Event Overview

AWS Summits are free, one-day events hosted in major cities around the world, targeted to regional technology leaders and consumers looking for solutions on navigating or growing their business on the AWS Cloud. Attendees will hear from AWS leadership, learn best practices, attend hands on sessions and have opportunities to network with AWS Partners.

Why Sponsor?

AWS Summit sponsorships are designed to help **grow your AWS business** through face to face engagement. Not only do

sponsorships include opportunities to build awareness and **network with quality, regionally targeted attendees**

during the event, but before and after as well – enhancing your ROI. The on-site environments are created to

drive attendees directly to sponsors and expose you to optimized networking through presentations, sessions and

receptions. On top of all that, AWS Summit Sponsorships give you opportunities to **foster relationships** with your existing

customers and **make connections** with other AWS Partners, industry analysts and thought-leaders.

Interested in sponsorship? Contact us at awssummit-sponsorship@amazon.com

Event Information

Chicago | **April 18-19, 2016**

McCormick Place
3,500++ Attendees

Santa Clara | **July 12-13, 2016**

Santa Clara Convention Center
3,500++ Attendees

New York | **August 10-11, 2016**

Javits Center
6,500++ Attendees

Day 1

Exhibitor Move-In | 8am – 5pm
Additional exhibitor move-in time will be available

Day 2

Registration | 8am – 5:45pm
Breakfast in Partner & Solutions Expo | 8am – 9:30am
Keynote | 10am – 11:30am
Lunch in Partner & Solutions Expo | 11:30am – 1:30pm
Partner & Solutions Expo | 11:30am – 7pm
Breakout Sessions | 11:45am – 5:45pm
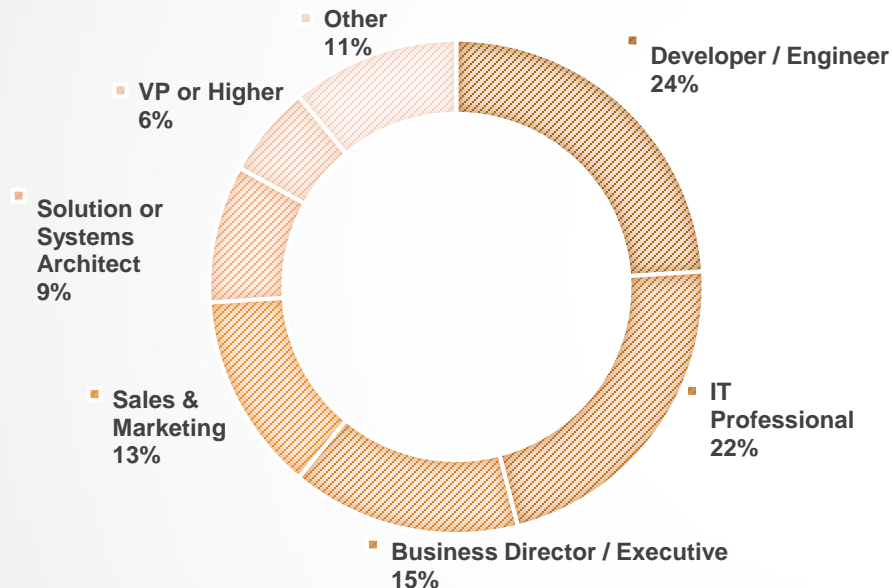**Partner & Solutions Expo Reception | 5:30pm – 7pm**
Exhibitor Move-Out | 7pm – 10pm
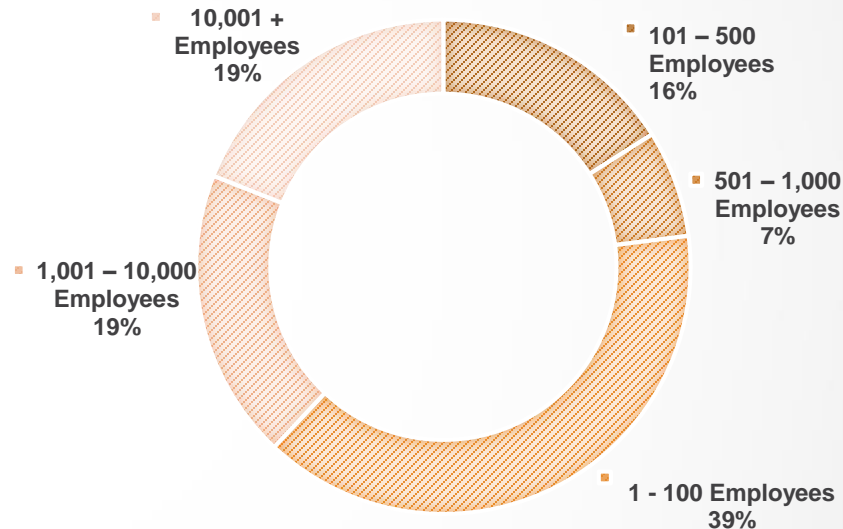*Additional exhibitor move-out time will be available the following day*

