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For any questions or to secure a sponsorship package, please contact the conference organizing committee at **[bbaconference2026@bih.iiba.org](mailto:bbaconference2026@bih.iiba.org)** to initiate the conversation. Thank you for considering a partnership with us!

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## IIBA Balkan Conference 2026 – Sponsorship Packages (Sarajevo)

The **IIBA Balkan Business Analysis Conference 2026** in Sarajevo offers a variety of sponsorship opportunities for organizations to gain visibility and engage with a thriving community of business analysis professionals. Below are the main sponsorship tiers and event-specific sponsorship options, each with distinct benefits. All packages are unbranded and can be customized upon agreement.

### Main Sponsorship Tiers

We offer five levels of conference sponsorship – **Diamond, Platinum, Gold, Silver,** and **Bronze** – with increasing levels of visibility, benefits, and participant engagement. Each tier includes a suite of benefits such as prominent logo display, speaking or panel opportunities, exhibition space, complimentary tickets, and more, as detailed below.

## Diamond Sponsor (Exclusive – 1 Available, €6,000)

- **Branding & Visibility:** Top billing as the **Main Conference Sponsor**, with your **logo prominently featured** on all conference materials, website, signage, and **on attendee lanyards/badges** for maximum exposure. Your logo will appear on the front cover of the conference program and brochure, and on the main stage backdrop and slides.
- **Speaking Opportunities:** Exclusive opportunity to **deliver opening and closing remarks** to all attendees, highlighting your organization's message (acknowledged as a key contributor to the event). In addition, a senior representative is **invited to join a panel discussion** or keynote session, positioning your company as a thought leader.
- **Exhibition & Networking:** **Largest exhibition booth** in a prime location (e.g. near the main conference hall) to showcase your products/services. You may also display multiple roll-up banners and distribute promotional materials in high-traffic areas. A dedicated **promotional corner** is provided for your team to interact with participants.
- **Digital & Social Promotion:** **Dedicated promotion on social media** and web platforms – your company will be featured in conference announcements, a dedicated post on official IIBA Balkan Conference social channels (LinkedIn, Facebook, etc.), and listed as the Diamond Sponsor on the conference website (with a link to your site). We will publish an article or interview about your organization on the conference website and social media pages. You also have the option to **broadcast a 5-minute video or live interview** with your representative on our social media channels, highlighting your expertise or offerings.
- **Conference Materials:** Inclusion in all conference materials – your logo on **brochures, banners, signage, and attendee swag**. Notably, your **logo will be printed on conference lanyards or badges**, and on the cover of the event brochure/program, ensuring continuous visibility throughout the event. You may also include a branded gift or insert in the attendee conference bags.
- **Complimentary Passes & Discounts:** **15 complimentary conference tickets** for your employees or guests (which can be allocated between on-site and online attendees as you prefer). Additionally, enjoy a **10% discount on any additional conference tickets** for your company beyond the free allotment. This discount applies to standard tickets (outside of early-bird sales).
- **Additional Privileges:** Public acknowledgment of your support during opening remarks (the conference emcee will extend special thanks to your company). You will receive an exclusive **video interview opportunity** to be posted on the conference website and IIBA chapter sites, underscoring that the event's success is enabled by your sponsorship. Your company may also provide a welcome message in the conference program. Diamond Sponsors have **priority seating** (reserved VIP seats in the first rows) for your delegates and priority consideration for any custom requests.

