

aws SUMMIT

AMERICAS | 2022

SPONSORSHIP OPPORTUNITIES

Become a **Sponsor**



Join Our Global **Cloud Community**

AWS Global Summits are free events that bring the cloud computing community together to connect, collaborate, and learn about AWS. Held both online and in major cities around the world, AWS Summits attract technologists from all industries and skill levels who want to discover how AWS can help them innovate quickly and deliver flexible, reliable solutions at scale. With 9 strategic locations lined up across the Americas, more than 58,000+ attendees will benefit from learning relevant business and technical content such as AWS core topics and emerging AWS technologies.



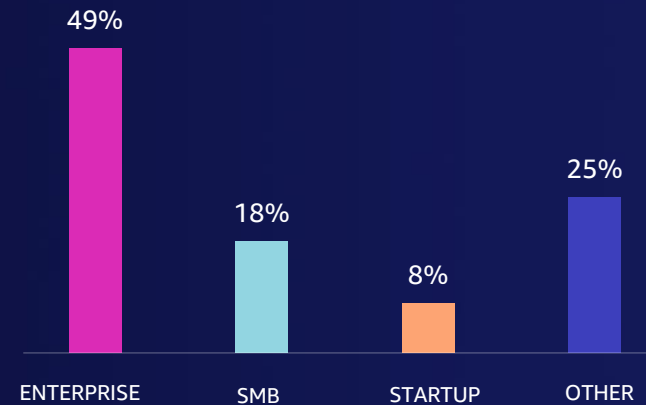
AMER SUMMITS

| | | |
|---------------|-----------------------|-------------------|
| Anaheim | August 18, 2022 | 5,200+ attendees |
| Atlanta | May 18-19, 2022 | 5,700+ attendees |
| Bogota | October 4, 2022 | 3,000+ attendees |
| Chicago | August 25, 2022 | 6,900+ attendees |
| Mexico City | September 21-22, 2022 | 4,000+ attendees |
| New York | July 12, 2022 | 13,000+ attendees |
| São Paulo | August 3-4, 2022 | 9,000+ attendees |
| San Francisco | April 20-21, 2022 | 7,000+ attendees |
| Toronto | June 22-23, 2022 | 4,500+ attendees |

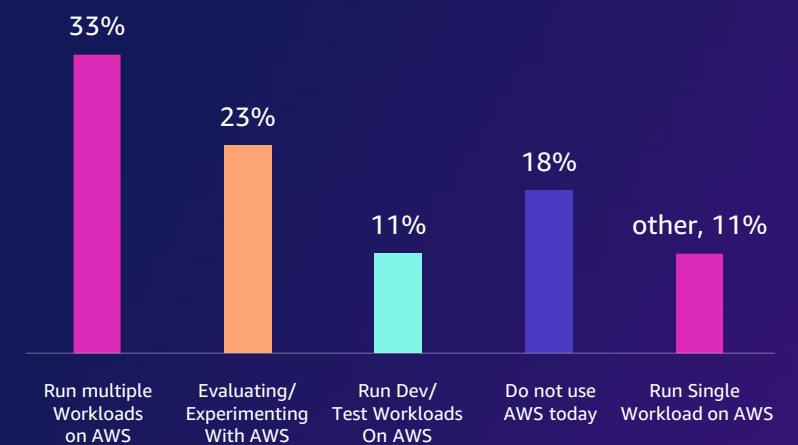
TOP JOB ROLES

- Developer/Engineer – 24%
- IT Professionals – 23%
- IT & Business Executives – 12%
- Sales & Marketing – 11%
- Solutions Architect – 10%
- Advisor/Consultant – 4%
- Entrepreneur – 4%
- Other – 12%

COMPANY TYPE



AWS USAGE



Company Size

- 10,000+ Employees – 30%
- 1–100 Employees – 26%
- 100 – 1,000 Employees – 22%
- 1,000 – 10,000 Employees – 22%