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Attendee Demographics*

Job Role

- Other 11%
- VP or Higher 6%
- Solution or Systems Architect 9%
- Sales & Marketing 13%
- Business Director / Executive 15%
- Developer / Engineer 24%
- IT Professional 22%

Company Size

- 10,001 + Employees 19%
- 1,001 – 10,000 Employees 19%
- 101 – 500 Employees 16%
- 501 – 1,000 Employees 7%
- 1 - 100 Employees 39%

* Source: Combined 2015 US Summit Averaged Attendee Data

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Attendee Demographics*

Top Industries
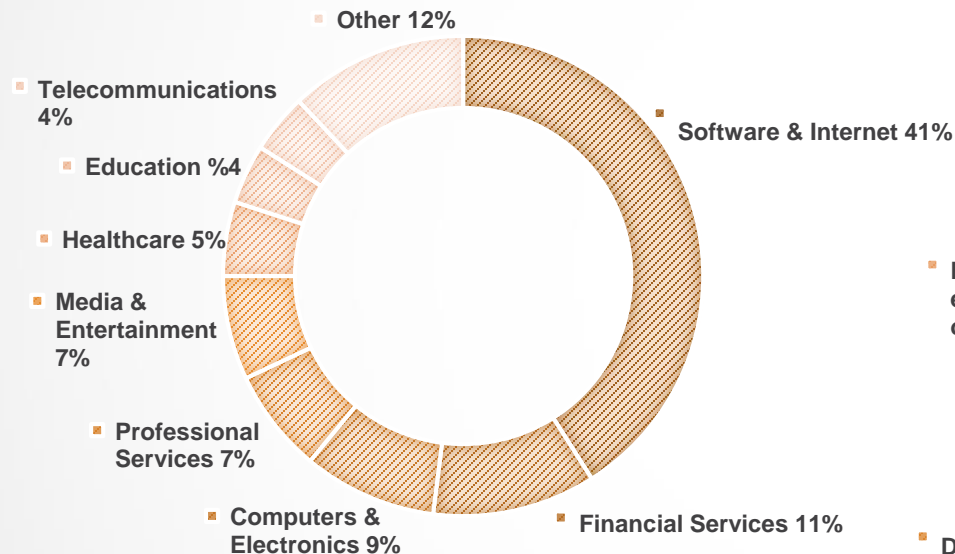
- Other 12%
- Telecommunications 4%
- Education %4
- Healthcare 5%
- Media & Entertainment 7%
- Professional Services 7%
- Computers & Electronics 9%
- Financial Services 11%
- Software & Internet 41%

Level of AWS Usage

- Run single production on AWS 13%
- Other 2%
- Run multiple productions on AWS 30%
- Run test environments on AWS 13%
- Evaluating AWS 24%
- Do not use AWS Today 18%