## Platinum Sponsor (High Visibility – 2 Available, €4,000)

- **Branding & Visibility: Prominent logo placement** on the conference website (with link), marketing emails, and event signage. Your logo will be included on the **conference program and brochure** (e.g., back cover or sponsors page) and on sponsor banners. Platinum-level branding ensures your logo is highly visible in conference communications alongside Diamond sponsors.
- **Speaking Opportunity:** Opportunity to **deliver a conference session or join a panel discussion** as a featured speaker. This allows a company expert to share insights or case studies with the audience, elevating your organization's profile in the business analysis community. (Speaking slots will be coordinated with the program committee to ensure relevance.)
- **Exhibition & Networking: Exhibition booth** in the conference expo area (with a favorable location). Your team can interact with attendees, display demos, and distribute materials from your booth. You may also place roll-up banners in the plenary or networking areas for added visibility.
- **Digital & Social Promotion:** A **dedicated social media post** announcing your partnership on official IIBA Balkan Conference channels (LinkedIn, Facebook), highlighting your company's message. Inclusion in any press releases or media coverage as a Platinum Sponsor. You also have the **option to share a 3–5 minute promotional video or participate in a live interview** on our social media pages (similar to Diamond, showcasing your thought leadership).
- **Conference Materials:** Your logo on conference collateral (brochures, banners, website) and listed as **Platinum Sponsor** in the conference program. You may include a promotional item or flyer in the conference bag given to attendees.
- **Complimentary Passes & Discounts:** **10 complimentary conference tickets** for your staff or clients (on-site or virtual). Plus, a **10% discount on additional tickets** for your organization's members beyond the free ones (excluding early-bird tickets).
- **Additional Privileges:** Public recognition during the conference opening session (thank-you announcement) alongside other top sponsors. Your representatives will have **reserved seating** in the keynote hall. Platinum sponsors are also given first priority (after Diamond) for any additional sponsorship add-ons or special requests, and we will work closely with you to maximize your engagement.

## Gold Sponsor (Major Sponsor – 3 Available, €2,500)

- **Branding & Visibility: Logo featured** on the conference website sponsors section (with a link to your site) and in promotional materials. Gold Sponsor logos will be included in the conference program and on sponsor signage at the venue. You'll be clearly recognized as a Gold-level sponsor in all relevant communications.
- **Participation & Thought Leadership:** Opportunity for a **speaker or panel participation** – Gold Sponsors may nominate a speaker for a breakout session or have a representative join a panel discussion (subject to availability and program

fit). This gives your organization a voice in conference discussions and showcases your expertise.

- **Exhibition Space: Standard exhibition booth** or demo table in the networking/expo area to engage with attendees. Prime placement is given to Diamond/Platinum, with Gold Sponsor booths in the next tier of visibility. You may display a company roll-up banner at your booth and in common areas.
- **Digital Promotion:** Your company will be highlighted in a **dedicated social media post** by the IIBA Balkan Conference pages (Facebook, LinkedIn) welcoming you as a Gold Sponsor. In addition, your logo and company profile will be featured on the conference website and any event apps.
- **Conference Materials:** Inclusion of your logo in the conference program, website, and on shared sponsor banners. You may provide branded merchandise or an insert for attendee welcome bags (subject to approval).
- **Complimentary Passes & Discounts: 5 complimentary conference tickets** (onsite or virtual) for your team or clients. Plus, a **10% discount on additional registrations** for your company beyond those 10 (excluding early-bird pricing).
- **Additional Benefits:** Acknowledgment in the conference opening remarks and closing session along with other sponsors. Gold sponsors will also be mentioned in any group thank-you announcements. You have access to the attendee list (per GDPR guidelines) after the event for follow-up. We will facilitate introductions to key speakers or VIP attendees upon request to enhance your networking.

### Silver Sponsor (Supporting Sponsor – 5 Available, €1,500)

- **Branding & Visibility: Logo displayed** on the conference website and in the conference program (Silver sponsors section). Your logo will also appear on on-site sponsor signage and slides. While slightly smaller than Gold/Platinum logos, Silver sponsor logos are still visible in our materials and show your support for the event.
- **Conference Presence: Promotional banner placement** – you may bring a roll-up banner to be placed in a common area or near the registration/coffee break area for visibility. Silver sponsors do not include a full exhibition booth, but your team can network with attendees during breaks and display literature at a shared table if needed.
- **Digital Promotion:** Announcement of your sponsorship on social media (group post thanking Silver sponsors or inclusion in sponsor list on LinkedIn/Facebook). Your company name and profile will be listed on the event website among Silver Sponsors, including a link to your homepage.
- **Conference Materials:** Your logo will be included in the **conference brochure and schedule** (inside pages or sponsors page). You may provide a flyer or small giveaway for the attendee bags if desired (optional).
- **Complimentary Passes & Discounts: 3 complimentary conference tickets** for your representatives (on-site or online). A **10% registration discount** for any additional company attendees beyond those five (excluding early-bird tickets) is also provided.