TOP INDUSTRIES

- Software & Internet – 29%
- Financial Services – 14%
- Professional Services – 7%
- Computers & Electronic – 7%
- Telecommunication – 4%
- Healthcare – 4%
- Other Industries <2%

IN-PERSON SUMMIT AUDIENCE VS. ONLINE

- More Decision Makers
- Greater Familiarity with AWS
- Higher percentage of enterprise customers

Connecting with a Global Audience

About AWS Summits

As a sponsor, you will have access to leading technology customers who attend Summits to participate in technical breakout sessions, demonstrations, hands-on workshops and labs, and team challenges led by AWS Leaders, Partners, and Customers.

Our packages and add-on opportunities are designed to deliver value and drive results to Partners at all stages in their AWS journey. Whether you are a Consulting Partner seeking a decision maker audience, a startup looking to generate leads and grow sales, or a Technology Partner with a new product to feature - there is a sponsorship solution for you. After reviewing the benefits and inclusions available at each level, click the *BECOME A SPONSOR* button at the top of any page to formally request your sponsorship contract.

| SPONSORSHIP BENEFITS | GLOBAL | EMERALD | PLATINUM | GOLD | SILVER | BRONZE | EXHIBITOR |
|------------------------------------|----------------|----------------|-----------------|-----------------|---------------|-------------|-----------|
| Booth Space | CUSTOM 30'x30' | CUSTOM 30'x30' | 20'x20' TURNKEY | 10'x20' TURNKEY | 10x10 TURNKEY | 6x6 TURNKEY | KIOSK |
| 60-Minute Breakout Session | 2 | 2 | | | | | |
| 30-Minute Partner Theater Session | Add-On | Add-On | 2 | Add-On | Add-On | Add-On | Add-On |
| Summit Bag Branding | ✓ | ✓ | | | | | |
| Expo Announcement | ✓ | ✓ | | | | | |
| Dedicated Lunch Tables | ✓ | ✓ | | | | | |
| Reserved Keynote Seating | ✓ | ✓ | | | | | |
| Summit Bag Insert | ✓ | ✓ | ✓ | | | | |
| Private Meeting Room | ✓ | ✓ | ✓ | | | | |
| Keynote Recognition | ✓ | ✓ | ✓ | ✓ | | | |
| Lead Retrieval Devices | 4 | 4 | 4 | 3 | 2 | 2 | 1 |
| Monitors Included in Turnkey Booth | | | 2 | 2 | | | |
| Website Brand Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile App Brand Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-Site Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-Site Digital Ad | ✓ | ✓ | ✓ | ✓ | | | |
| *AWS Partner Central Assets | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| *AWS Competency Promotion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Emerald Sponsorship | \$1 Million

AMER



Emerald sponsorship includes a top-level sponsorship across all nine (9) 2022 AWS Americas Summits including exclusive benefits and elevated engagement opportunities.

Alongside our Global Summit sponsors, Emerald sponsors will have the largest on-site presence and will be integrated into the Summit agenda via two (2) 60 minute speaking sessions. Emerald sponsors will also receive a private meeting room, the opportunity to bring a 30 x 30 custom booth, and first pick of additional add-ons.

Emerald sponsorship is exclusive to Partners who are AWS Advanced status or above.

Emerald Sponsorship | \$1 Million

ENGAGEMENT

- Two (2) 60-minute dedicated breakout sessions at all nine (9) AWS Summits in the Americas
 - Promoted on Event agenda
 - AWS to scan badges of attendees and provide leads to Sponsor after Event
- Private Meeting Room
- Dedicated Lunch Tables
- Reserved Keynote Seating

MANAGEMENT

- Single consolidated Exhibitor Resource Center (ERC) for all 9 AWS Americas Summits
- Dedicated sponsorship management

EXHIBIT

- 30x30 Footprint in all nine (9) AMER Summit Cities
- Opportunity to bring custom booth or select a 20'x20' turnkey
- Four (4) Complimentary Lead Retrieval Devices
- Complimentary Wi-Fi
- 30 Event Badges

