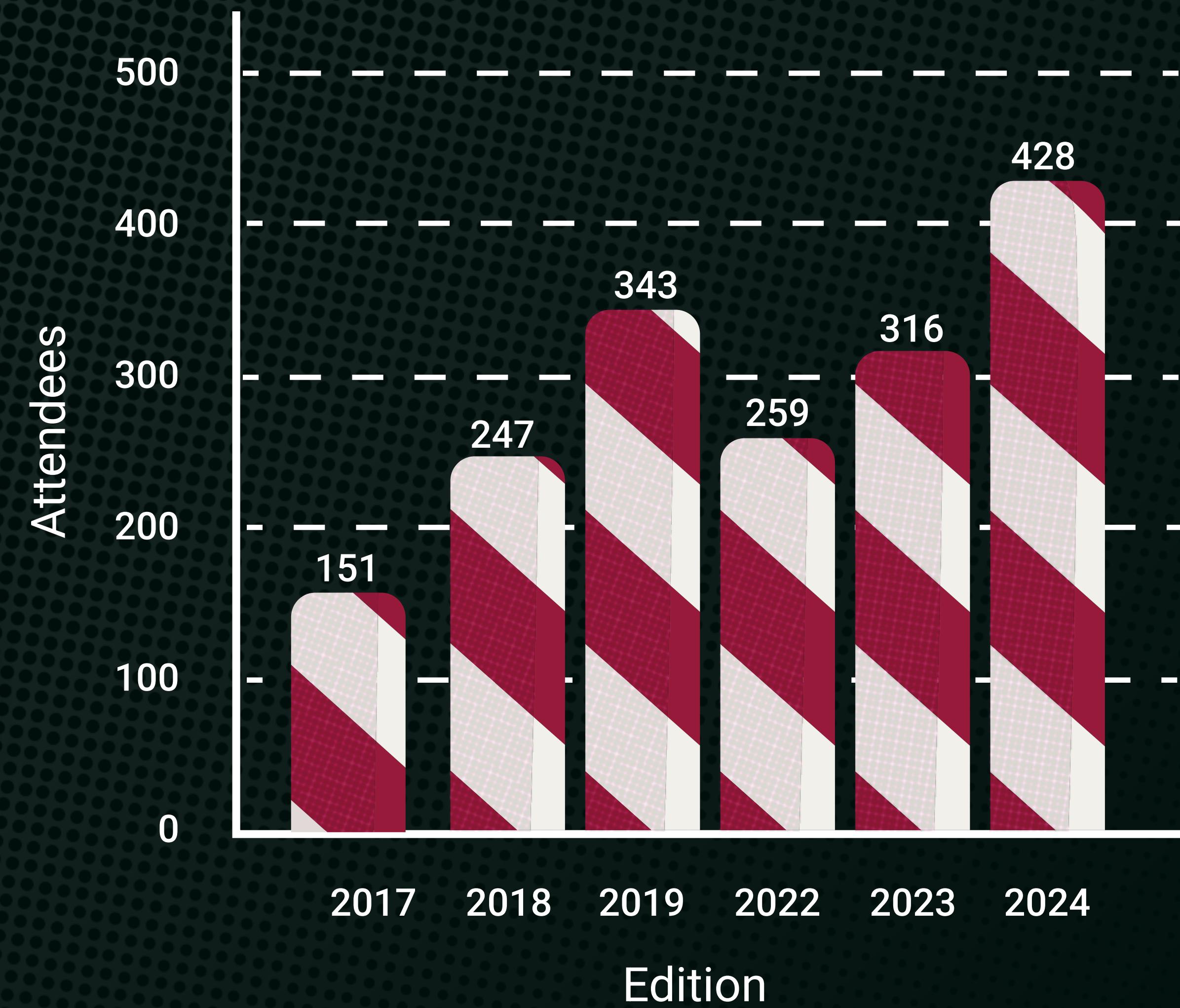
## **OUR VISION:**

To establish ourselves as Latin America's premier annual technology summit, recognized for delivering high-quality educational content and networking opportunities that advance the regional tech ecosystem through collaborative learning and professional excellence.



**ESTABLISHED  
SINCE 2017**

**POSADEV** has evolved into the leading hub for transformation and innovation within technology communities and their professional networks.



# THE POSADEY EXPERIENCE

Participants engage with specialized presentations across diverse technology tracks and topics.