- **Additional Benefits:** Silver Sponsors will be verbally thanked during the event welcome announcements. You will receive the attendee list post-event (per privacy policies) and have the opportunity to participate in any sponsor raffle or prize giveaways if you choose (e.g., you can contribute a prize for additional exposure).

### Bronze Sponsor (Entry-Level – Multiple Available, €1,000)

- **Branding & Visibility: Logo inclusion** on the conference website (Bronze sponsors section) and in the conference program. Bronze sponsor logos will be smaller and grouped on materials, but still present on the event website and sponsor roll-up banner/slide. This is a cost-effective way to get brand exposure to the conference audience.
- **Conference Presence:** Ability to **display a roll-up banner or poster** in a designated common area (e.g. coffee break or hallway) during the conference. While Bronze sponsors do not have dedicated booth space, you can send brochures or flyers for placement at a literature table. Your support will be noted on the sponsors page of the program and website.
- **Digital Promotion:** Inclusion in a **group thank-you post** on social media acknowledging all Bronze sponsors. Your company name will be listed on the official conference site with a hyperlink, indicating your sponsorship support.
- **Complimentary Passes: 3 complimentary conference tickets** for your staff to attend the conference. This allows a few members of your organization to participate in the event, network with attendees, and learn from the sessions. (No additional ticket discounts are included at the Bronze level.)
- **Additional Benefits:** Bronze sponsors receive recognition as supporting partners and will be thanked along with others during opening/closing remarks. This package is ideal for organizations looking to support the community and gain modest visibility at an accessible price point.

## Event-Specific Sponsorship Opportunities

In addition to the general sponsorship tiers, we offer specialized sponsorship opportunities for specific conference events and services. These targeted sponsorships allow a company to be exclusively associated with a particular high-visibility aspect of the conference. Each opportunity includes tailored benefits focusing on that event, as outlined below.

### Welcome Reception Sponsor (Exclusive – 1 Available, €2,000)

- **Scope:** Exclusive sponsor of the **Welcome Reception**, a networking event kicking off the conference (usually on the eve or first evening of the conference). Your company enables this welcome gathering for all attendees.
- **Branding at Event:** Your **logo featured prominently at the reception venue** – including on welcome banners, signage at the entrance, and on tables during the reception. All communication about the welcome reception will name your

company as the sponsor (e.g., “Welcome Reception sponsored by [Your Company]”).

- **Speaking Opportunity:** A representative from your company will have the opportunity to **give a brief welcome address** (1-2 minutes) to attendees at the start of the reception, to greet the participants and introduce your company. This personal engagement connects your brand with a warm conference welcome.
- **Promotion & Visibility:** Recognition on the conference website and program as the **Welcome Reception Sponsor** (with your logo). Social media announcements will mention your company in posts related to the reception. During the conference opening session, we will also acknowledge that the reception was sponsored by your organization.
- **Complimentary Passes:** Includes **2 complimentary full-conference passes** for your team to attend the conference (so that your representatives can host and network at the reception and throughout the event). These are in addition to any staff who may only attend the reception.
- **Availability:** This is an exclusive opportunity (only one Welcome Reception Sponsor). The sponsorship ensures **high-profile visibility** at the very first conference networking event, making a strong impression on attendees.

