

# SGO VIRTUAL CONFERENCE

The logo for the SGO Virtual Conference. It features the letters 'SGO' in a large, bold, sans-serif font. To the right of 'SGO' is a stylized globe showing the continents of North and South America. A thick, dark line extends from the bottom of the globe, ending in a three-pronged electrical plug. Below 'SGO' are the words 'VIRTUAL' and 'CONFERENCE' stacked vertically in a smaller, bold, sans-serif font.

2023H2  
September 5-7, 2023

# ¿What is SG Virtual?

SG Virtual is a free online conference for software professionals in Latin America.

It is held twice a year, and topics vary by edition. This edition will focus on "Modern Ops", and more specifically on:

- Observability
  - Continuous Integration & Delivery
  - FinOps + GreenOps
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# About SG Virtual

- It is organized by Software Guru, the leading media for software professionals in Latin America.
  - This will be the 19th edition (yes, we have doing online conferences for a long time now).
  - Sessions are live online and we use an online event platform (Airmeet) that boosts audience engagement and facilitates capturing participants data and engagement.
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# Audience

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# Audience profile

Software developer	24%
Infra. operators & IT security	17%
Tech decision maker (CTO, IT Manager, Architect)	14%
Engineering manager	13%
Students	19%
C level & business line managers	5%
Other (Mkt, HR, Sales)	8%

Main Industries:  
Finance, Retail, Government, Media, IT.



# Reach

**+1,500 participants registered**  
**+200 live attendees per session**

## **Additional reach:**

Recorded sessions are also published at SG YouTube channel for open viewing. On average, each video gets an extra 2k views.

## **Countries with more participation:**

70% Mexico, 9% Colombia, 5% US, 3% Peru, 2% Argentina, Chile, Guatemala, Ecuador, España and Panamá.

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# Structure & Content

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# Structure and Content

SG Virtual 2023H2 is a single-track conference that runs along 3 days.

- Sessions are live online (there may be prerecorded sections but we require a live speaker to interact with participants).
  - ~70% of sessions are selected via CFP and the rest are provided by sponsors.
  - Sessions can be talks (30 min + Q&A) or hands-on labs (80 min).
  - Sessions can be presented in English or Spanish.
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# Sponsorship Packages and Benefits

Special price for PYMEs, ask for it!

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# Sponsorship packages

**Discount for PYMES and previous sponsors**

Benefit	Platinum	Gold	Silver
Session* 45 mins. / Workshop 90 mins.	Yes	Yes	NA
Call to action (during live talk)	Yes	Yes	NA
Logo on recordings bumper	Yes		NA
Attendees database (opt-in by attendees))	All event participants, specifying which ones attended your session.	Those who attend your session.	NA
Participation at virtual swag bag	Yes	Yes	Yes
Brand presence digital campaign and website	Platinum level	Gold level	Silver level
Social networks mention + airmeet mentions	3 mentions	2 mention	1 mention
<b>Price (USD)</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$1,000</b>
<b>Additional session/workshop</b>	<b>\$2,000</b>	<b>\$2,000</b>	<b>NA</b>

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# Positioning and lead generation

## **Booths**

Sponsors have a booth where they can promote their offering, capture participant data and interact live (videoconference).

## **Gifts and promotions**

Through your booth you can offer gifts or promotions for those who choose to perform an action (ie fill a form)

## **Call to action**

Promote call to action links (careers page, landing page, etc)

## **Share resources**

Share whitepapers, cheat sheets and other resources

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# Deliverables

- Session or Workshop recordings in mp4 format, ready for being published at sponsor channels.
- Session live attendees data\*, and for workshop we will deliver the data of all the participants registered to the workshop.

\*Includes personal data of the attendees that opt-in to share.

- Statistics and Final report.
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# Contact us

We will be happy to help you.

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<https://sg.com.mx/sgvirtual>

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