* Source: Combined 2015 US Summit Averaged Attendee Data

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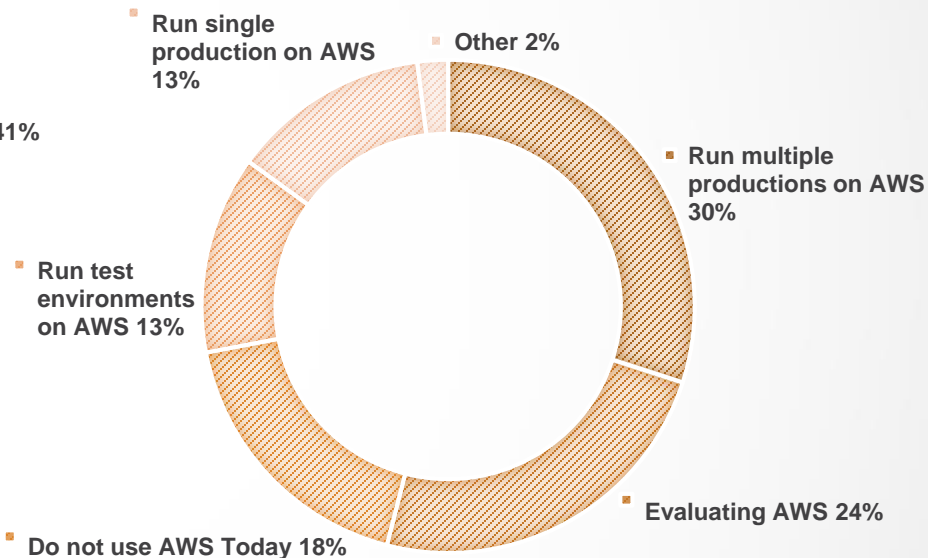
Sponsorship Packages Overview

	Gold	Silver	Bronze
Exhibitor Elements			
Exhibit Size	**20x20**	**10x20 Turn-key booth**	**10x10 Turn-key booth**
Complimentary Wi-Fi	✓	✓	✓
Complimentary Lead Retrieval Device(s)	✓	✓	✓
Marketing and Promotion			
Website Recognition	✓	✓	✓
Opportunity to issue Press Release	✓	✓	✓
On-site Signage Recognition	✓	✓	✓
Mobile App Recognition	✓	✓	✓
Keynote Recognition	✓	✓	
On-site Digital Ad	✓	✓	
Sponsored Social Media	✓		
Premier Elements			
Refreshment Sponsorship	✓	✓	
15 Minute Partner Theater Session	✓		
60-minute Sponsor-Led Breakout Session	✓		
Ad in Pre-Event Email	✓		

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Gold Sponsorship Benefits

Chicago
April 18-19
$50,000
(Sold Out)
3,500++ Attendees

Santa Clara
July 12-13
$50,000
(Sold Out)
3,500++ Attendees

New York
August 10-11
$60,000
(Sold Out)
6,500++ Attendees

Exhibitor Elements

- 20 x 20 Island booth with option to purchase discounted turn-key structures.

- Complimentary Wi-Fi

- 3 complimentary lead retrieval devices.
  All leads captured will contain First Name, Last Name, E-mail, Company and Title. Address & Phone fields are not guaranteed.

Premier Elements

- Refreshment break proximity sponsorship in expo hall, including coffee tables placed in front of or near sponsor booth.

- 15 minute Partner Theater Session in Expo, time determined by contract sign date. Sponsor has option to scan attendees.

- 60 minute Sponsor-led Breakout Session, to be promoted in agenda, on mobile app, and website. AWS to scan attendees and provide leads post event.

Premier Elements Continued

- Sponsor logo and 100 character message (including spaces featured in pre-event e-mail to attendees.

Marketing and Promotion

- Event Website; Sponsor logo featured in premier location with link to company website and up to 60 words of custom content.

- Opportunity to issue AWS approved Press Release before or during the event. Sponsor must work with PDM to develop and review.

- On-Site; Sponsor logo featured prominently on printed assets.

- Mobile App; Sponsor logo, booth number and 300 word custom description featured prominently.

- 1 custom digital ad featured in all breakout session rooms

- Keynote recognition including sponsor logo and 100 character message (including spaces). Content must be approved by AWS.

- 2 custom tweets, limit to 140 characters each, to be promoted during the event.

Silver Sponsorship Benefits

Chicago
April 18-19
$30,000
(Sold Out)
3,500++ Attendees

Santa Clara
July 12-13
$30,000
(Sold Out)
3,500++ Attendees

New York
August 10-11
$40,000
(Sold Out)
6,500++ Attendees

Exhibitor Elements

- 10x20 Turn-key booth with sponsor logo branding

- Complimentary Wi-Fi

- 2 complimentary lead retrieval devices.
  All leads captured will contain First Name, Last Name, E-mail, Company and Title. Address & Phone fields are not guaranteed.

