# Join our global **cloud community**

AWS Global Summits are free events designed to bring together the cloud computing community to connect, collaborate, and learn about AWS.

Over 30 summits are held in major cities around the world and 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.

In 2022, AWS will host 8 EMEA Summits with an estimated attendance of more than 40,000 attendees. Customers will be joining us to seek solutions, content, and hands-on learning opportunities from AWS and our Partners.

BECOME A SPONSOR

# AWS will host 8 AWS Summits across EMEA in 2022

**BERLIN SUMMIT**

| Berlin | May 11-12 | 7,000 attendees |

**LONDON SUMMIT**

| London | April 27 | 8,000 attendees |

**MADRID SUMMIT**

| Madrid | May 4-5 | 4,000 attendees |

**MILAN SUMMIT**

| Milan | June 21-22 | 3,000 attendees |

**PARIS SUMMIT**

| Paris | April 12 | 8,000 attendees |

**STOCKHOLM SUMMIT**

| Stockholm | May 11 | 4,500 attendees |

**TEL AVIV SUMMIT**

| Tel Aviv | May 18 | 4,500 attendees |

**EMEA ONLINE SUMMIT**

| EMEA Online | June 29 | 24,000+ attendees |

**516**
Sponsors

**8**
EMEA Keynotes

**6000+**
Square Meters of Expo Space

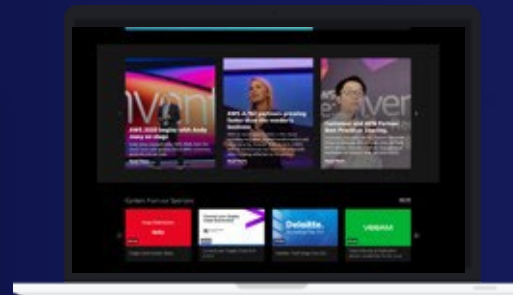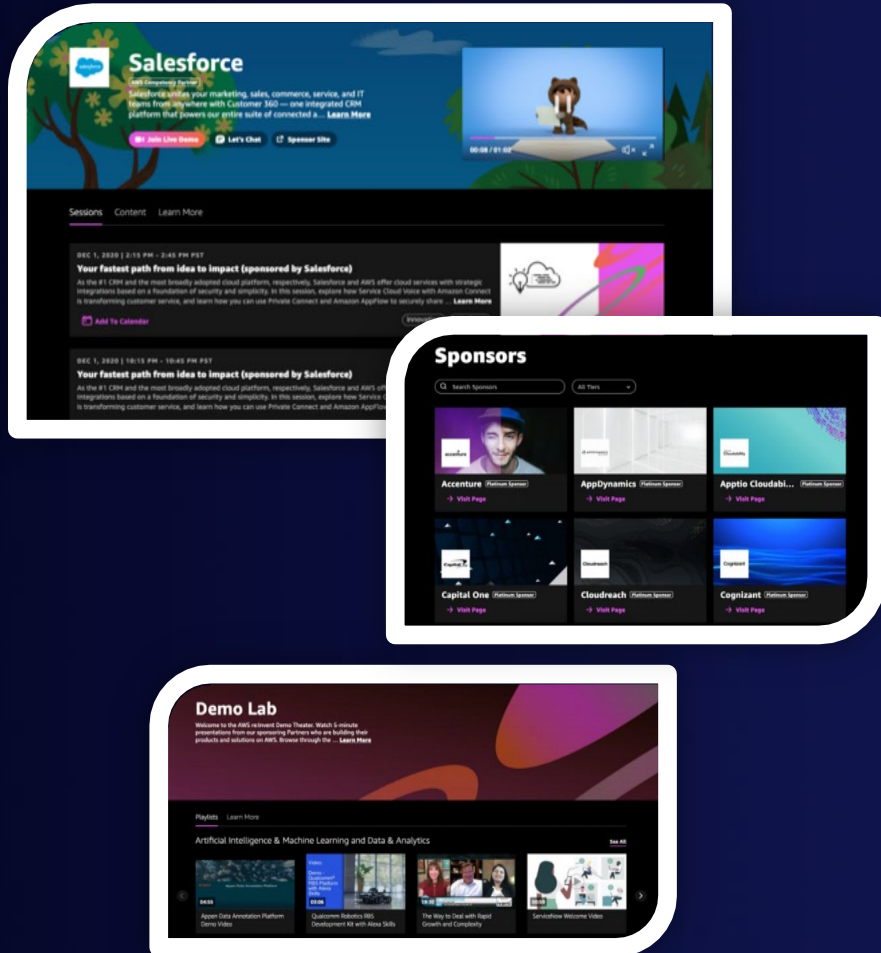**200+**
Sponsored Speaking Opportunities
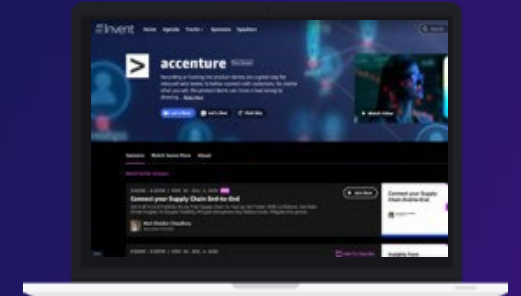
**70+**
Add-On Opportunities

