



Data Science from Mexico's industrial hub

November 14th, 2023

Tecnológico de Monterrey School of Government and Public Transformation
San Pedro Garza García, Nuevo León México

sg.com.mx/dataday

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

What is Data Day?



Data Day is a one day conference focused on data science & engineering.

It brings together three groups of enterprise audiences:

- Business executives, interested in the application of data analytics to develop data products or obtain competitive advantage.
- Data professionals, interested in learning or improving their data science skills.
- IT professionals, interested in learning tools and technologies big data processing and management.

Data Day is organized by Software Guru, the leading media for software professionals in Latam.

About previous editions



Data Day is a conference with several previous editions held in Mexico city and Monterrey, besides the online editions.

[Data Days Virtual 2022](#)

[Data Day Monterrey 2022, and on-line experience](#)

[Data Day CDMX 2023 and on-line experience](#)

Event Features



Audience

Expected participants:

- 150 enterprise data professionals

Profiles

- Chief Data Officers
- Data Scientists
- Data Engineers

Sectors

- Fintech
- Health
- Manufacture
- Logistics
- Retail
- IT
- Fast Consumer Goods

*Data Day has become the leading event for
Data Professionals in Latam*

Contents



The content is aligned to our 3 audience segments:

- Business cases for data leaders (CDOs),
- ML and AI effective techniques (Data Scientists),
- Modern tools for large scale data processing (Data engineers).

In terms of business verticals, on this edition we will focus on:

- Manufacturing
- Retail
- Health

Format



In-person event

- Keynotes
- Track sessions
- Workshops & hands-on labs
- Exhibition floor

Reasons to sponsor



- 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
- 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.

Sponsorship Packages

10% discount
for previous
sponsors



1/2

	Platinum	Gold	Silver
Number of opportunities:	3	4	3
Duration of Keynote or workshop	30/80 mins	NA	NA
Duration of talk or workshop	NA	40/80 mins.	NA
Data sharing *Only participants who accept to share personal data	Complete event Database*	Database 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

Sponsorship Packages

2/2

10% discount
for previous
sponsors



	Platinum	Gold	Silver
Mention in social networks	2	2	1
Booth in exhibition	Yes	Yes	Table with 2 chairs & roll up
In person VIP passes (includes lunch)	2	1	1
In person regular passes	2	2	1
Discount on additional passes	25%	20%	15%

Add-on opportunities

10% discount
for previous
sponsors



	Price (USD)
Branding in coffee break	

Deliverables

- 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.

Contact us



We will be happy to help you

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