

5th Edition

La Datolada 2027

The benchmark event in Spain for professionals, academic institutions and companies in the world of analytics and data.

23 & 24 April 2027

A Coruña



Who are we?

Datola is a **non-profit association** founded in 2020 that seeks to build the most influential Spanish-speaking community of professionals in the world of analytics and data.

What do we do?

We work to spread knowledge, create forums for discussion and debate, and build synergies between professionals, academic institutions and companies in the data and Artificial Intelligence sectors.









The event

In 2023 we set sail with La Datolada, a unique event that brings our community together in a screen-free environment, where human connections and the real exchange of ideas take center stage.

In 2024, 2025 and 2026 we kept growing in attendance, impact and reach, establishing ourselves as a benchmark event for professionals and companies.

In 2027 we celebrate our fifth edition and we want to take the event to the next level.

Don't stay on the shore, **join La Datolada 2027**!

La Datolada in numbers

ATTENDEES

240+

people attended La Datolada in 2026

NETWORKING

24h

of personal connections between professionals

REPRESENTATION

30+

cities · 4 countries · 50 companies

QUALIFIED REACH

7000+

followers and a hyper-segmented audience

Specialized attendee profile

Professional profiles you'll find at the event

40% Digital Analytics & Martech

(Digital Analyst, CRO, Tagging, Digital Marketing, SEO)

30% Data Engineering /Data Science / AI

(Data Engineer, Data Scientist, ML, data architects)

15% Strategic & technology consulting

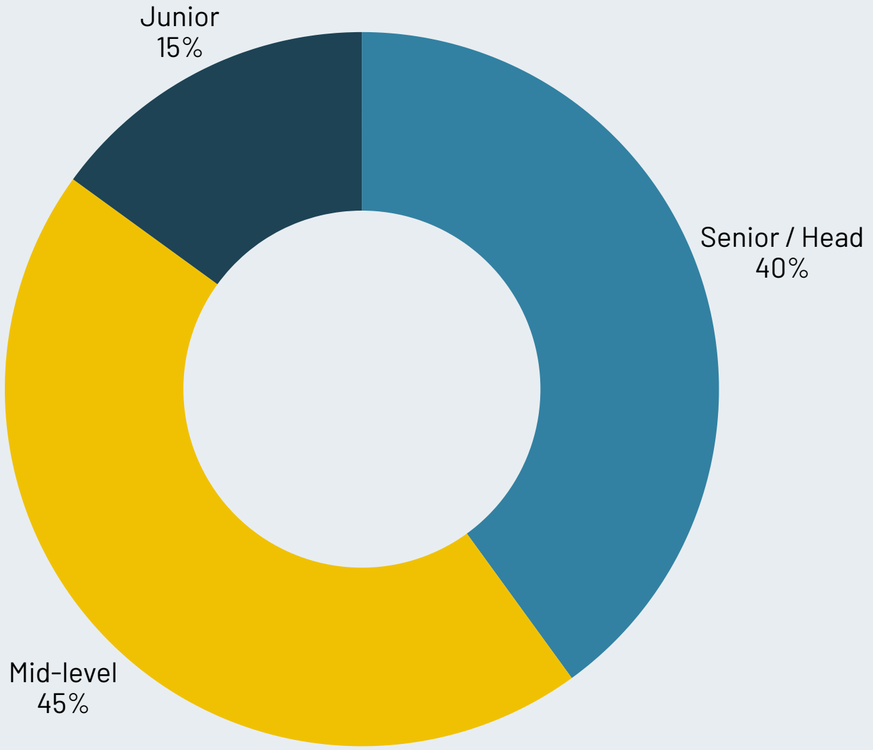
(Analytics Consultant, Digital Strategy, Product Owner)

10% Management, leadership & team leads

(Manager, Head of Analytics, CTO, CPO, CEO)

5% Academia, education & junior profiles

(University, vocational training, master's, researchers, first jobs)



Why support La Datolada

SPONSOR TYPE	WHAT MIGHT INTEREST YOU	HOW WE COULD BRING YOU VALUE
Technology consultancies	Talent acquisition and employer branding	Meet specialized professionals and give visibility to your teams
Software vendors and data platforms	Brand awareness and generation of business opportunities	Connect with users, advocates and technical decision-makers
Agencies and Martech firms	Brand positioning and business relationships	Reach a highly specialized audience in analytics and digital marketing
Companies with in-house data teams	Reputation, talent and innovation	Show your commitment to the profession and connect with the community
Galician companies and local partners	Association with the tech ecosystem	Link your brand to an event with national reach and leading companies in the sector



Companies that have taken part

Many of them come back year after year

making science
accenture
NTT DATA
trackingplan
ayesa
Raiola Networks
Redegal
ESGALLA Martech
Amplitude
JAKALA
edalytics Cloud analytics for everyone
MIDE
MOA.
IKAUE COOKING YOUR DATA
LIN3S
Boostic.cloud
FLAT 101 Digital Business
ontop MEDIA
Improving Think. Measure. Perform.
Teaming Labs
Sherlook_
SEMMÁNTICA
manfred
FORMADORES { IT }
GRUPO Billingham Regalos de Empresa
tnr
didixital impresores
CRO SCHOOL
nosDeu

How can you get involved?

Your support allows us to keep our event independent, accessible, and focused on sharing knowledge and connecting people.



Pulpeiro

750€

Unlimited



Mariscador

1.500€

Limited to 6



Percebeiro

3.500€

Limited to 2

(*) Prices excl. VAT

Details



Pulpeiro



Mariscador



Percebeiro

	Pulpeiro	Mariscador	Percebeiro
Logo on the event website	✓		✓
Mention at the event and on social media	✓	✓	✓
Free tickets (Event + Dinner)	1	3	5
You can include attendee items / giveaways	✗	✓	✓
Stand + Roll-up at the event entrance	✗	✓	✓
Exclusive newsletter sponsorship	✗	✗	✓
5-minute speech on stage	✗	✗	✓
Logo on lanyard	✗	✗	✓
Sponsorship limit	Unlimited	6	2

Extra Catches

In case we've reached the maximum allowed fishing quota and you'd like to keep fishing, you can combine your sponsorship with one of these options ***to boost your impact and visibility:***



Sponsor the Friday warm-up

The Friday warm-up is definitely a very important moment, highly valued by attendees. It gives your company a presence in a relaxed, lively atmosphere, both at the event itself and on social media.

600 €



Sponsor the Streaming

As every year, Saturday's event will be streamed live for free. Your brand will be present during the broadcast and in the recording we later share on our channels.

400 €



Sponsor the Coffee & Lunch

Sponsor the key moments of the event, the coffee and the lunch, and place your brand in the most social and visible spaces of the day. Your brand present in the catering areas with promotional material.

850 €



Extra Catches are available for active sponsors (Pulpeiro, Percebeiro or Mariscador). Higher tiers will have priority of choice. Extras will be assigned in order of confirmation.





Want to be part of La Datolada 2027?

Sponsorship must be confirmed before 31/01/2027.

Write to us and book your sponsorship:

By email at **patrocinio@datola.es**, through our social media or directly to your contact in the organization.

Do you have another proposal for how to collaborate? We're all ears.