



JUNE 21-22, 2022  
MICO

SPONSORSHIP OPPORTUNITIES

Become a **Sponsor**



# 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.

## 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 23\*

24,000+  
attendees



**516**

Sponsors



**8**

EMEA Keynotes



**6000+**

Square Meters of  
Expo Space



**200+**

Sponsored Speaking  
Opportunities

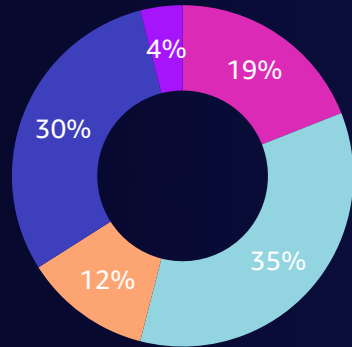


**70+**

Add-On  
Opportunities

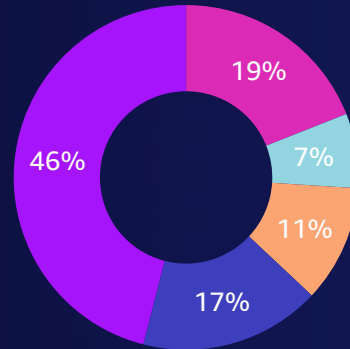


## AWS USAGE



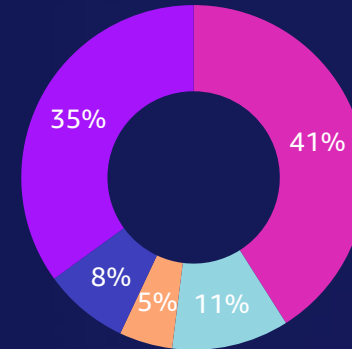
- Run multiple workloads on AWS
- Evaluating / Experimenting with AWS
- Run Dev / Test workloads on AWS
- Do not use AWS today
- Other

## JOB ROLE



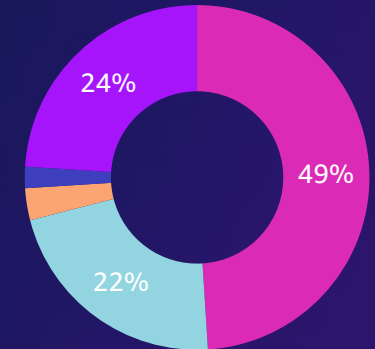
- Developer / Engineer
- Solutions or System Architect
- Advisor / Consultant
- IT Professional / Technical Manager
- Other

## INDUSTRY



- Software & Internet
- Professional Services
- Financial Services
- Computers & Electronics
- Other

## COMPANY TYPE



- Enterprise
- Small-Medium Business
- Education
- Government/ Public Sector
- Other

\*Based on AWS Summit Milan 2019 Attendance Data. AWS Summits target a technical audience, typically over half of the attendees are from a Developer or IT professional background. Sponsors are encouraged to tailor their presence to this audience.



## 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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	ATP
Turn-key Booth incl. Flooring/Lighting	32sqm	25sqm	15sqm	9sqm	4sqm	<div>Are you an official AWS Training Partner (ATP)?</div> <div>Contact us for exclusive ATP Sponsorship Opportunities</div>
Graphic Production	✓	✓	✓	✓	✓	
AV – one wall mounted screen	✓	✓	✓	✓	✓	
Dedicated Meeting Space	✓	✓	✓			
Booth Wi-Fi	✓	✓	✓	✓	✓	
Booth - Hardwire internet	✓	✓	✓			
Complimentary Lead Retrieval Devices	5	4	3	2	1	
Staff Passes – Booth Staff Registrations	10	8	6	4	2	
Staff Lunch – included in Booth Staff Pass	✓	✓	✓	✓	✓	
Breakout Speaking Session – Customer Case Study	20 mins	20 mins				
Partner Spotlight Session	15 mins		15 mins			
Speaking Session inclusion in the AWS Summit On-Demand Website	✓	✓				
Speaker Passes	2	2				
Event Website Brand Recognition	✓	✓	✓	✓	✓	
Mobile App Brand Recognition	✓	✓	✓	✓	✓	
Keynote Recognition	Logo inclusion	Logo inclusion	Company Name	Company Name	Company Name	
Co-branded eDM (Invitation / thank you)	✓	✓				





SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	ATP
*APN Marketing Central Assets	✓	✓	✓	✓	✓	<div>Are you an official AWS Training Partner (ATP)?</div> <div>Contact us for exclusive ATP Sponsorship Opportunities</div>
*AWS Competency Promotion	✓	✓	✓	✓	✓	
Ability to Invite Customers & Prospects to Sponsored Event	✓	✓	✓	✓	✓	
Advance Access to Registrant Company List	✓	✓	✓			
Demographic Audience Reports (pre and post)	✓	✓	✓	✓	✓	
Option to Purchase Add-Ons (Marketing Promotional Opportunities)	✓	✓	✓	✓	✓	
Access to a Centralized Sponsor Portal	✓	✓	✓	✓	✓	
Ongoing Planning Support incl. Regular Sponsor Webinars	✓	✓	✓	✓	✓	