- Network with industry leaders and corporate sponsors in designated collaboration spaces.
- Exchange insights and expand knowledge in our dynamic community hub.
- Access various catering options to sustain focus and energy throughout the program.
- Content is strategically divided into 4 core tracks: **Backend** (Go, Ruby, Java, Kotlin, Rust), **Frontend** (TypeScript, JavaScript, React), **DevOps** (Kubernetes, Cloud, Docker, VMs), **Specialized Topics** (AI, UX, Agile, Big Data, iOS, Android)



# THE VALUE OUR SPONSORS OBTAIN THROUGH THIS PARTNERSHIP

Partnering with **POSADEV** offers more than just exposure; it's a strategic investment that delivers tangible returns for your brand and business objectives.

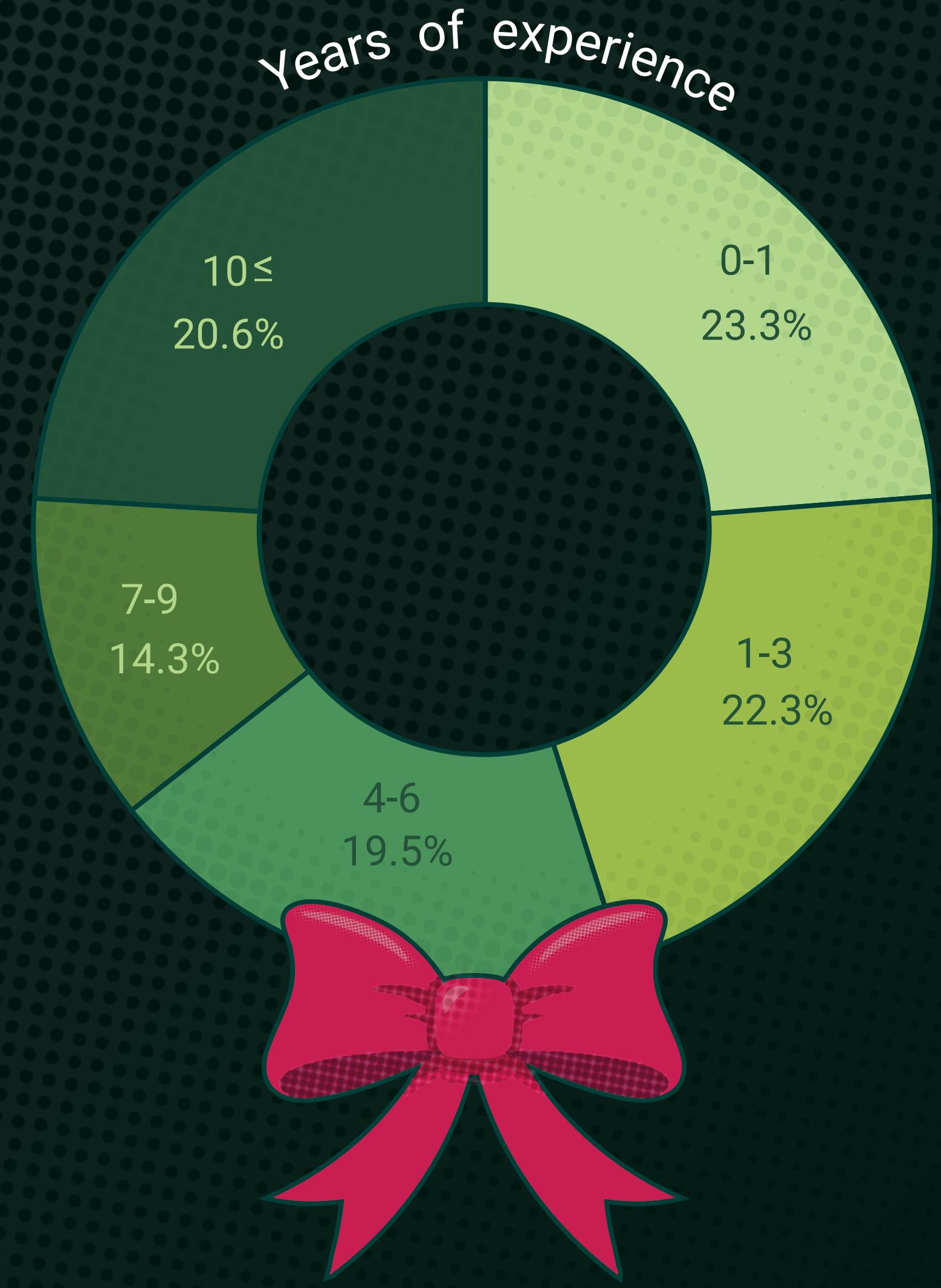
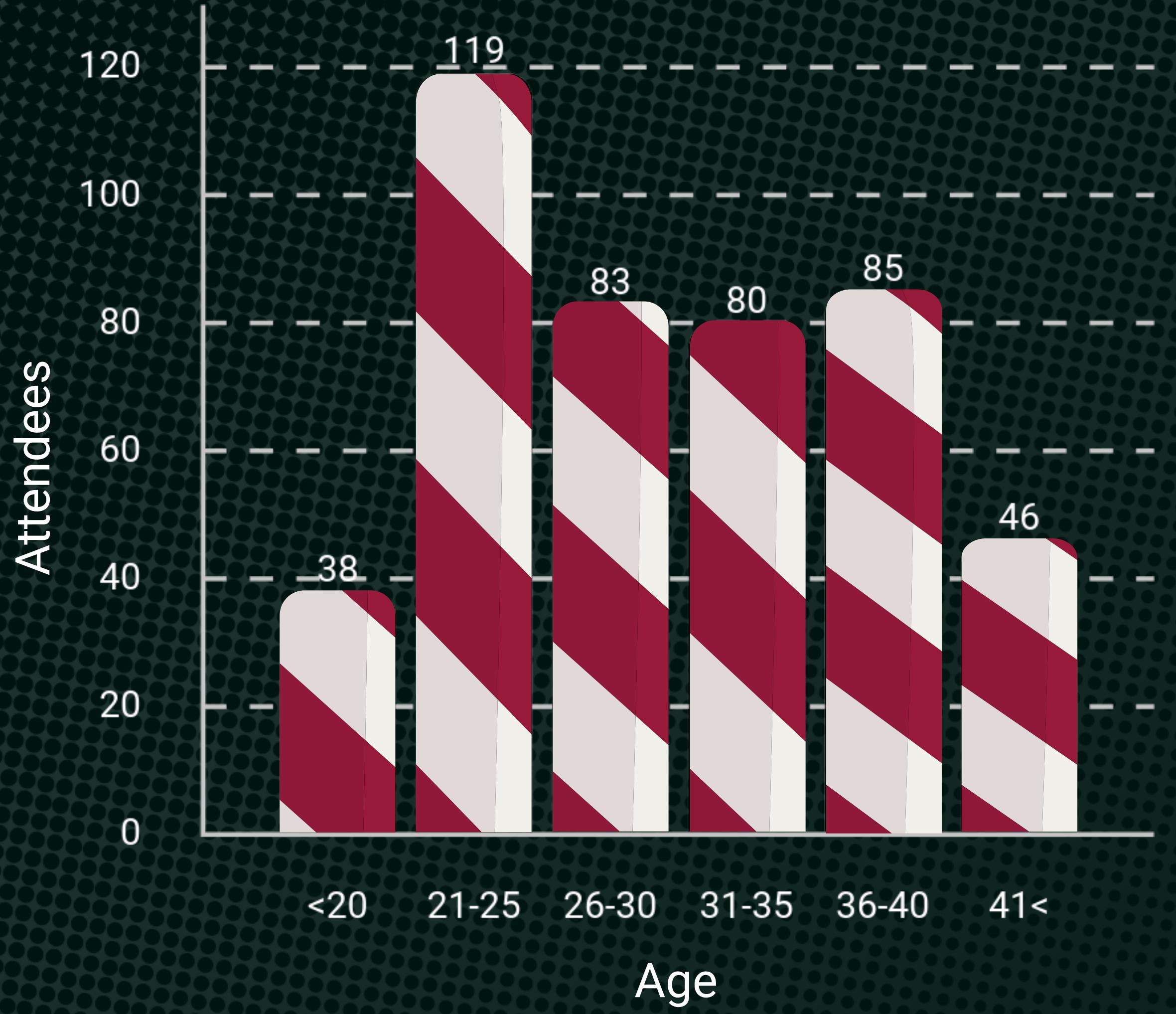
- **Unrivaled Brand Amplification:** Gain prominent visibility and strengthen your brand's presence among a highly diverse and engaged audience of tech professionals, from seasoned experts to rising stars.
- **Exclusive Access to Top Talent:** Unlock strategic recruitment opportunities within a thriving ecosystem, directly connecting your brand with an unparalleled pool of established professionals and high-potential emerging leaders.
- **Align with Impactful Innovation & Values:** Associate your brand with an event renowned for its commitment to cutting-edge innovation and strong social responsibility initiatives, resonating with a purpose-driven community.

At **POSADEV**, our vision extends beyond just an event; we're building a vibrant ecosystem designed for strategic growth and unparalleled engagement.

