Data.dAy

OCT 21st 2025

ADVANCED CASES IN DATA SCIENCE AND AI

SCHOOL OF GOVERNMENT AND PUBLIC TRANSFORMATION

Monterrey, Mexico

sg.com.mx/dataday

WHAT IS DATA DAY?

Data Day is a one-day intensive conference for data professionals in Latin America. Since its first edition in 2015, it has established itself as the conference that data professionals look up to for learning, inspiration and networking.

This year Data Day will be held in October at the School of Government and Public Transformation of Tec de Monterrey, in the city of Monterrey, Mexico.
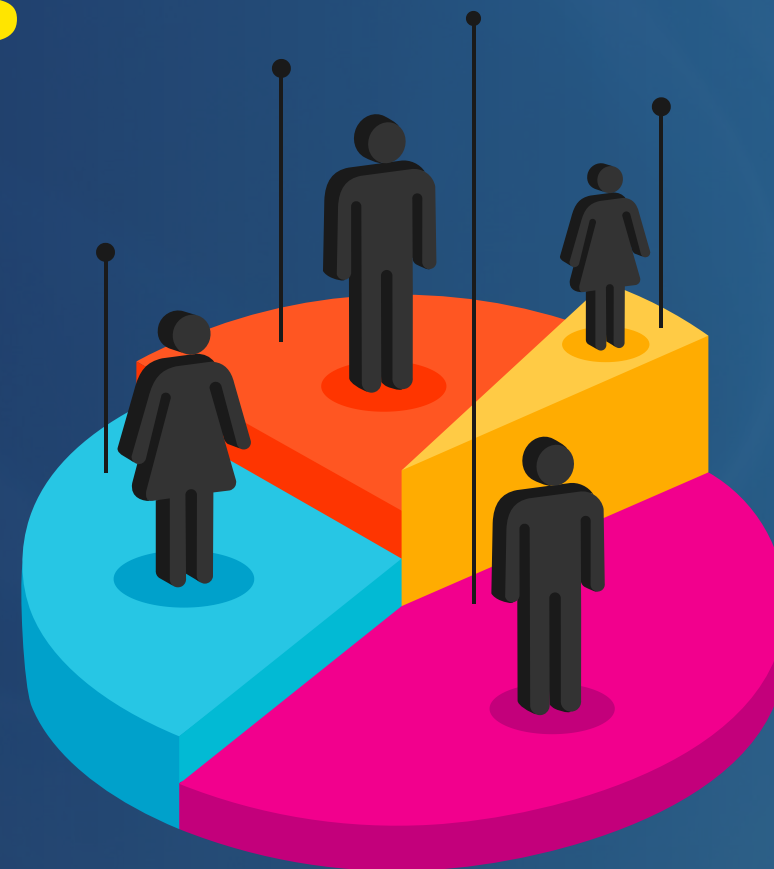
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MAIN PROFILES

50%

- Data scientists
- Data engineers
- Business Inteligence
- Visualization

20%

- IT manager or executive
  - Technical leader
  - CTO
  - CDO

30% others: Developers, IT Pro Networks, Academic, Project Manager, Testing

EVENT STRUCTURE

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In-person event

- Morning keynotes
- 3 simultaneous tracks
- Workshops
- Breaks for visiting exhibition
- Lunch
- Networking cocktail

SOME MEMORIES

Go to full album

REASONS TO SPONSOR

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- Gain presence within one of the most important markets in Mexico.
- Reach technical decision makers in key companies
- Increase your brand's awareness
- Connect with a specialized audience, user-driven organizations
- Recruit local partners to strengthen your operation in the region
- Participate in an event being held at the School of Government and Public Transformation of the Tec de Monterrey, a reference for leaders, public officials, and entrepreneurs.

	Platinum	Gold	Silver
Number of opportunities:	4	3	3
Duration of Keynote or workshop	25/80 mins	NA	NA
Duration of talk or workshop	NA	35/80 mins.	NA
Data sharing *Only participants who accept to share personal data	Complete event DB*	DB of attendees to your session*	NA
Opportunity to meet the registered with the objective of coordinating an appointment during the event.	Yes	NA	NA
Branding at session room	Yes	Yes	NA
Branding in event website and all communication	Yes	Yes	Yes

SPONSORSHIPS PACKAGES (½)

CONTINUE ON NEXT PAGE

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10% DISCOUNT FOR PREVIOUS SPONSORS	**Platinum**	**Gold**	**Silver**
Include your logo on the bumper of recordings	Yes	NA	NA
Mention in social networks	2	2	1
Booth in exhibition	Yes	Yes	Table with 2 chairs & roll up
VIP passes (includes lunch)	2	1	1
Regular passes	2	2	1
Discount on additional passes	25%	20%	15%
Price (USD)	**$8,750**	**$6,200**	**$3,000**

SPONSORSHIPS PACKAGES (2/2)

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	Price (USD)
Coffee break	$2,800
Lunch (branding and 5 minutes message)	$3,400
Lanyards (company logo on lanyards)	$2,000

Includes publication of logo on website

ADD-ON OPPORTUNITIES   10% DISCOUNT FOR PREVIOUS SPONSORS   Data.day

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DELIVERABLES

- Platinum sponsor: complete data base*
- Gold sponsor: Session attendee's data*
- Workshop registered participants data*
- Statistics and Final report, including website analytics
- Session recordings

*Only participants who accept share

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CONTACT US

We will be happy to help you!

http://sg.com.mx/dataday

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