ADD ONS

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence

AWARENESS

- Website, Mobile App, and On-Site Brand Recognition
- On-Site Digital Ads
- Keynote Recognition
- Summit Bag Branding and Summit Bag Insert
- Expo Announcement
- AWS Partner Central Assets
- AWS Competency Promotion

Platinum Sponsorship

AMER

Platinum packages are the highest level of sponsorship available on an individual Summit basis. Platinum sponsors will receive two (2) 30-minute speaking sessions, a prominent 20'x20' turn-key booth, private meeting space, and access to custom add-ons.



| | |
|---------------|-----------|
| Anaheim | \$80,000 |
| Atlanta | \$70,000 |
| Bogota | \$35,000 |
| Chicago | \$126,000 |
| Mexico City | \$54,000 |
| New York | \$160,000 |
| San Francisco | \$120,000 |
| Sao Paulo | \$90,000 |
| Toronto | \$72,000 |

Platinum Sponsorship

ENGAGEMENT

- Two (2) 30 minute theater sessions
 - Promoted on Event agenda
 - AWS to scan badges of attendees and provide leads to Sponsor after Event
- Private Meeting Room

MANAGEMENT

- Exhibitor Resource Center (ERC)

EXHIBIT

- One (1) 20'x20' turn-key booth with customization options as determined by AWS (Turn-key booth will include booth structure, two (2) TV monitors, graphic panels, graphic printing, carpet, and power). Additional furniture, monitors, and audio/visual are available for purchase at sponsor's request.
- Four (4) complimentary lead retrieval devices
- Complimentary Wi-Fi access
- 20 Event Badges

ADD ONs

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence

AWARENESS

- Website, Mobile App, and On-Site Brand Recognition
- On-Site Digital Ads
- Keynote Recognition
- Summit Bag Insert
- AWS Partner Central Assets
- AWS Competency Promotion

Gold Sponsorship

AMER



| | |
|---------------|----------|
| Anaheim | \$45,000 |
| Atlanta | \$32,000 |
| Bogota | \$27,000 |
| Chicago | \$65,000 |
| Mexico City | \$38,000 |
| New York | \$95,000 |
| San Francisco | \$52,000 |
| Sao Paulo | \$40,000 |
| Toronto | \$40,000 |

Gold Sponsorship

AWARENESS

- Website Brand Recognition (Logo + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- Keynote recognition (Sponsor logo featured during keynote walk-out reel)
- Digital Ad (One shared digital ad featuring Sponsor's logo displayed on Event digital screens)
- AWS Partner Central Assets
- AWS Competency Promotion

MANAGEMENT

- Exhibitor Resource Center (ERC)

EXHIBIT

- One (1) 10'x20' turn-key booth with customization options as determined by AWS (Turn-key booth will include booth structure, two (2) TV monitors, graphic panels, graphic printing, carpet, and power). TV monitors, additional furniture and audio/visual are available for purchase at sponsor's request.
- Three (3) complimentary lead retrieval devices
- Complimentary Wi-Fi access
- 15 event badges

ADD ONs

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence

Silver Sponsorship

AMER



| | |
|---------------|----------|
| Anaheim | \$22,000 |
| Atlanta | \$22,000 |
| Bogota | \$16,000 |
| Chicago | \$31,000 |
| Mexico City | \$17,000 |
| New York | \$42,000 |
| San Francisco | \$31,000 |
| Sao Paulo | \$30,000 |
| Toronto | \$20,000 |



Silver Sponsorship

AWARENESS

- Website Brand Recognition (Logo + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- AWS Partner Central Assets
- AWS Competency Promotion

MANAGEMENT

- Exhibitor Resource Center (ERC)