### Gala Dinner Sponsor (Exclusive – 1 Available, €3,000)

- **Scope:** Sole sponsor of the **Gala Dinner** (the formal evening event on the main conference day, if scheduled). By sponsoring the gala dinner, your organization supports the conference’s premier social event, typically including dinner, entertainment, and networking among attendees and speakers.
- **Branding at Event:** Your **branding will be central at the Gala Dinner** – including your logo on dinner menus, event signage, and a banner at the dinner venue. The dinner will be advertised as “**Gala Dinner sponsored by [Your Company]**” in the program and on the website. You may also provide branded materials at the dinner (e.g. napkins, table centerpieces with logo, or a video loop displayed during the dinner).
- **Acknowledgement & Speaking:** During the dinner, a brief **thank-you speech** will be given by the conference hosts to recognize your company’s sponsorship, and your representative will have an opportunity to **address the audience** with a short toast or welcome (up to a few minutes). This gives you direct engagement with attendees in a relaxed setting.
- **Promotion & Visibility:** Recognition as the Gala Dinner Sponsor on the conference website, program, and social media. Any announcements or invitations related to the dinner will feature your company name and logo. Media coverage of the event (if any) will also mention your role as sponsor.
- **Complimentary Passes:** Includes **2 complimentary conference registrations** for your team (to attend the conference and the Gala Dinner). If the dinner allows additional guests beyond conference attendees, your company will receive a

reserved table or a set number of invitations for the dinner event itself for your guests.

- **Availability:** One exclusive Gala Dinner Sponsor. This is a high-impact sponsorship that associates your brand with a memorable evening of networking and celebration.

### Workshop Sponsor (Limited – Multiple Available, €1,000 per Workshop)

- **Scope:** Sponsor one of the conference's **workshop sessions** (hands-on training or deep-dive sessions typically held during or adjacent to the conference). Each workshop can have a dedicated sponsor. By sponsoring, your company supports the educational aspect of the conference and aligns itself with specific subject matter expertise.
- **Branding & Association:** Your **company logo will be displayed in the workshop room** and on the workshop's title slide/introduction. The workshop agenda listing will include "Sponsored by [Your Company]", linking your brand to that topic area. If the workshop produces any materials or handouts, your logo will be included on those as well.
- **Engagement Opportunity:** You may provide a **speaker or moderator** for a brief introduction in the workshop (e.g., 2-3 minutes to welcome attendees or share how the topic relates to your company's interests, subject to approval by the workshop instructor). This positions your company as a supporter of professional development in that specific domain.
- **Promotion:** On the conference website and program, you will be acknowledged as the sponsor for that workshop. Attendees registering for the workshop will see your branding in pre-event communications (e.g., "Workshop on [Topic] – sponsored by [Company]"). There may also be a thank-you announcement on social media or at the end of the workshop recognizing your support.
- **Complimentary Passes:** Includes **1 complimentary conference pass** for a company representative to attend the conference (and the sponsored workshop). This person can engage with participants and assist during the workshop if appropriate. (If you sponsor multiple workshops, additional passes can be negotiated.)
- **Availability: Multiple opportunities** are available (one sponsor per workshop session). Each workshop sponsorship is exclusive to one company. The number of workshop sponsorships corresponds to the number of workshops in the conference program (e.g., if 3 workshops are planned, up to 3 sponsors can participate).

### Student Sponsor (Supporter of Future BAs – Multiple Available, €1,000)

- **Scope:** Sponsor the participation of **students or young professionals** at the conference. This sponsorship helps subsidize reduced-fee or free tickets for students in business analysis or related fields to attend BBA 2026, fostering the next generation of talent. Your contribution is used to cover student registration fees and possibly travel support.

- **Impact & Recognition:** As a Student Sponsor, your **brand is highlighted as supporting the future of the profession**. You will be acknowledged on the conference website and program in a dedicated section (e.g., “Student Participation sponsored by...”) and during the event when student attendees are mentioned. This positions your organization as committed to education and community development.
- **Benefits:** Your company logo will appear on any communications or banners related to student attendees or academic outreach. If the conference features a student session, career fair, or mentorship meetup, you will be recognized as the sponsor for that segment. You may also get a chance to **interact with the students**, for example, a small meet-and-greet or the ability to distribute recruitment materials to interested students.
- **Promotion:** Mention in social media and announcements thanking Student Sponsors for making it possible for students to join. If any scholarships or awards are given to students at the conference, your company’s name will be tied to those opportunities as applicable.
- **Complimentary Passes:** Optionally, this sponsorship can include **1–2 conference passes** for your company (for staff who may specifically wish to mentor or recruit students at the event). This can be discussed based on the number of students supported by your contribution.
- **Availability:** Multiple Student Sponsor slots are available (more than one organization can contribute to support student attendance). Each €1,000 Student Sponsor package will support a set number of students (e.g., five or more students, depending on ticket rates). This opportunity is semi-exclusive in impact – while several sponsors may participate, each is a valued contributor to empowering student attendees.

