AWS Summits
AMER
aws global sponsorships
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AWS Global Summits are events that bring the cloud computing community together to connect, collaborate, and learn about AWS. Over 40 Summits, held in major cities around the world, 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 70,000+ attendees will benefit from learning relevant business and technical content such as AWS core topics and emerging AWS technologies.
Sponsors will receive complimentary lead capture device(s) as part of their sponsorship package (number of complimentary devices vary based on sponsorship package). Sponsors will also have the ability to rent additional devices. These devices provide you the ability to scan attendee badges at your booth and therefore collect attendee information.

All attendee badges have language on them notifying attendees that if they allow their badge to be scanned by a sponsor, they are providing AWS with consent to share their contact information with that specific sponsor.

AWS will only share attendee contact information with a sponsor if that sponsor scanned that attendees badge.

The following attendee information will be shared with sponsors: name, email address, address (including street address, city, state, postal code, and country), phone number, title, and company. This information will be shared with sponsors after each event.
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.
SUMMIT LOCATIONS

AWS Summit San Francisco
April 14, 2020 | 10,000+ Attendees

AWS Summit Toronto
June 25, 2020 | 5,000+ Attendees

AWS Summit Chicago
August 27, 2020 | 8,000+ Attendees

AWS Summit São Paulo
May 28, 2020 | 11,000+ Attendees

AWS Summit New York
July 9, 2020 | 15,000+ Attendees

AWS Summit Anaheim
August 6, 2020 | 5,900+ Attendees

AWS Summit São Paulo
May 28, 2020 | 11,000+ Attendees

AWS Summit New York
July 9, 2020 | 15,000+ Attendees

AWS Summit Buenos Aires
Sept 17, 2020 | 3,000+ Attendees

AWS Summit Toronto
June 25, 2020 | 5,000+ Attendees

AWS Summit São Paulo
May 28, 2020 | 11,000+ Attendees

AWS Summit New York
July 9, 2020 | 15,000+ Attendees

AWS Summit Atlanta
Oct 1, 2020 | 6,600+ Attendees
DEMOGRAPHICS

**Top Job Roles**
- 24% Developer/Engineer
- 23% IT Professional
- 10% Solution Architect
- 11% Sales & Marketing
- 6% IT Executive
- 4% Advisor/Consultant
- 6% Business Executive
- 4% Entrepreneur
- 2% Student

**Company Size**
- 27% 1–100 Employees
- 25% 10,000+ Employees
- 21% 100 – 1,000 Employees
- 20% 1,000 – 10,000 Employees

**Top Industries**
- 29% Software & Internet
- 14% Financial Services
- 7% Professional Services
- 7% Computer & Electronics
- 4% Telecommunications
- 4% Healthcare
- 35% Other

**Levels of AWS Usage**
- 33% Run Multiple Workloads on AWS
- 23% Evaluating/Experimenting with AWS
- 18% Do not use AWS Today
- 11% Run dev/test workloads on AWS
- 6% Run Single Workload on AWS

**Company Type**
- 49% Enterprise
- 18% Small-Medium Business
- 8% Startup
- 25% Other
## SPONSORSHIP PACKAGES OVERVIEW

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Global</th>
<th>Emerald</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
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*AWS Competency Promotion is available to APN Members with at least one competency. AWS Marketplace Promotion is available to AWS Marketplace Sellers.
## Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Global</th>
<th>Emerald</th>
<th>Platinum</th>
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</tbody>
</table>
Emerald sponsorship includes sponsorship across all nine (9) 2020 AWS Americas Summits including exclusive benefits and elevated engagement opportunities.

Emerald sponsors will have the largest onsite presence and will be integrated into the Summit agenda via 60 minute and 30 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 MPOs.