EXHIBIT

- One (1) 10'x10' turn-key booth with customization options as determined by AWS (Turn-key booth will include booth structure, graphic panels, graphic printing, carpet, and power). TV monitors, additional furniture and audio/visual are available for purchase at sponsor's request.
- Two (2) complimentary lead retrieval devices (i.e., badge scanners)
- Complimentary Wi-Fi access
- 10 Event Badges

ADD ONs

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence

Bronze Sponsorship

AMER



| | |
|---------------|----------|
| Anaheim | \$19,000 |
| Atlanta | \$17,000 |
| Bogota | \$12,000 |
| Chicago | \$25,000 |
| Mexico City | \$11,000 |
| New York | \$25,000 |
| San Francisco | \$23,000 |
| Sao Paulo | \$19,000 |
| Toronto | \$15,000 |

Bronze Sponsorship

AWARENESS

- Website Brand Recognition (Company Name + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- AWS Partner Central Assets
- AWS Competency Promotion

MANAGEMENT

- Exhibitor Resource Center (ERC)

EXHIBIT

- One (1) 6'x6' turn-key booth with customization options as determined by AWS (Turn-key booth will include booth structure, graphic panels, graphic printing, carpet, and power). TV monitors, additional furniture and audio/visual are available for purchase at sponsor's request.
- Two (2) complimentary lead retrieval devices (i.e., badge scanners)
- Complimentary Wi-Fi access
- Up to 10 event badges

ADD ONs

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence

Exhibitor Sponsorship

AMER



| | |
|---------------|----------|
| Anaheim | \$8,000 |
| Atlanta | \$9,000 |
| Bogota | \$5,000 |
| Chicago | \$15,000 |
| Mexico City | \$6,000 |
| New York | \$14,000 |
| San Francisco | \$14,000 |
| Sao Paulo | \$10,000 |
| Toronto | \$8,000 |

Exhibitor Sponsorship

Exhibitor sponsorships are only available to net new sponsors in the Americas region

AWARENESS

- Website Brand Recognition (Company Name + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- AWS Partner Central Assets
- AWS Competency Promotion

MANAGEMENT

- Exhibitor Resource Center (ERC)

EXHIBIT

- One (1) turn-key kiosk with complimentary customization options as determined by AWS (Turn-key booth will include booth structure, graphic panels, graphic printing, carpet, and power).
- One (1) complimentary lead retrieval device (i.e., badge scanner)
- Complimentary Wi-Fi access
- 5 Event Badges

ADD ONs

- Opportunity to purchase Add Ons/Marketing Promotional Opportunities (MPOs) to customize presence



Sponsorship add-ons provide supplementary opportunities to engage attendees beyond the expo hall. Each add-on can deliver incremental leads and valuable promotion through thought-leadership, hands-on learning, digital extensions, evening activities, and brand awareness.

AWS Jam Lounge

AWS Jams are a fun, interactive, hands-on activities that allow individuals with different skill levels to respond to a set of challenges within workloads running on AWS. Each Summit Jam Lounge can incorporate up to three (3) sponsors products and services.



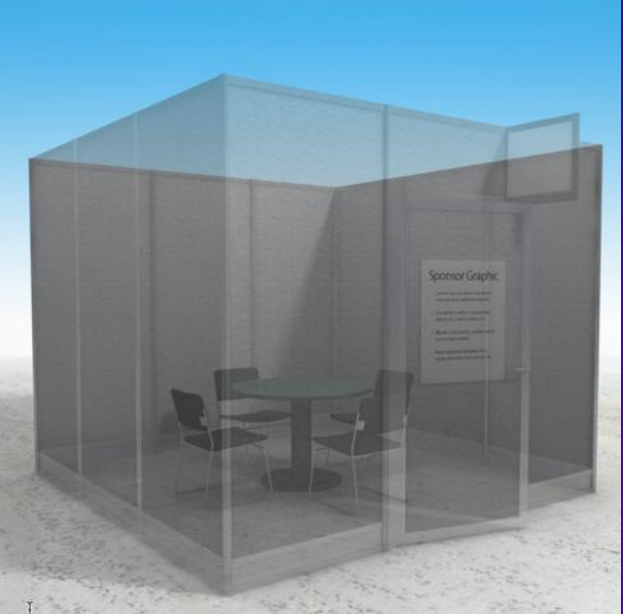
| | |
|---------------|-------------|
| Anaheim | Not Offered |
| Atlanta | \$17,000 |
| Bogota | Not Offered |
| Chicago | \$20,000 |
| Mexico City | Not Offered |
| New York | \$20,000 |
| San Francisco | \$20,000 |
| Sao Paulo | \$13,000 |
| Toronto | Not Offered |



