



SUMMIT
PAN EMEA

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.

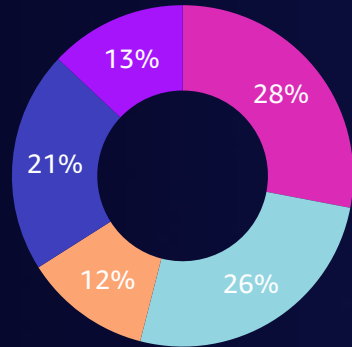
Over 30 summits are held in major cities around the world and attract technologists from all industries and skill levels who want to discover how AWS can help them innovate quickly and deliver flexible, reliable solutions at scale.

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

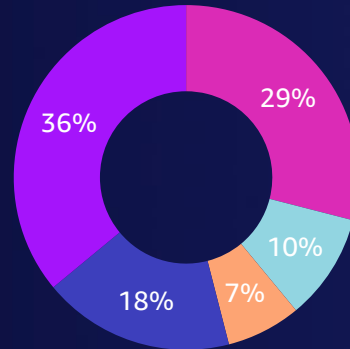
 BERLIN SUMMIT Berlin May 11-12 7,000 attendees VIEW PROSPECTUS	 LONDON SUMMIT London April 27 8,000 attendees VIEW PROSPECTUS	 MADRID SUMMIT Madrid May 4-5 4,000 attendees VIEW PROSPECTUS	 MILAN SUMMIT Milan June 21-22 3,000 attendees VIEW PROSPECTUS
 PARIS SUMMIT Paris April 12 8,000 attendees VIEW PROSPECTUS	 STOCKHOLM SUMMIT Stockholm May 11 4,500 attendees VIEW PROSPECTUS	 TEL AVIV SUMMIT Tel Aviv May 18 4,500 attendees VIEW PROSPECTUS	 EMEA ONLINE SUMMIT EMEA Online June 29 24,000+ attendees VIEW PROSPECTUS

AWS USAGE



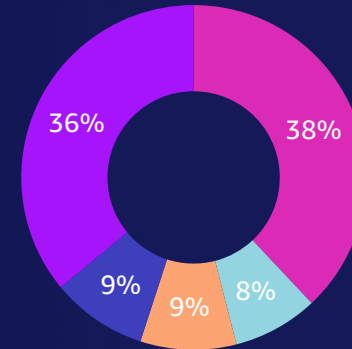
- Run multiple workloads on AWS
- Evaluating / Experimenting with AWS
- Run Dev / Test workloads on AWS
- Do not use AWS today
- Other

JOB ROLE



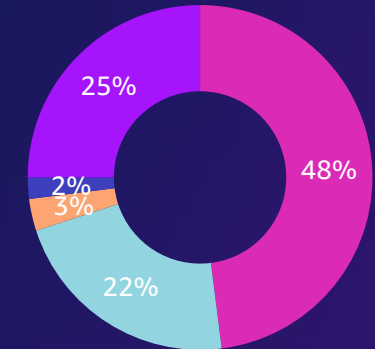
- Developer / Engineer
- Solutions or System Architect
- Advisor / Consultant
- IT Professional / Technical Manager
- Other

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 EMEA 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.

Diamond Sponsorship

EMEA



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

Platinum Sponsorship

EMEA



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

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

EMEA



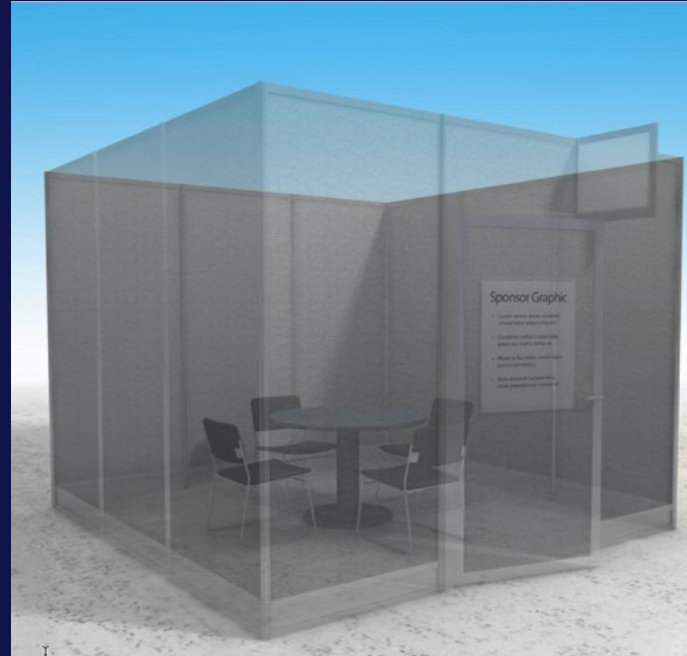
Berlin	\$28,000
EMEA Online	\$12,500
London	\$43,200
Madrid	\$18,000
Milan	\$14,000
Paris	\$25,000
Stockholm	\$17,500
Tel Aviv	\$17,900

Bronze Sponsorship

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.

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 29 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.



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 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* 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.

Thank you