\* - Partner Qualification Required



# Diamond Sponsorship | \$55,000

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

## THOUGHT LEADERSHIP

- 20-minute breakout session - customer case study required
- 15-minute partner spotlight session
- Session filming and edit for inclusion in the AWS Summit On-Demand website (record and edit with 1 round of changes)

## ACTIVATION & LEAD GENERATION

- 32 sqm customizable turn-key booth including flooring and lighting
- Graphic production – Sponsor to provide artwork for AWS approval
- AV – three (3) wall mounted screens (approximately 40")
- Hardwire internet at booth
- Booth wifi
- Five (5) lead retrieval devices

## BRANDING & PROMOTION

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition – company logo
- Logo inclusion in Summit eDM (pre or post)
- Co-branded eDM (invitation / thank you)
- \*APN marketing central assets
- \*AWS Competency promotion
- Ability to invite customers and prospects to sponsored event (per capacity allowance)
- Advance access to registrant company list (due to GDPR, no other information provided)
- Demographic audience reports (pre and post sponsored event)

## MEETING SPACE

- Dedicated meeting space within booth for 6 persons

## CONFERENCE PASSES

- Ten (10) booth staff passes
- Two (2) speaker passes

## SPONSORSHIP MANAGEMENT

- Access to a centralized sponsor portal
- Ongoing planning support incl. regular sponsor webinars and individual calls

## ADD-ONS

- Option to purchase add-ons (marketing promotional opportunities)

# Diamond Sponsorship

EMEA



Berlin	\$80,000
London	\$96,000
Madrid	\$65,000
Milan	\$55,000
Paris	\$84,000
Tel Aviv	\$50,000

# Platinum Sponsorship | \$40,000

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

## THOUGHT LEADERSHIP

- 20-minute breakout session – customer case study required
- Session filming and edit for inclusion in the AWS Summit On-Demand website (record and edit with 1 round of changes)

## ACTIVATION & LEAD GENERATION

- 25 sqm customizable turn-key booth including flooring and lighting
- Graphic production – Sponsor to provide artwork for AWS approval
- AV – one wall mounted screen (approximately 40")
- Hardwire internet at booth
- Booth wifi
- Four (4) lead retrieval devices

## BRANDING & PROMOTION

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition – company logo
- Co-branded eDM (invitation / thank you)
- \*APN marketing central assets
- \*AWS Competency promotion
- Ability to invite customers and prospects to sponsored event (per capacity allowance)
- Advance access to registrant company list (due to GDPR, no other information provided)
- Demographic audience reports (pre and post sponsored event)

## MEETING SPACE

- Dedicated meeting space within the booth for 4 persons

## CONFERENCE PASSES

- Eight (8) booth staff passes
- Two (2) speaker passes

## SPONSORSHIP MANAGEMENT

- Access to a Centralized Sponsor Portal
- Ongoing planning support incl. regular sponsor webinars and individual calls

## ADD-ONS

- Option to purchase add-ons (marketing promotional opportunities)



# Platinum Sponsorship

EMEA



Berlin	\$65,000
London	\$74,800
Madrid	\$54,700
Milan	\$40,000
Paris	\$57,000
Stockholm	\$52,500
Tel Aviv	\$40,000

# Gold Sponsorship | \$21,000

Gold sponsorship is exclusive to Partners who are AWS Select status or above.

## THOUGHT LEADERSHIP

- 15-minute partner spotlight session

## ACTIVATION & LEAD GENERATION

- 15 sqm turn key booth including flooring and lighting
- Graphic production – Sponsor to provide artwork for AWS approval
- AV – one wall mounted screen (approximately 40")
- Hardwire internet
- Three (3) lead retrieval devices

## BRANDING & PROMOTION

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition – company name
- \*APN marketing central assets
- \*AWS Competency promotion
- Ability to invite customers and prospects to sponsored event (per capacity allowance)
- Advance access to registrant company list (due to GDPR, no other information provided)
- Demographic audience reports (pre and post sponsored event)

## MEETING SPACE

- Dedicated meeting space within the booth for 2 persons

## CONFERENCE PASSES

- Six (6) booth staff passes

## SPONSORSHIP MANAGEMENT

- Access to a Centralized Sponsor Portal
- Ongoing planning support incl. regular sponsor webinars

## ADD-ONS

- Option to purchase add-ons (marketing promotional opportunities)



# Gold Sponsorship

EMEA



Berlin	\$42,000
EMEA Online	\$25,000
London	\$54,400
Madrid	\$34,800
Milan	\$21,000
Paris	\$38,000
Stockholm	\$25,000
Tel Aviv	\$28,000

# Silver Sponsorship | \$14,000

Silver sponsorship is available to all AWS Partners

## ACTIVATION & LEAD GENERATION

- 9 sqm turn key booth including flooring and lighting
- Graphic production – Sponsor to provide artwork for AWS approval
- AV – one wall mounted screen (approximately 40")
- Booth wifi
- Two (2) lead retrieval devices