- **Elevate Your Brand with Thought Leadership:** We deliver cutting-edge knowledge across all high-demand tech disciplines, positioning your brand alongside industry leaders.
- **Showcase Your Commitment to Diversity:** Actively promoting gender inclusion and IT diversity, we provide a powerful stage to align your brand with progressive values.
- **Engage a Highly Receptive Audience:** Our hands-on workshops empower the community, generating direct, positive brand interaction.
- **Forge Strategic Talent Pipelines:** We build robust community ties and ignite emerging talent, connecting your brand directly with future tech leaders and innovators.



# OUR OUTREACH





# Software Developer

Student

QA/Tester

Full Stack Software Developer

Backend Software Developer

Senior Software Developer

UX Designer

Data Analyst

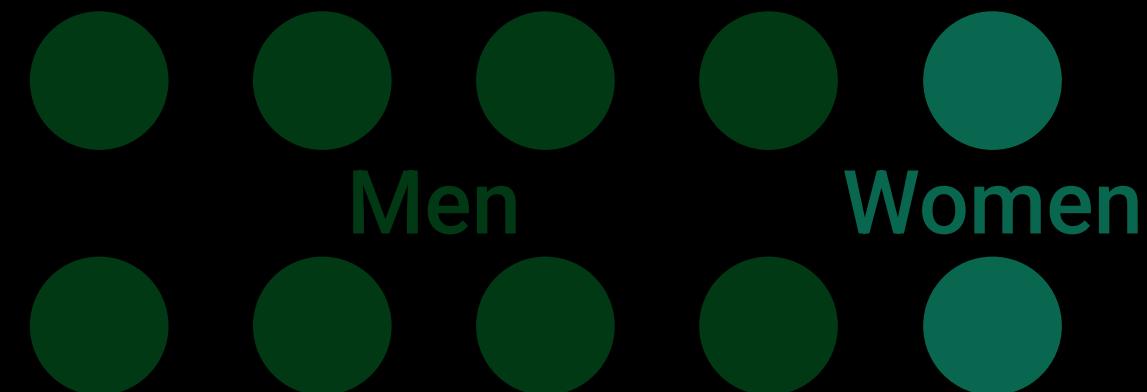
Frontend Software Developer

Tech Lead

DevOps

Scrum Master/Project Manager

# COMMITTED TO BRIDGING THE GAPS IN IT.



We recognize the gender disparity within the technology sector, therefore we are dedicated to promoting the inclusion of women and underrepresented minorities in our event.



# WHO ORGANIZES POSADEV?

Posadev is spearheaded by influential leaders from independent technology communities, strategically focused on enabling peer-to-peer education and high-value knowledge exchange across critical industry developments.

This initiative stems from the voluntary collaboration of renowned technology professionals who share a common vision: to reshape Mexico's technology ecosystem and develop exceptional emerging leaders who will drive future innovation.



# POSADAEV 2025: PROJECTED IMPACT & REACH

- **Anticipated Attendance:** We connect over 700 tech professionals and rising talents.
- **Diverse & Qualified Audience:** We attract a high-caliber audience of seasoned IT experts, including senior and lead-level professionals, alongside university students from various tech fields. Our attendees hail from key states across Mexico, including Jalisco, México City, Nuevo León, Colima, Veracruz, Tabasco, Guanajuato, Nayarit, Aguascalientes, Yucatán, Michoacán and Sinaloa.
- **Integrated Platform:** Maximize your visibility through our digital and in-person reach, including robust social media presence and live streaming. This offers unparalleled branding appeal and a unique opportunity to showcase your company as a top leader in the tech space.
- **Cutting-Edge Content:** We offer a strong program featuring talks and conferences across specialized tracks, covering the latest industry trends and insights.



**KEY DATE:**

Saturday, December 6, 2025

**STRATEGIC LOCATION:**

Guadalajara, Jalisco.

# SPONSORSHIP PACKAGES

Prices in Mexican pesos

Taxes not included

Staff passes	8
Complimentary passes	8
Individual post with your business logo	✓
Space for stand at the event	✓
Priority for space selection	✓

Diamond \$100,000		8
Gold \$60,000		3
Silver \$50,000		2
Virtual \$30,000		-

Gold \$60,000		3
Silver \$50,000		2
Virtual \$30,000		-

Silver \$50,000		2
Virtual \$30,000		-

Virtual \$30,000		-

## Extra space

Present activities at the Community Room



Logo projected on the main stage



5-minute pitch at the closing ceremony



25-minute conference



### Add ons:

- Logo on lanyard.
- Name a room.
- Networking cocktail sponsorship.
- Exclusive space for branding.
- Logo on swag.



# OUR SPONSORS 2024



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The organizers and all participants continue to be deeply grateful and delighted by their valuable partnership.



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