Private Meeting Room

| | |
|---------------|----------|
| Anaheim | \$10,000 |
| Atlanta | \$10,000 |
| Bogota | \$10,000 |
| Chicago | \$12,000 |
| Mexico City | \$10,000 |
| New York | \$12,000 |
| San Francisco | \$12,000 |
| Sao Paulo | \$10,000 |
| Toronto | \$10,000 |

Dedicated 10x10 private meeting room including sponsor logo, locking door, table and seating for up to four (4) persons. Meeting room located within the Expo and available for all day use. Sponsor has option to order audio visual to be used within private meeting room. 10x20 meeting rooms may be available for an addition fee, space permitting.



Sponsored Lounge

| | |
|---------------|----------|
| Anaheim | \$15,000 |
| Atlanta | \$15,000 |
| Bogota | \$15,000 |
| Chicago | \$18,000 |
| Mexico City | \$15,000 |
| New York | \$20,000 |
| San Francisco | \$18,000 |
| Sao Paulo | \$15,000 |
| Toronto | \$15,000 |

The Expo lounges act as an extension of sponsor brand awareness within the Expo, giving attendees a comfortable place to sit and converse, engage with your brand and pick-up collateral or swag. The Expo lounge sponsorship is intended for passive brand awareness. Lounge includes soft seating, branded meter board and tabletop signage, storage for collateral, carpet and branded pillows.

- Option to add a floor mounted monitor with ability to display a looping video/presentation (+\$2,000)
- Option to add branded charging cubes (+\$3,000)

AWS will work with sponsor to define branding parameters, lounge location, branded snack activation options and approval on giveaways.



Beer Station in Sponsor Booth | \$17,000

Extend your engagement with event attendees by hosting a beer station inside your booth for a 2-hour period during event reception. Opportunity includes signage on bar, branded napkins, and bartender branded shirts. Available to Gold Sponsors and above.



Exclusive Happy Hour Sponsor | \$30,000

Be the exclusive happy hour sponsor of an AWS Summit. Add on includes branded signage on all bars throughout the Expo, branded napkins, traffic driving announcement and call outs in the Summit agenda.



theCUBE Interview segment | \$12,000

DESCRIPTION

Sponsoring an interview on theCUBE is a great way to leverage the value of your investment at an AWS Summit. theCUBE uses a unique conversational live video interview format to capture impactful and engaging conversations with your executives, customers, and thought leaders.

Available in New York and San Francisco only.

BENEFITS & INCLUSIONS

- One (1) 9-16 minute live or pre-recorded interview, hosted by a tech industry expert, and produced for theCUBE broadcast online
- Feature up to two (2) company representatives
- Unlimited usage rights for sponsor (includes direct access to MP4 files and highlight clips)
- Includes promotion and distribution via theCube media network (including YouTube, Twitter, & LinkedIn and a written posting on SiliconAngle.com)
- Interviews archived on the AWS APN video archive site



Host an Official Event

Hosting an evening event before or after the AWS Summit? Amplify your reach by becoming an Official Summit Event! Your event will be listed in the official agenda, pre-event promotion, and given the official event badge for creative use.



| | |
|---------------|----------|
| Anaheim | \$10,000 |
| Atlanta | \$10,000 |
| Bogota | \$10,000 |
| Chicago | \$15,000 |
| Mexico City | \$10,000 |
| New York | \$15,000 |
| San Francisco | \$15,000 |
| Sao Paulo | \$10,000 |
| Toronto | \$10,000 |

Keynote Livestreams | \$30,000

DESCRIPTION

Align your brand with the most viewed and sought after content that attendees watch during AWS Summits. Expand your reach beyond the in-person event to reach customers logging on throughout the Americas. The Keynote Livestream Sponsorship provides your company brand awareness and an opportunity to drive significant traffic to a landing page of your choice.