Connect with a captive audience that is looking to deepen their engagement with AWS and AWS Partners and build your top of the funnel acquisition at scale. These features will be delivered through the platform for AWS EMEA Online Summit.



## CONTENT ENGAGEMENT

Sponsor content is featured through content carousels and recommendation engines. Any customer views of sponsored videos will be considered as a lead.

## SPONSOR PAGE LEAD OPPORTUNITIES

Attendees engage with sponsors through content on their dedicated sponsor page.

Sponsors will receive leads from attendees who both opt-in and actively engage with sponsored content during the virtual event. AWS will only share contact information from those attendees who complete the two-step consent process.

The following attendee information will be shared with sponsors: name, email address, city, state/province, postal code, country, region, phone number, title, and company.

All leads will be distributed to sponsors within 24 hours of the AWS Summit EMEA Online.

**STEP 1: Primary Consent**
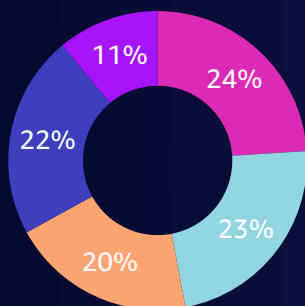
☑    **Provide Express Opt-in**    +    ☑    **Engage with Sponsor Content**    =    ☑    **Lead Sharing Event**
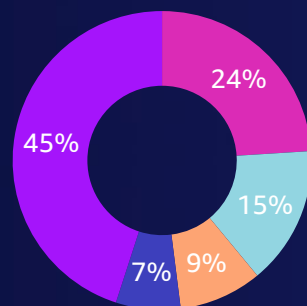
**STEP 2: Passive Engagement**
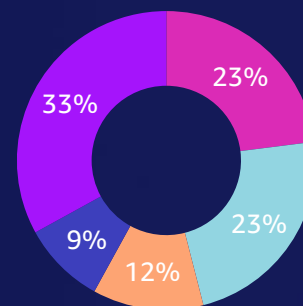
## AWS USAGE



11%
24%
22%
23%
20%

- Run multiple workloads on AWS
- Evaluating / Experimenting with AWS
- Run Dev / Test workloads on AWS
- Do not use AWS today
- Run a single workload of AWS

## INDUSTRY



24%
45%
15%
7%
9%
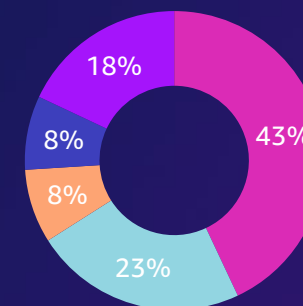
- Software & Internet
- Computers, Electronics & Telecommunications
- Financial Services
- Education
- Other

## JOB ROLE



23%
33%
23%
9%
12%

- IT Professional/ Technical Manager
- Developer/ Engineer
- IT or Business Executive
- Systems or Solutions Architect
- Other

## COMPANY TYPE



18%
43%
8%
8%
23%

- Enterprise
- Small Medium Business
- Startup
- Public Sector
- Other

## Brand awareness & recognition

Sponsor booth with brand exposure to engage face to face with attendees

Website brand recognition

Mobile app recognition

Keynote recognition

## Content engagement & thought leadership

Joint breakout session with AWS opportunity

Partner spotlight session opportunity

Video-on-Demand opportunity

## Lead generation & networking opportunities

Sponsors will receive leads from attendees who both opt-in and actively engage with the sponsor at an event. AWS will only share contact information from those attendees who complete the two-step consent process.

