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Data Science from the industrial heart of Mexico

November 5th, 2024

School of Government and Public Transformation

Monterrey, Mexico

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 in Mexico look up to for learning, inspiration and networking.

This year Data Day will be held on Tuesday, November 5th at the School of Government and Public Transformation of Tec de Monterrey, in the city of Monterrey, Mexico.

AUDIENCE

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EXPECTED PARTICIPANTS:

- 200 enterprise data professionals

PROFILES:

- Chief Data Officers
- Data Scientists
- Data Engineers
- Tech Managers

INDUSTRIES:

- Consumer Packaged Goods
- Retail
- Manufacturing
- Health
- Information Technologies

TRACKS

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The content is aligned to our focus industries and roles

Industries

| Consumer packaged goods	Manufacturing	Public policy	Health
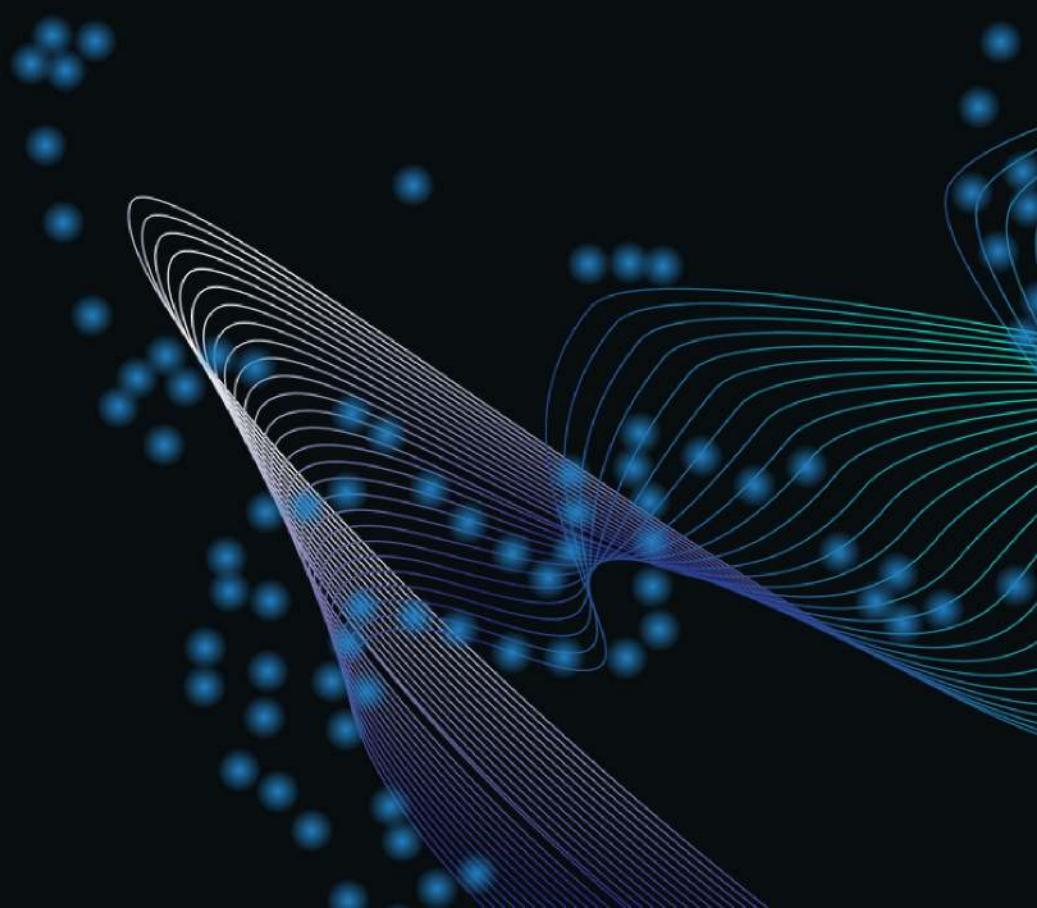
Target roles

CDOs:
Business cases from data-driven organizations

Data scientists:
ML/AI techniques & best practices

Data engineers:
Tools for processing data at scale

EVENT STRUCTURE

In-person event

- Morning keynotes.
- 3 concurrent tracks.
- Breaks for visiting exhibition.
- Lunch.
- Networking cocktail.

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Since 2015 we've had at least 1 edition of this conference per year, rotating between Mexico City, Monterrey and online.

