

# SG Virtual: Cloud 2023

October 3-5, 2023

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

Prospectus



# ¿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

# About SG Virtual Conference

- 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 this for a while).
- Sessions are live online and we use an online event platform (Airmee) that boosts audience engagement and facilitates capturing participants data and engagement.



# Audience (reach)

**+1,500 participants**

**+300 live attendees per session**

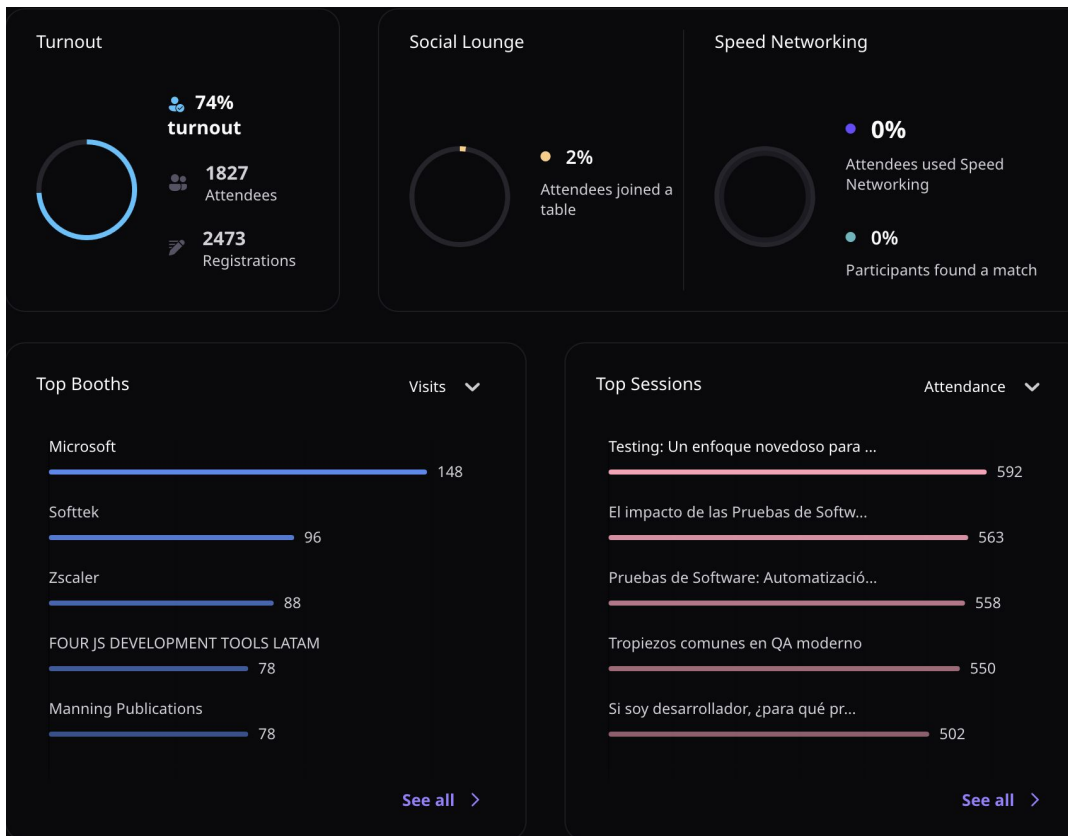
## **Additional reach:**

Recorded sessions are also published at SG YouTube channel for open viewing. On average, each video gets an extra 1k views.

## **Countries with most participation:**

Mexico (~80%), Colombia, USA, Peru, Argentina, Chile, Ecuador.

# Top Booths & Sessions Analytics



*Analytics from our most recent edition (April 2023), focused on software testing & cybersecurity*

*Generated via Airmeeet*

# 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.

# Structure and Content

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.



*Some speakers like to dress up :)*

<https://www.youtube.com/watch?v=G-adsHbJ-9s>

# Sponsorship Packages and Benefits



# Sponsorship packages

Benefit	Platinum	Gold	Silver
Session (30 min talk or 80 mins workshop)	Yes	Yes	NA
Call to action (during live talk)	Yes	Yes	NA
Logo on recordings bumper	Yes	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 + airmet 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>

# 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



*Analytics from our most recent edition (April 2023), focused on software testing & cybersecurity*

# 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.
- Session recordings in mp4 format, ready for being published at sponsor channels.
- Statistics and Final report.

# Contact us

We will be happy to help you.

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