Emerald sponsorship is exclusive to Partners who are APN Advanced status or above.
EMERALD - $1,000,000  
SOLD OUT

Awareness

• Website Brand Recognition
• Mobile App Brand Recognition
• On-Site Recognition
• On-Site Digital Ads (2 Custom Digital Ads)
• Keynote Recognition (Sponsor Thank You & Logo)
• Summit Bag Branding (Sponsor Logo)
• Summit Bag Insert (Collateral or giveaway, subject to AWS approval)
• Expo Announcement (Custom 15 second announcement Subject to AWS approval)

APN Marketing Central Assets

• Customizable AWS Summit branded banner ads and demand generation templates. (Available to Select and above APN Members only)

AWS Competency Promotion

• On-site promotion of AWS competencies (Available to APN Members with at least one competency)

AWS Marketplace Promotion

pre-event, on-site and post-event (available to AWS Marketplace Sellers)

Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

Engagement

• One (1) 60 Minute Session and One (1) 30 Minute Session (Theater Session)
  • Promoted on Event agenda
  • AWS to scan badges of attendees and provide leads to Sponsor after Event
• Private Meeting Room (10x10 Dedicated Room)
• Dedicated Lunch Tables
• Reserved Keynote Seating
### EMERALD - $1,000,000

**SOLD OUT**

| **Exhibit**                      | • 30x30 Footprint in all nine (9) AMER Summit Cities  
|                                 | • Sponsor to bring custom booth  
|                                 | • Four (4) Complimentary Lead Retrieval Devices  
|                                 | • Complimentary Wi-Fi  
|                                 | • 30 Event Badges  

| **Management**                  | • Single consolidated Exhibitor Resource Center (ERC) for all 9 AWS Summits Americas  
|                                 | • Dedicated sponsorship management  

| **MPOs**                        | • Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence  

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

Platinum sponsorship is exclusive to Partners who are APN Advanced status or above.

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Anaheim $100,000
Atlanta $100,000
Buenos Aires $50,000 $2,925,579 ARS
Chicago $125,000
Mexico City $70,000
New York $172,000
San Francisco $140,000 CANCELLED
São Paulo $100,000 R$ 408,603 BRL
Toronto $95,000

*Booth rendering is for illustration purposes only and may not represent the final design. Additional furniture and audio/visual are available for purchase at sponsor’s request.*
## PLATINUM

### Awareness
- Website Brand Recognition
- Mobile App Brand Recognition
- On-Site Recognition
- On-Site Digital Ads (2 custom digital ads displayed on Event digital screens in session rooms)
- Keynote Recognition (Sponsor Thank You & Logo)
- Summit Bag Insert (Collateral or giveaway, subject to AWS approval)
- APN Marketing Central Assets
  - Customizable AWS Summit branded banner ads and demand generation templates. (Available to Select and above APN Members only)
- AWS Competency Promotion
  - On-site promotion of AWS competencies (Available to APN Members with at least one competency)
- AWS Marketplace Promotion
  - Pre-event, on-site and post-event
- Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

### Engagement
- Two (2) 30 minute theater sessions promoted on Event agenda, AWS to scan badges of attendees and provide leads to Sponsor after Event
- Dedicated 10’x10’ private meeting room

### Exhibit
- One (1) 20’x20’ turn-key booth with customization options as dictated 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 (i.e., badge scanners)
- Complimentary Wi-Fi access
- 20 Event Badges

### Management
- Exhibitor Resource Center (ERC)

### MPO’s
- Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence
Gold packages are for partners seeking strong visibility at Summits. Gold sponsors will receive on-site branding, a 10’x20’ turn-key booth, and access to additional MPOs.

Gold Sponsorship is exclusive to APN Select tier Partners or above.

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<thead>
<tr>
<th>City</th>
<th>Amount</th>
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<tbody>
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<tr>
<td>Toronto</td>
<td>$48,000</td>
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</tbody>
</table>

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### 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 Marketplace Promotion pre-event, on-site and post-event (available to AWS Marketplace Sellers)
- APN Marketing Central Assets
  - Customizable AWS Summit branded banner ads and demand generation templates. (Available to Select and above APN Members only)
- AWS Competency Promotion
  - On-site promotion of AWS competencies (Available to APN Members with at least one competency)
- AWS Marketplace Promotion pre-event, on-site and post-event
- Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

### Exhibit
- One (1) 10’x20’ turn-key booth with customization options as dictated 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 (i.e., badge scanners)
- Complimentary Wi-Fi access
- 15 event badges

### Management
- Exhibitor Resource Center (ERC) for online deliverables submission

### MPO’s
- Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence
Silver packages provide an opportunity to engage with attendees in a 10'x10' turn-key booth, pre and post event awareness, and access to additional MPOs.

Silver sponsorship is available to all APN Partners.

