13th INTERNATIONAL

BAUX ISTANBUL

SPONSORSHIP OPPORTUNITIES

Connect your brand with the Business Analysis, Product and UX professionals shaping the future of work with AI and Agents.

Organized by

UXSERVICES × BA-WORKS

MAY 3-4, 2027

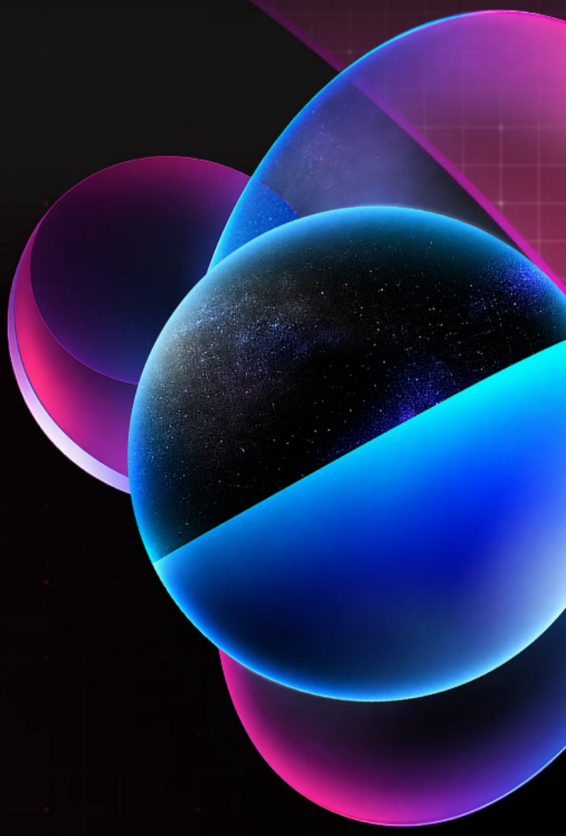
Become a Sponsor!



BAUX ONLINE CONFERENCE IIBA® Endorsed Conference

ABOUT US

A GLOBAL COMMUNITY FOR THE NEXT CHAPTER OF PRODUCT WORK



For 13 years, BA+UXistanbul has brought together an international community of Business Analysis, UX, Product, and Technology professionals to exchange ideas, share insights, and explore the future of their fields.

In 2027, we will focus on a major shift in product work: the growing role of AI and agents across the product lifecycle.

2027 THEME	Product Management, Product Ownership, and Product Development Powered by AI and Agents

Through talks by international speakers, real-world examples, and live discussions, we will explore how this transformation is reshaping roles, capabilities, collaboration, and product outcomes.

A LOOK AT OUR PREVIOUS EDITIONS

A GROWING INTERNATIONAL COMMUNITY

For 13 years, BA+UXistanbul has connected Business Analysis, UX, Product, and Technology professionals from around the world.

2500+
COMPANIES

50+
COUNTRIES

5500+
PARTICIPANTS

45+
WORKSHOPS

BA+UXistanbul continues to connect professionals, organizations, and ideas across disciplines and borders.

WHY SPONSOR US?

Connect your brand with the people, ideas, and conversations shaping the future of product work powered by AI and agents.



SPONSOR BENEFITS

Six ways your brand grows with BA+UXistanbul 2027.

01

Reach the Right Professionals

Connect your brand with an international community across Business Analysis, UX, Product, and Technology.

OUR AUDIENCE

Business Analysis | UX | Product | Technology | AI & Agents

02

Increase Your Brand Visibility

Gain visibility through conference communications and promotional channels included in your sponsorship package.

03

Build Meaningful Connections

Connect with decision-makers, practitioners, and industry leaders to exchange ideas and explore potential collaborations.

04

Showcase What You Bring to the Future

Present your products, services, solutions, and expertise to professionals exploring new technologies and approaches shaping the future of modern product work.



05

Strengthen Your Thought Leadership

Build your presence around the emerging ideas, practices, and capabilities shaping the next generation of product teams and organizations.

06

Become Part of the Community

Join a community bringing together Business Analysis, UX, Product, and Technology professionals to explore the possibilities of AI and agents.