### Media Partner (Industry Media Collaboration – Multiple Available, In-Kind)

- **Scope:** Partner with us as an **official Media Partner** to provide media coverage and promotional support for the conference. This is typically an in-kind partnership (no direct fee) where your media outlet (magazine, online platform, etc.) gives advertising or coverage in exchange for visibility at the event.
- **Visibility & Branding:** As a Media Partner, your **logo will be displayed on the conference website and materials** in the Media Partner section. You will be recognized as a media collaborator, enhancing your reputation as a source of valuable industry news and insights. At the event, you can have a media booth or press area, and your journalists will have access to attendees and speakers for interviews.
- **Promotional Exchange:** In return for your coverage (articles, ads, social media promotion of the conference), we will promote your brand to our audience. This includes shout-outs on social media (highlighting that you are covering the event), inclusion of your logo in pre-event marketing, and possibly a full-page ad or flyer of your publication in the conference program or bags.

- **Benefits:** You receive **press passes** (e.g., 2 media registrations) to attend the event and cover it. Your outlet gains content (speaker interviews, session reports) and recognition as an official storyteller of the conference. Attendees will see your branding and may engage with your publication/platform for conference news, boosting your reach.
- **Availability:** We may partner with several media organizations (non-exclusive) to cover different regions or audience segments. Each Media Partner agreement is customized, but all partners receive comparable visibility. This is an opportunity to **raise your profile as a go-to media source** in the business analysis community by aligning with BBA 2026. *(Note: Media partnerships are typically negotiated individually to ensure mutual benefit and appropriate coverage.)*

### Transport Partner (Official Transport Sponsor – Exclusive – In-Kind/Negotiable)

- **Scope:** Become the **Official Transport Partner** for the conference, responsible for helping our attendees travel conveniently. This could involve sponsoring attendee transportation (shuttle buses between venues and hotels, discounted rides, or travel for speakers). Often this is an in-kind sponsorship where a transport company provides services at reduced or no cost in exchange for branding, though financial sponsorship toward transport logistics is also possible.
- **Branding & Recognition:** Your company will be recognized as the **exclusive transport sponsor** of BBA 2026. This includes your **logo on the conference travel information page** on our website and in the attendee guide. Any official conference shuttles or transport schedules will feature your branding (for example, signage on shuttle buses saying “Transport provided by [Your Company]”). You may also display a promotional banner at the venue entrance or parking area.
- **Promotion:** We will acknowledge your support in announcements related to travel – e.g., in pre-event emails about how to get to the venue (“Transportation generously provided by [Company]”). If you are an airline or railway partner offering discounts, we will promote the discount code to all participants, directing them to use your services. Your brand gets visibility as one that facilitates the conference experience behind the scenes.
- **Benefits:** In addition to branding, you receive **complimentary conference passes** (e.g., 2 registrations) for your staff. If providing substantial in-kind value, we can discuss additional benefits (such as a small booth or the ability to distribute your company’s brochures at the registration desk). You also gain goodwill from attendees for helping with their travel, which reflects positively on your company.
- **Availability:** This opportunity is **exclusive to one partner** in the transport category. We will work with you to define the exact terms (in-kind service, discounts, or sponsorship fee). The partnership will be tailored to ensure it meets both the conference needs and your marketing objectives. It’s a unique chance for an airline, travel agency, local transit provider, or rideshare company to stand out by literally **moving the conference forward**.

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**Note:** All prices listed are in EUR. Sponsorship offers are subject to a formal agreement. We are open to discussing custom sponsorship ideas or combinations to suit your company's interests. By partnering with the IIBA Balkan Conference 2026, you will gain significant exposure in the regional business analysis community and contribute to the success of a premier industry event. We look forward to collaborating with our sponsors to create a **mutually beneficial and memorable conference experience**.

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