



AbracaDatA

S U M M I T

June 11-12, 2025 **Online | Free access**

Prospectus

<https://abracadata.space>



Be part of the magic behind AI

AbracaData Summit 2025 is a conference dedicated to the critical intersection of data engineering and artificial intelligence.

AbracaData focuses on how data engineering serves as the foundation for artificial intelligence, offering attendees cutting-edge insights, networking opportunities, and interactive experiences—all from the comfort of their own space.

This event brings together data engineers, AI researchers, ML engineers, and business leaders to explore the unique challenges and opportunities in building robust data infrastructure for AI applications.

◆ *Position your organization as a leader in the AI data engineering space.*



Conference format and topics



The overall purpose of Abracadata is to provide insight into the people, practices and tools that are involved in providing the data that fuels AI solutions.

These are the topics that we will focus on:

- Data acquisition & ingestion
- Data organization & storage
- Data transformation & processing
- Data versioning, observability & lineage
- MLOps & LLMOps
- Data people (roles, teams, culture)

We will have keynotes, concurrent talks, discussion panels and networking activities.



Online Event features



AbracaData aims to provide the best experience to all participants, speakers and sponsors.

Some features include:

- Free access
- Event chat
- Recordings accessible as soon as the session ends
- Closed captioning (for sessions in English)
- Virtual Expo hall
- Space for discussion tables
- Virtual swag bag
- Access to the community slack



Target audience and impact

This conference is tailored for professionals involved in the data engineering solutions behind AI, including:

- Data Engineers specializing in AI/ML
- Machine Learning Engineers
- AI Researchers
- Data Scientists
- MLOps Engineers
- Data Architects
- IT Managers
- CTOs and CIOs

+1k registered participants
~200 live attendees per session
+3k recordings views



Reasons to sponsor

✦ *Engage with attendees through dedicated networking spaces and sponsored sessions.*

- ✓ Targeted Reach: Connect with a global audience of highly qualified professionals focused on data.
- ✓ Brand Visibility: Increase your brand awareness and recognition within the AI and data communities.
- ✓ Lead Generation: Generate qualified leads and build relationships with potential customers.
- ✓ Thought Leadership: Showcase your expertise and position your company as a thought leader in the field.
- ✓ Product Showcase: Demonstrate your latest products and solutions to a captive audience.



Reach

The event will be held online with free access.

We will run a global promotion campaign consisting of:

- Contacting data engineering and AI community members.
- Communication focused on the doers and in the leaders.
- Direct invitations to organizations interested in data engineering and AI.
- Partnering with the different data engineering communities.

✦ *Gain unparalleled access to a highly engaged and targeted audience.*



Sponsorship opportunities



Sponsorship packages

Benefits	Platinum	Gold	Bronze	Silver	Talent	Community Collaborator*
	\$12,000	\$5,000	\$3,500	\$1,500	\$800	-
Branded talk - includes call to action. Talk is recorded and stays available for on demand access	Track	Plenary talk	Simultaneous talk	upto 5 mins message (pre-recorded)	-	-
Attendees contact (Opt-ins)	Event participants	Event participants	Only talk attendees	-	-	-
Virtual booth	Yes	Yes	Yes	Yes	Yes	Yes
Item in virtual swag bag	Yes	Yes	Yes	Yes	Yes	Yes
Brand presence on website	Platinum level	Gold level	Bronze level	Silver level	Talent level	Community level
Brand presence on live session	Platinum level	Gold level	Bronze level	-	-	-
Brand presence on recordings (bumper)	Platinum level	Gold level	Bronze level	-	-	-
Social media mentions	3	2	1	Group posts	Group posts	Group posts
Mention in event chat	2	2	1	1	1	1
Jobs promotion	Up to 3	Up to 3	Up to 3	Up to 3	Up to 3	-

Prices are in US dollars.

*Community Collaborator commits to promote the event in their communication channels



Sponsorship benefits



Some additional benefits are:

- Social media promotion
- Logo in every communication
- Mentions during event*
- Virtual booth with the option to:
 - Share resources
 - Schedule virtual meets
 - Play videos
 - Send messages and invitations to participants
- Guide for sponsors
- Session recordings
- Final report including:
 - Promotion campaign
 - Website analytics
 - Event impact

**Depending on the sponsorship level.*



AbracaData is another awesome event of:



Software Guru is an agency and media for engaging with technical audience.

- **We get developers.** We ourselves are devs and understand their needs and pains, we reach from a common ground.
- **We are experienced.** We have more than 20 years in business during which we have performed all kinds of engagements for developers.
- **We are connected.** We engage with more than 20k devs and data professionals every year through our different events.

Some global events produced by SG are:

Airflow Summit, Beam Summit, Data Day, Dev Day 4 Women, OSACon, OS Contributor Summit, Remote work.

Presenting this year: **AbracaData Summit.**



Contact us

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