Data Day 2023 (Monterrey) ~200 participants
Data Day 2023 (Mexico city) ~250 participants
Data Day 2022 (Monterrey) - ~150 participants
Data Day 2022 (online) ~1,000 participants
Data Day 2021 (online) ~600 participants
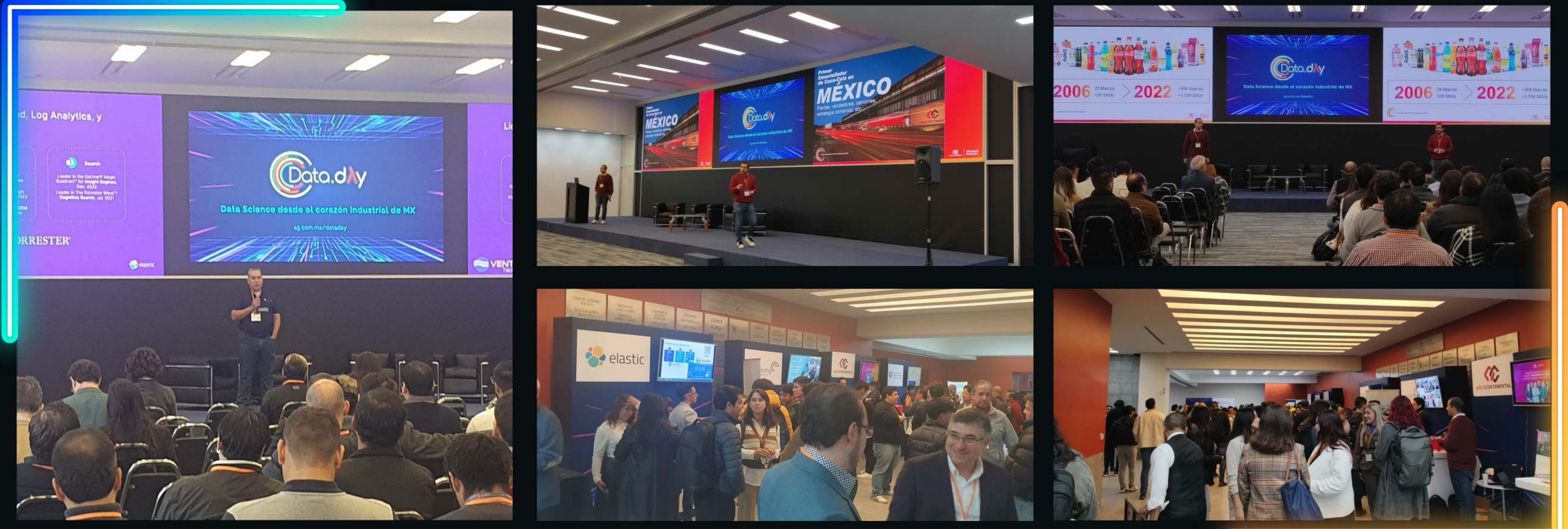
ABOUT
PREVIOUS
EDITIONS

SOME MEMORIES...
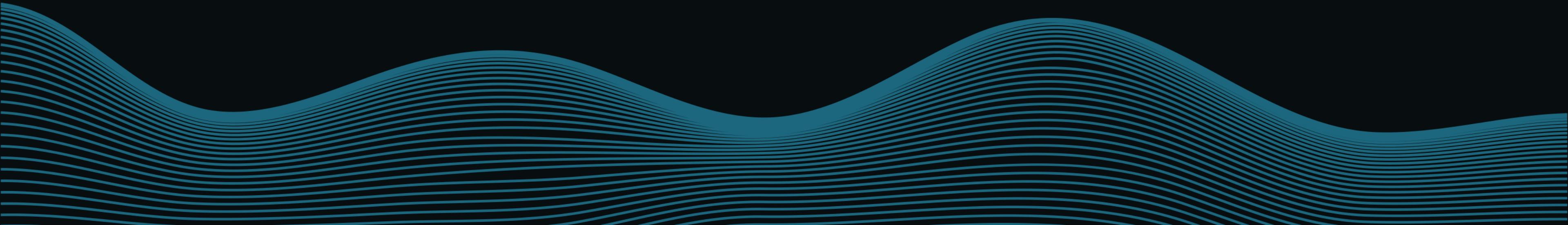
Got to full album

Reasons to sponsor

- Engage with decision makers from the leading data-driven organizations in Mexico.

- Increase your brand's awareness with data professionals in Latin America.

- Put your tools in the hands of a greenfield audience.

- Recruit local partners to strengthen your operation in the region.

	PLATINUM	GOLD	SILVER
Number of opportunities:	4	4	3
Type of session included	Keynote (25 min) or Workshop (80 min)	Track talk (35 min)	NA
Participant data *Only participants who opt-in	Entire event*	Limited to those who attend your talk	NA
Early access to participant list for scheduling one-on-one	Yes	NA	NA
Branding at event venue, website and materials	Platinum level	Gold level	Silver level

SPONSORSHIPS PACKAGES (1/2)

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	PLATINUM	GOLD	SILVER
Shout out in social networks with call to action	2	2	1
Exhibition booth	2.4x2.4 m (8x8 ft) w/screen	2.4x1.2 m (8x4 ft) w/ screen	1.8x1.2 m table w/ roll up
VIP passes (includes lunch)	2	1	1
Discount on additional passes	25%	20%	15%
Price (USD)	$8,500.00	$6,000	$3,000

10% **DISCOUNT FOR PREVIOUS SPONSORS**

SPONSORSHIPS PACKAGES (2/2)

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	PRICE (USD)
Coffee break (branding and shout-out with call to action)	$2,750.00
Lunch (branding and 5-min message)	$3,300
Lanyards (company logo on lanyards)	$1,500

10% DISCOUNT FOR PREVIOUS SPONSORS

ADD-ON OPPORTUNITIES

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DELIVERABLES

- Participant data (all for platinum, session for gold) with contact information of those who opt-in.
- Session recording published in our YouTube channel
- Final report with audience statistics

CONTACT US

We will be happy to help you
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