PACKAGES & PRICING

	PLATINUM	GOLD	SILVER	SUPPORTER
WHAT'S INCLUDED				
Conference tickets	10	8	5	3
Logo on the conference website	✓	✓	✓	✓
Logo on marketing materials	✓	✓	✓	–
Virtual exhibition booth	✓	✓	✓	–
Social media announcement	✓	✓	✓	–
Email newsletter announcement	✓	✓	–	–
Speech slot (20 min)	✓	–	–	–

PRICE PER BOOKING PHASE	PLATINUM	GOLD	SILVER	SUPPORTER
01 BLIND Until Dec 24, 2026	€2,500	€2,000	€1,250	€500
02 EARLY BIRD Until Feb 28, 2027	€2,750	€2,250	€1,450	€600
03 REGULAR Until the conference	€3,250	€2,750	€1,650	€700

BOOKING PHASES & DEADLINES

01 BLIND
Until Dec 24, 2026

02 EARLY BIRD
Until Feb 28, 2027

03 REGULAR
Until the conference

All prices in euros, excluding VAT. Each price applies until the end of its phase.

ORGANIZERS

TWO DISCIPLINES.
ONE SHARED VISION

BA+UXistanbul is organized by UXservices and BA-Works, bringing together Business Analysis, User Experience, Product, and Technology to shape the future of product work.

BA-WORKS

Business Analysis. Stronger Product Outcomes.

BA-Works supports organizations in Business Analysis, Product Management, and Product Ownership through consulting, IIBA®-accredited business analysis training, and tailored AI agent solutions.

www.ba-works.com

UXSERVICES

User Experience. Real Human Insight.

UXservices helps organizations create intuitive and human-centered digital experiences through UX research, usability testing, design consulting, and practical training in AI-assisted design and Design Thinking.

www.uxservices.com

TRAINING PROGRAMS

Each program links to its program page and registration form.

keytorc — 3 PROGRAMS

01	ISTQB® International Certified Foundation Level Software Tester Training ISTQB® Uluslararası Sertifikalı Foundation Level Yazılım Test Uzmanı Eğitimi	Explore program ↗	Register ↗
02	International AI-Assisted Software Testing Training Uluslararası Yapay Zeka Destekli Yazılım Test Eğitimi	Explore program ↗	Register ↗
03	International AI-Assisted Software Test Techniques Training Uluslararası Yapay Zeka Destekli Yazılım Test Teknikleri Eğitimi	Explore program ↗	Register ↗

BA-WORKS — 7 PROGRAMS

04	IIBA® CBAP® International Business Analyst Training IIBA® CBAP® Uluslararası İş Analisti Eğitimi	Explore program ↗	Register ↗
05	IIBA® Agile Business Analysis Training IIBA® Agile İş Analizi Eğitimi	Explore program ↗	Register ↗
06	IIBA® UX Design and Usability for Business Analysts Training IIBA® İş Analistleri İçin Kullanıcı Deneyimi Tasarımı ve Kullanılabilirlik Eğitimi	Explore program ↗	Register ↗
07	AI-Assisted Data Analysis Training Yapay Zeka Destekli Veri Analizi Eğitimi	Explore program ↗	Register ↗
08	AI-Assisted Business Analysis and PO Training Yapay Zeka Destekli İş Analizi ve PO Eğitimi	Explore program ↗	Register ↗
09	Agentic Process Automation Training Agentic Process Automation Eğitimi	Explore program ↗	Register ↗
10	AI-Assisted Product Management (PM) Training Yapay Zeka Destekli Ürün Yöneticiliği (PM) Eğitimi	Explore program ↗	Register ↗

UXSERVICES — 4 PROGRAMS

11	AI-Assisted UX and Screen Design Training Yapay Zeka Destekli Kullanıcı Deneyimi ve Ekran Tasarımı Eğitimi	Explore program ↗	Register ↗
12	AI-Assisted Design Thinking Training Yapay Zeka Destekli Design Thinking Eğitimi	Explore program ↗	Register ↗
13	Screen and Product Design for Non-Designers Training Tasarımcı Olmayanlar İçin Ekran ve Ürün Tasarımı Eğitimi	Explore program ↗	Register ↗
14	Mobile UX Design Training Mobil UX Tasarımı Eğitimi	Explore program ↗	Register ↗

CONTACT

Web: uxistanbul.org
baistanbul.org

E-Mail: conference@uxistanbul.org
conference@baistanbul.org

LinkedIn: uxistanbul-conference
baistanbul

Become a Sponsor!



Let's explore the right sponsorship opportunity for your brand.