The following attendee information will be shared with sponsors: name, email address, city, state/province, postal code, country, region, phone number, title, company, and lead source. All leads will be distributed to sponsors within 48 hours.

# 2022 Sponsor packages and pricing

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 (ONLINE) | GOLD | SILVER |
|---|:---:|:---:|
| Dedicated Virtual Sponsor page (booth) | ✓ | ✓ |
| Marketing material on Sponsor page | 9 | 6 |
| Recognition on event page | ✓ | ✓ |
| Logo inclusion in AWS keynote presentation | ✓ | ✓ |
| Logo inclusion in one (1) pre-event email | ✓ | ✓ |
| Session placement on AWS Summit Online platform home page carousel | ✓ | |
| Banner ads across the AWS Summit Online platform directed to sponsor landing page | ✓ | ✓ |
| One video-on-demand session | ✓ | |
| 15-second bumper video adjacent to AWS sessions | ✓ | |
| Partner giveway in Partner Giveaway page within AWS Summit Online platform | ✓ | ✓ |
| One push notification message (links to sponsor landing page) | ✓ | |
| Social Media Promotion templates | ✓ | ✓ |
| Session included in the (simulive) agenda | ✓ | |
| Contact information from attendees who engage with sponsor content and who are opted-in to sharing | ✓ | ✓ |

# Virtual EMEA Online **Gold** Sponsorship | $25,000

### THOUGHT LEADERSHIP

- One (1) 20 - 30-minute pre-recorded video-on-demand (VOD) session(s) – video production included (option to have an AWS SME join your sessions as a co-host)
- Session included in the (simulive) agenda

### AWARENESS & PROMOTION

- Logo placement on event platform and event website (sponsor listing)
- Logo inclusion in AWS keynote presentation
- Logo inclusion in one pre-event email (to be determined by AWS)
- Sponsored session placement on AWS Summit Online platform home page carousel
- Feature up to two (2) banner ads across the AWS Summit Online platform directed to sponsor landing page*
- Feature one (1) 15-second bumper video adjacent to AWS sessions
- Feature one (1) partner giveaway in Partner Giveaway page within AWS Summit Online platform
- One push notification message (links to Sponsor landing page)*
- Social Media Promotion templates (aligned with AWS creative for the event) for event promotion

### PRESENCE & LEAD GENERATION

- Sponsor landing page (booth): Sponsor-specific page with opportunity to customize header banner and welcome video
- Nine (9) media & marketing materials on sponsor landing page
- Contact information from attendees who engage with sponsor content and who are opted-in to sharing contact information with sponsors
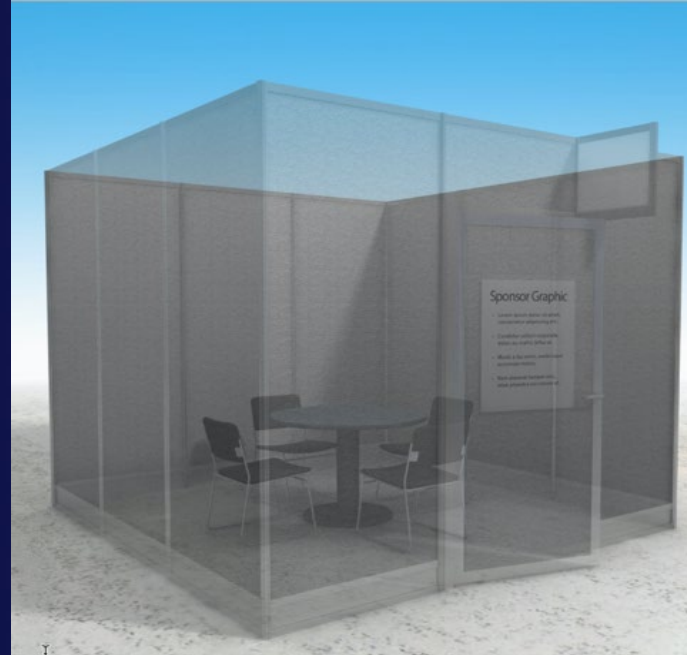
# Virtual EMEA Online Silver Sponsorship | $12,500