## BRANDING & PROMOTION

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition – company name
- \*APN marketing central assets
- \*AWS Competency promotion
- Ability to invite customers and prospects to sponsored event (per capacity allowance)
- Demographic audience reports (pre and post sponsored event)

## CONFERENCE PASSES

- Four (4) booth staff passes

## SPONSORSHIP MANAGEMENT

- Access to a Centralized Sponsor Portal
- Ongoing planning support incl. regular sponsor webinars

## ADD-ONS

- Option to Purchase Add-Ons (Marketing Promotional Opportunities)

# Silver Sponsorship

EMEA



Berlin	\$28,000
EMEA Online	\$12,500
London	\$43,200
Madrid	\$18,000
Milan	\$14,000
Paris	\$25,000
Stockholm	\$17,500
Tel Aviv	\$17,900



# Bronze Sponsorship | \$7,500

Bronze sponsorship is available to all AWS Partners

## ACTIVATION & LEAD GENERATION

- 4 sqm turn key booth including flooring and lighting
- Graphic production – Sponsor to provide artwork for AWS approval
- AV – one wall mounted screen (approximately 40")
- Booth wifi
- One (1) lead retrieval device

## BRANDING & PROMOTION

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition – company name
- \*APN marketing central assets
- \*AWS Competency promotion
- Ability to invite customers and prospects to sponsored event (per capacity allowance)
- Demographic audience reports (pre and post sponsored event)

## CONFERENCE PASSES

- Two (2) booth staff passes

## SPONSORSHIP MANAGEMENT

- Access to a Centralized Sponsor Portal
- Ongoing planning support incl. regular sponsor webinars

## ADD-ONS

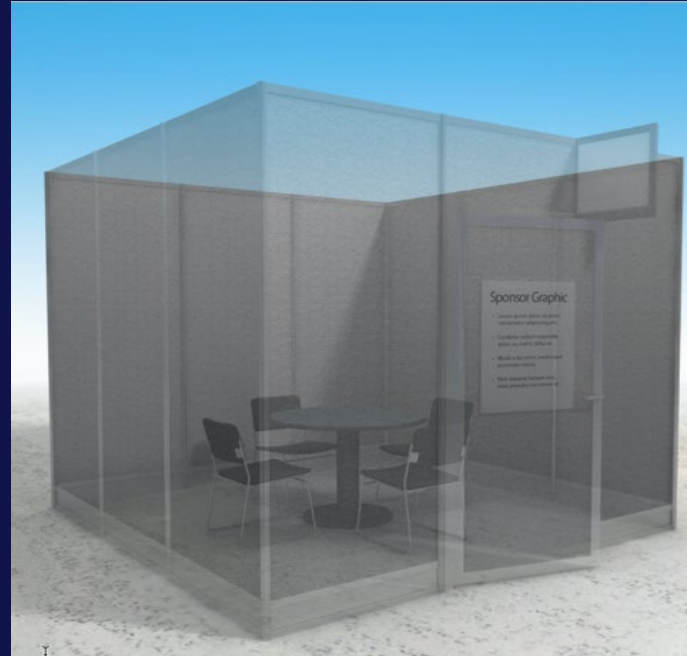
- Option to Purchase Add-Ons (Marketing Promotional Opportunities)

# Bronze Sponsorship

EMEA



Berlin	\$17,500
London	\$19,200
Madrid	\$13,500
Milan	\$7,500
Paris	\$14,500
Stockholm	\$13,800
Tel Aviv	\$13,500



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.



# Partner Spotlight Session | \$10,000

## DESCRIPTION

Engage attendees and present demos or recent customer successes through a dedicated mini content session. All partner sessions include leads opt-in attendees and video recording for sharing online after.

Multiple Opportunities Available

## BENEFITS & INCLUSIONS

- One (1) 15-minute speaking opportunity in the Partner Theater in the Expo or Partner Spotlight track room - location of session dependent on Summit
- Opportunity to distribute collateral at beginning of session
- Leads provided to sponsor for those in attendee audience who opt-in
- Session will be recorded and posted pushed into post- Summit virtual event platform
- Leads provided to sponsor for opt-in attendees who view session in virtual event platform





## 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.



# Connecting with a wider audience

## About **AWS Summit EMEA Online**

In addition to our in-person experiences, a virtual pan EMEA Summit will take place June 23\* online, with an estimated attendance of more than 24,000 attendees. Following the conclusion of the in-person Summits across EMEA, session content will be migrated to the virtual platform for customers to watch. We created two turnkey sponsorship options that amplify your reach without the added work of simultaneously activating a virtual event experience.

# 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





## 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/>

Key Dates:

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

January 25, 2022 – 9am CET 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 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](mailto: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](mailto: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* button 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.



Note: These deadline dates are generic. As soon as you sign your contract exact deadlines and deliverables will be provided.



# Thank you