Premier Elements

- Refreshment break proximity sponsorship in expo hall, including coffee tables placed in front of or near sponsor booth.

Marketing and Promotion

- Event Website; Sponsor logo and link to company website.

- Opportunity to issue AWS approved Press Release before or during the event. Sponsor must work with PDM to develop and review.

- On-Site; Sponsor logo featured on printed assets.

- Custom 48"x84" meter board placed outside expo area or similar high traffic area.

- Mobile App; Sponsor logo, booth number and 300 word custom description featured prominently.

- Keynote recognition, logo only.

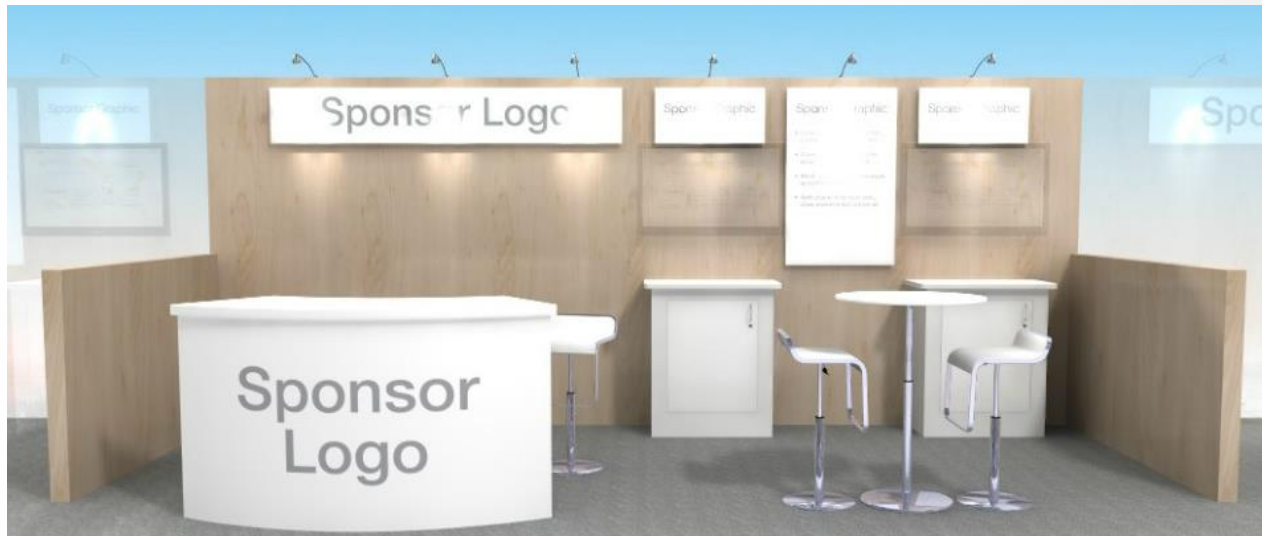- 1 shared digital ad featured in all breakout session rooms

Silver Sponsorship Turn-key Booth

Silver Sponsorship Turn-key

Booth Includes:

- Carpet
- 2 white locking cabinets
- 3 bar height chairs
- 1 poseur table
- 20ft back wall
- 4ft x 8ft side walls
- Sponsor logo branded desk
- Sponsor logo sign
- 3 custom branded signs, attached to back wall

Turn-key booth and all inclusions above are included with sponsorship and not optional for use. Silver sponsors are not permitted to bring their own booth.

Interested in sponsorship? Contact us at awssummit-sponsorship@amazon.com

Bronze Sponsorship Benefits

Chicago
April 18-19
$15,500
(Sold Out)
3,500++ Attendees

Santa Clara
July 12-13
$15,500
(Sold Out)
3,500++ Attendees

New York
August 10-11
$21,500
6,500++ Attendees

Exhibitor Elements

- 10x10 Turn-key booth with sponsor logo branding

- Complimentary Wi-Fi

- 1 complimentary lead retrieval device.
  All leads captured will contain First Name, Last Name, E-mail, Company and Title. Address & Phone fields are not guaranteed.

Marketing and Promotion

- Event Website; Sponsor name and link to company website.

- Opportunity to issue AWS approved Press Release before or during the event. Sponsor must work with PDM to develop and review.

- On-Site; Sponsor logo featured on printed assets.

