PROJECT SUMMIT
PROJECT WORLD
BUSINESS ANALYST WORLD





2026 SPONSORSHIP PROSPECTUS

www.pmbaconferences.com

2026/2027 CONFERENCES



PS*BAW CHICAGO
OCTOBER 5-7, 2026



PS*BAW BOSTON
OCTOBER 19-22, 2026



PW*BAW VANCOUVER
NOVEMBER2-5, 2026



PS*BAW ORLANDO
APRIL 19-21, 2027



PW*BAW TORONTO
JUNE 14-17, 2027



PS*BAW WASHINGTON
TBA

PROJECT SUMMIT BUSINESS ANALYST WORLD

PROJECT WORLD BUSINESS ANALYST WORLD

Thank you for considering a sponsorship with ProjectSummit*BusinessAnalystWorld and ProjectWorld*BusinessAnalystWorld—North America's premier conference series for Project Professionals (Project Managers, Business Analysts, Product Managers, Product Owners, Scrum Masters, Agile Coaches, Program Managers, Portfolio Managers, PMO Leaders, Change Managers, Transformation Leaders, Data & AI Professionals, Consultants, Team Leads, Executives, and other professionals driving strategy, delivery, innovation, and organizational change).

For more than 25 years, ProjectSummit*BusinessAnalystWorld and ProjectWorld*BusinessAnalystWorld have brought together professionals from every industry and every stage of their careers to learn, connect, and grow. Our events have evolved alongside the profession, creating an inclusive environment that reflects today's workplace, where collaboration across roles is essential and learning extends far beyond traditional job titles.

With nearly 3,000 participants annually across North America—60% of whom are decision-makers or influencers—our conferences provide an exceptional platform to showcase your products, services, and expertise while building meaningful relationships with the people who influence purchasing decisions, lead transformation initiatives, and shape the future of their organizations.

Our sponsorship opportunities are designed to maximize your visibility before, during, and after each event. From high-impact onsite engagement to year-round exposure through ProjectTimes and BATimes, you'll find flexible opportunities to connect with an audience eager to discover new ideas, technologies, and solutions that will help their organizations succeed.

We invite you to explore this sponsorship prospectus and discover how your organization can become part of one of North America's most respected and engaged communities for Project Professionals. If you have any questions or would like to discuss a customized sponsorship opportunity, we'd be delighted to help you create a sponsorship experience that meets your goals.



Amy Ruddell
Vice-President, Business Unit
aruddell@macgregorcom.com

OUR ATTENDEES



Each of our events attracts a diverse mix of organizations, combining local and national representation. This creates a unique cross-section of communities and industries at every event. If you're looking to reach a specific industry, we can customize a package tailored to your target demographic.

KEY STATS

AREAS OF INTEREST:



71% of Attendees have roles and responsibilities in Project Management

70% of Attendees have roles and responsibilities in Analysts

ROLE IN PURCHASING:



45% of attendees play direct roles in purchasing

37% of attendees are in management or higher positions inside their organization

SIZE OF ORGANIZATION:



12% 1-99

35% 500-2499

18% 100-499

35% 2500+

SPONSORSHIP OPPORTUNITIES

Our sponsorship packages are designed to help you:
- Engage directly with decision-makers and influencers.
- Build long-term brand recognition.
- Access year-round exposure through our digital platforms (BAtimes & PMtimes).

Don't miss the chance to connect with your audience and demonstrate your leadership in the industry!

PARTNERSHIP OPTIONS

Feature	Conference Sponsor **$3,000**	Platinum Sponsor **$8,500**
6ft Table and 2 chairs	✓	✓
2 Exhibition Packages	✓	✓
Featured as Conference Sponsor	✓	✓
Featured as the headline sponsor of the event	✓	✓
Company Logo and link with description on website, mobile show app, and in PDF Conference Guide	✓	✓
Pre and Post Event Attendee E-mail		✓

BUNDLE DEALS AND ADD-ON OPPORTUNITIES

Bundle Deal
Thinking of participating in more than one event? If you sign participation agreements for more than one event you can receive a discount on all subsequent events after the first!

CONTACT US

For questions or to discuss opportunities, please reach out:



Amy Ruddell
Vice-President,
aruddell@macgregorcom.com



Jenn White
Event Manager
jwhite@macgregorcom.com
(289)-789-2254

