



Supporting the diversity and inclusion in tech

Prospectus

October 25th 2023, La Salle, CDMX

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 key component of the **Code 4 DEI initiative**, which purpose is to develop a tech community where women and gender neutral professionals can learn, be inspired, get connected, and encourage each other to continue their STEAM careers.

DD4W is the leading conference for women and gender neutral in Latam.

This year the **onsite edition** will be held on oct 25th, 2023.



About Dev Day 4 Women

2019

In-person edition
(Torre BBVA CDMX)

+300

Attendees onsite

+1000

online

15

talks

2020

online edition

+1300

Registered

+200

connected

25

talks

2021

H1 online edition
Presented by Accenture

+1000

Registered

+200

Live per session

23

talks

2021

H2 online edition

+1000

Registered

+200

Live per session

25

talks

2022

H1 online edition

+1500

Registered

+200

Live per session

25

talks

2022

H2 online edition

+1200

Registered

+200

Live per session

30

talks

Dev Day 4 Women 2023
will be the 15th edition of the most
expected event by the
underrepresented in IT in Latam.

The 1st edition was held on June
2015, at Guadalajara, presented by
Intel, 154 women attended the
event, being the **First conference for
female Devs in Mexico.**

They trust in us



Other previous sponsors: Praxis, Ultrasist, Brainup, Thermo Fisher, Hexaware, UnoSquare, Tiempo Development, Definity First, Kairos DS, Forward, Screen IT, Ultrasist, Busolinea, Kellogg, Playful, Skye, Headspring, Cloudflare, among others.

Results of the May '23 edition

1197

Registered participants

200

vg Live attendees per session

+1000

recordings views

30

Talks and workshops

Partners:



During the event, SG 4 Women awards winners were announced.

Take a look at the event [memories](#)

Participant countries:



Mexico, Peru, United States, Colombia, Argentina, Chile, Spain, Bolivia, Paraguay, Venezuela, among others.

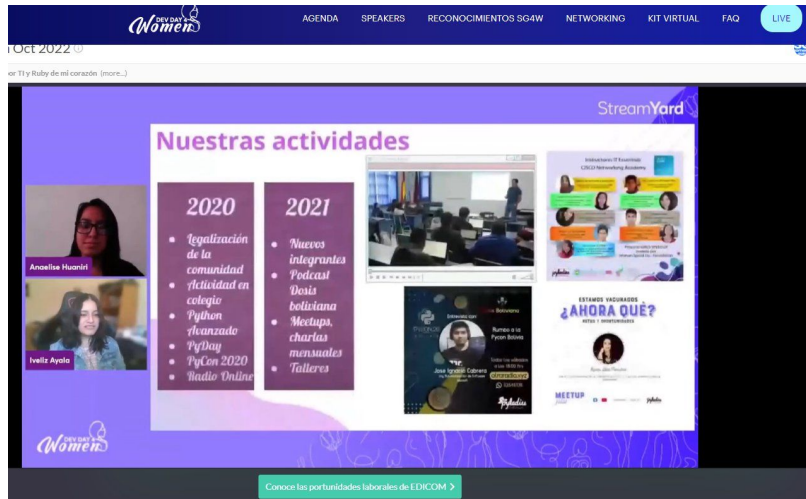
Sponsors:



Event Audience



2023 Estimated Reach



+1,200 Registered participants
+200 Participants per session

The **promo campaign** will reach potential participants located at Mexico, LATAM, and other countries with hispanic audience like US and Spain through streaming

The most representative and influential **communities and partners** will invited to participate and support the event.

Additional reach:

The talks will be promoted at SG website, newsletter and social networks.

Event Structure



Dev Day 4 Women will be distributed over 2 days

Main topics:

- Fireside chat with highly regarded women in the IT community.
- Technical talks*.
- Ignite with lightning talks presented by the community.
- Career development talks.

* Sessions can be presented either in English or Spanish.

Sponsorship Benefits



Sponsorship packages

Benefit	Platinum (5)	Gold (up to 2)	Silver
Session or message	30 mins talk	10 min message	n/a
Attendees contact data (personal data of attendees that authorize to share)	All event	n/a	n/a
Space at the event (table w/2 chairs and banner)	Yes	Yes	Yes
Brand presence (digital campaign and during event)	Yes	Yes	Yes
Social networks mentions	2 mention	1 mention	1 mention
Logo in recordings	Yes	Yes	Yes
Price (USD)	\$3,200	\$ 2,600	\$ 1,700

Add-on opportunities

Virtual message (2) 5 min message	\$800
Add-on 5 Scholarships (travel support)	\$500

Additional deliverables

- Final report of the event.
- Event analytics.
- Post event communication: note on SG website, newsletter, and social networks.

Contact us

We will be happy to help you...

sponsorships@sg.com.mx

<https://devday4w.com>

Twitter: @code4dei