Available in New York and San Francisco only.

BENEFITS & INCLUSIONS

- Banner ad on Keynote video entry page directing attendees to a landing page of sponsor's choosing
- Sponsor video played during the pre roll to the Keynote



AWS on AIR Livestreams* | \$35,000

DESCRIPTION

Include your product demo or feature an interview with your SME during a live streamed broadcast of AWS on Air. Live streamed across 4 platforms, AWS on Air episodes reach an average 40,000 views through Twitter Live, Twitch, YouTube, and LinkedIn Live.

*This opportunity is available exclusively to New York, San Francisco, and WWPS Washington, DC Summit sponsors

BENEFITS & INCLUSIONS

- Logo featured during Livestream
- Sponsor CTA/Announcement from Host
- Social post supporting CTA on Twitter (@awsonair)
- Pre-recorded sponsor interview / product demo
- AWS on Air producer consult ahead of pre-record
- YouTube VoD URL for Sponsor's promotion
- Social Post supporting interview / demo on Twitter (@awsonair)
- Twitter VoD replay
- Analytics report





Eligibility

AWS sponsorships are reserved for AWS Partners and select Enterprise Customers. Not an AWS Partner? Learn more here: <https://aws.amazon.com/partners/>

Key Dates:

January 18, 2022 – Prospectus released via AWS [Global Sponsorship Newsletter](#)

January 25, 2022 – Sponsorship sales open



Contract Agreement

To request a sponsorship, click the *BECOME A SPONSOR* button at the top of any page. Contracts are delivered in the order of request. A contract will be sent to your signatory within 5 business days of your request



Terms & Conditions

Review the Global Sponsorship [Terms & Conditions](#)

We do not alter or customize Terms & Conditions.



Invoice & Execution

Once the contract is signed by both parties, we will generate an invoice

Unless requested sooner, invoices are sent 90 days prior to each event and are due in Net 30

My company has not yet approved travel for 2022, how can we plan our sponsorship?

We've reduced the initial commitment to sponsor by waiving any penalty of cancellation prior to 30 days from event start date. Our [terms and conditions](#) remain flexible to provide our sponsors the best opportunity to participate.

Is there a discount for sponsoring multiple Summits?

Discounts are not available for AWS Summit sponsorships. AWS sponsorship packages are priced at fair market value with sponsorship package pricing reflecting the value of included benefits.

How are you approaching health and safety on site?

We are working with all local officials to institute the most current safety guidelines. Our capacities and spaces will be monitored to ensure social distance requirements at the time of our event.

How can I learn more about Summit Sponsorships?

Listen to the recording of a recent [Sponsorship Overview Webinar](#) where we walked through the Prospectus, previewed package pricing and availability, and answered sponsor questions.



When will sales begin?

We will launch sponsorships beginning on January 25, 2022 at 9:00AM PST. Partners will be notified via the Global Sponsorship Newsletter. Sign up [here](#).

What is the contract process?

Following the completion of the Request a Contract form, your contract will be sent within 5 business days. Contracts must be executed within 14 days of receiving your contract. Sponsorship contract terms and conditions are available [here](#).

What is the invoicing process?

Once the contract is signed by both parties, we will generate an invoice. Unless requested sooner, invoices are sent 90 days prior to each event and are due in Net 30.

I have more questions – how can I reach you?

You can email us at awssummit-sponsorship-Americas@amazon.com and we will reply within 48-hours.



Thank you