## AWARENESS & PROMOTION

- Logo placement on event platform and event website (sponsor listing)
- Logo inclusion in AWS keynote presentation
- Logo inclusion in one pre-event email (to be determined by AWS)
- Feature up to two (2) banner ads across the AWS Summit Online platform directed to sponsor landing page*
- Feature one (1) partner giveaway in Partner Giveaway page within AWS Summit Online platform
- Social Media Promotion templates (aligned with AWS creative for the event) for event promotion

## PRESENCE & LEAD GENERATION

- Sponsor landing page (booth): Sponsor-specific page with opportunity to customize header banner and welcome video
- Six (6) media & marketing materials on sponsor landing page
- Contact information from attendees who engage with sponsor content and who are opted-in to sharing contact information with sponsors

Our 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, attendee engagement and brand awareness. Add-ons available at each Summit include signage opportunities, meeting room hire, WiFi sponsorship and lanyard sponsorship.

## 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.

## My company is not participating in in-person events for 2022, how can we still sponsor an AWS Summit?

AWS Summit has several options for partners who may not be able to participate in-person. Partners who sponsor the EMEA Online Summit will be able to purchase add-ons at any EMEA Summit location.  Please review the virtual sponsorship packages and Summit add-ons to learn more.

## How are you approaching health and safety on site?

We are working 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.

## Eligibility

AWS sponsorships are reserved for APN Partners with some packages requiring APN Tier Qualification. Not an APN Partner? Learn more here: https://aws.amazon.com/partners/

## 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 via a DocuSign envelope within 2–3 business days or your request

## Terms & Conditions

Review the Global Sponsorship Terms & Conditions

We do not alter or customize Terms & Conditions except for partners that have an MSA with AWS

## 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

## When will sales begin?

We will launch sponsorships beginning on January 25 to 4 distinct tiers of Partners based on eligibility and criteria approved by AWS leadership.

## What is the contract process?

Following the completion of the Request a Contract form, your contract will be sent within 72-hours via Docusign from aws-legal-docusign@amazon.com to your Contract Signatory point of contact. Contracts must be executed within 14 days of receiving your contract. Sponsorship contract terms and conditions are available here.

## What is the invoicing process?

Invoices will be sent to the invoicing point of contact listed on the sponsorship request intake form.  Payment is net 30 days and full payment is due 30 days before the event.

## I have more questions – how can I reach you?

Please email us at awssummit-sponsorship-emea@amazon.com and we will reply within 24-hours.

## 1 Review your APN Membership

AWS Summit 2022 sponsorship is available to alumni Summit sponsors, prioritizing our Premier, Advanced, and Select Partners. All sponsorships are subject to AWS approval.

## 2 Join a sponsor webinar

Sign up for a sponsor briefing webinar to learn more about sponsorship opportunities and get your questions answered. Our first webinar is Thursday, January 20. REGISTER TODAY.

## 3 Complete the contract request form

On January 25, eligible Partners will receive an email with an invitation to officially secure a sponsorship package and add-ons. They can do this by clicking the *BECOME A SPONSOR b*utton at the top of each page.

## 4 Contract routed for signature

The requested contract will be routed via Docusign to your signatory on the date of request. Contracts have standard terms & conditions posted online and Docusign envelopes expire 14 days after they are sent.

## 5 Sponsorship invoices

Invoices will be created within 3 days of contract execution and sent to the invoicing point of contact listed on the sponsorship request intake form.  Payment is net 30 days and full payment is due 30 days before the event.

## 6 Execution

The Exhibitor Resource Center (ERC) will launch approximately 3 months prior to the Summit. Access will be provided initially to the Marketing Point of Contact indicated on the contract request form. All deadlines, deliverable information, and sponsor guidelines will be available in the ERC.

# Thank you