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<th>Location</th>
<th>Price</th>
<th>Notes</th>
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</thead>
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SILVER

Awareness

- Website Brand Recognition (Company Name + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- **APN Marketing Central Assets**
  - Customizable AWS Summit branded banner ads and demand generation templates. (Available to Select and above APN Members only)
- **AWS Competency Promotion**
  - On-site promotion of AWS competencies (Available to APN Members with at least one competency)
- **AWS Marketplace Promotion** pre-event, on-site and post-event (available to AWS Marketplace Sellers)
- Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

Exhibit

- One (1) 10’x10’ turn-key booth with customization options as dictated 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

Management

- Exhibitor Resource Center (ERC) for online deliverables submission

MPO’s

- Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence
Bronze sponsors will receive a turn-key 6’x6’ booth, pre and post event awareness and access to additional MPOs.

The bronze package is offered exclusively to 2019 Summit Startup, Exhibitor, and Bronze sponsors.

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<tr>
<th>Location</th>
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</table>

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BRONZE

Awareness

- Website Brand Recognition (Company Name + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- **APN Marketing Central Assets**
  - Customizable AWS Summit branded banner ads and demand generation templates. (Available to standard and above APN Members only)
- **AWS Competency Promotion**
  - On-site promotion of AWS competencies (Available to APN Members with at least one competency)
- **AWS Marketplace Promotion** pre-event, on-site and post-event (available to AWS Marketplace Sellers)
- Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

Exhibit

- One (1) 6’x6’ turn-key booth with customization options as dictated 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

Management

- Exhibitor Resource Center (ERC) for online deliverables submission

MPO’s

- Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence
Exhibitor packages provide new, emerging Partners an opportunity to join AWS AMER Summits. Exhibitor packages include a small on-site footprint and presence.

Requirements: Exhibitor companies must be fewer than 5 years old and have fewer than 80 employees. Or, company must be net new to sponsoring in the Americas region.

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<td>Toronto</td>
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## Awareness
- Website Brand Recognition (Company Name + Link)
- Mobile App Brand Recognition (250 Characters + Logo + Link)
- On-Site Recognition
- **APN Marketing Central Assets**
  - Customizable AWS Summit branded banner ads and demand generation templates. *Available to standard and above APN Members only*
- **AWS Competency Promotion**
  - On-site promotion of AWS competencies *Available to APN Members with at least one competency*
- **AWS Marketplace Promotion** pre-event, on-site and post-event (available to AWS Marketplace Sellers)
- Press Release Opportunity (Opportunity for Partner to release AWS approved press release related to sponsorship. AWS approval required)

## Exhibit
- One (1) turn-key kiosk with complimentary customization options as dictated 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

## Management
- Exhibitor Resource Center (ERC) for online deliverables submission

## MPO’s
- Opportunity to purchase Marketing Promotional Opportunities (MPOs) to customize presence
Marketing Promotional Opportunities (MPOs) are a la carte enhancements available only to contracted sponsors, relevant to each individual AWS Summit program and venue. MPOs are designed to customize and enhance a sponsor’s participation through unique engagement, brand awareness and experience opportunities. MPOs are available on a first come, first serve basis.
Steps to become an AWS Summit Sponsor:

1. Review the Global Sponsorship [Terms & Conditions](#). We do not alter or customize Terms & Conditions with the exception of partners that have an MSA with AWS.

2. To request a sponsorship, [complete the contract request form](#).

3. Contracts are delivered in the order of request. A contract will be sent to your signatory via a DocuSign envelope within 2-3 business days or your request. If your company policy prohibits signing via a DocuSign envelope originated by another company, note this in your contract request and we will send a PDF that you can route for signature.

4. 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. Payment can be made via check or wire.
<table>
<thead>
<tr>
<th>Event</th>
<th>Prospectus</th>
<th>How to Sign Up</th>
<th>Contact</th>
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<tr>
<td><strong>AWS Summits</strong></td>
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TIMELINE

- **November 13**: Prospectus Released
- **November 13 - 30**: Sponsorship Discovery Calls
- **November 20**: MPO Prospectus' Launch
- **January**: ERC Launch
  - AWS Summit
  - São Paulo
- **March**: ERC Launch
  - AWS Summit
  - Mexico City
- **April**: ERC Launch
  - AWS Summit
  - São Paulo
- **April 14**: AWS Summit
  - San Francisco
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Thank You!

We look forward to working with you.
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