- Mobile App; Sponsor logo, booth number and 300 word custom description featured prominently.
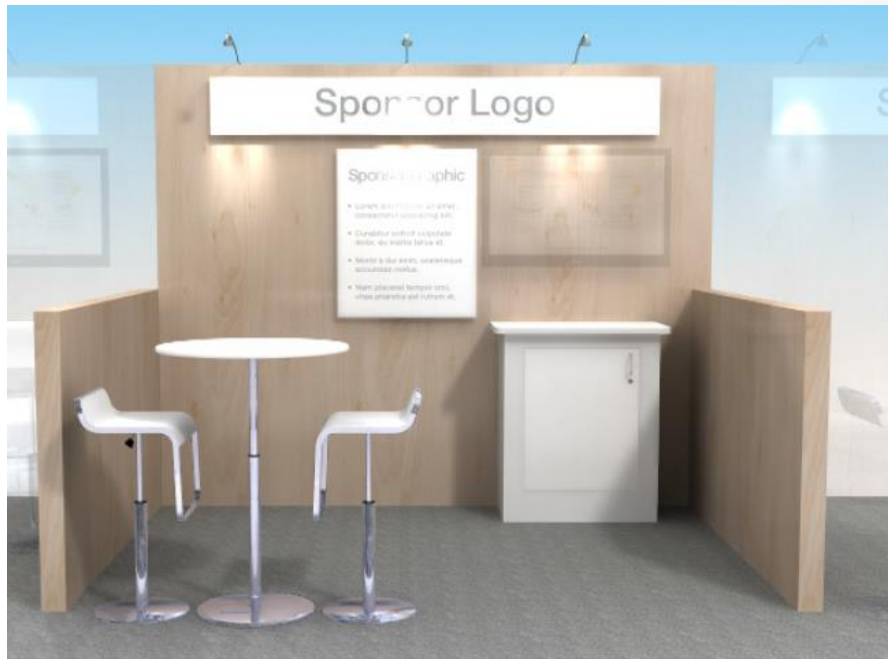
Interested in sponsorship? Contact us at awssummit-sponsorship @amazon.com

Bronze Sponsorship Turn-key Booth

Bronze Sponsorship Turn-key

Booth Includes:

- Carpet
- 1 white locking cabinet
- 2 bar height chairs
- 1 poseur table
- 10ft back wall
- 4ft x 8ft side walls
- Sponsor logo sign
- 1 custom branded sign attached
  to back wall

*Turn-key booth and all inclusions above are included with sponsorship and not optional for use. Bronze sponsors are not permitted to bring their own booth.

Interested in sponsorship? Contact us at awssummit-sponsorship@amazon.com

Marketing Promotional Opportunities (MPOs)

	Chicago	Santa Clara	New York
Exclusive Opportunities			
Mobile App Consistently downloaded by 90% of attendees and released up to 2 weeks before the event begins, the AWS Summit mobile app is a major way to up-level your presence before and during the event. Your logo will be promoted on the Mobile App splash screen and banner ad.	(Sold Out) $18,000 *$47,000 for all 3 cities*	Exclusive Opportunity $18,000 *$47,000 for all 3 cities*	Exclusive Opportunity $18,000 *$47,000 for all 3 cities*
Attendee Networking Reception Bring your brand to the attendee networking reception. AWS to provide branded signage and recognition. Sponsor has additional opportunity to provide branded t-shirts for wait-staff to wear and or purchasing a custom cocktail, to be served at the reception.	(Sold Out) $15,000	Exclusive Opportunity $18,000	Exclusive Opportunity $18,000
Keynote Live Stream With over 17,000 total views across the 2015 AWS US Summits, the Keynote Live Stream is a great opportunity to reach thousands more attendees. Sponsor logo and 100-character message featured on the Keynote Live Stream. Available only to Advanced and Premier APN Partners.	(Sold Out) $20,000	Exclusive Opportunity $20,000	Exclusive Opportunity $20,000
Swag Handout Want to expand your footprint on-site? This is an exclusive hall pass for up to 6 of your staff (10 in New York) to hand out swag to attendees as they exit keynote. Sponsor to provide swag, which must be approved at AWS.	(Sold Out) $2,500	(Sold Out) $2,500	(Sold Out) $2,500
Engagement			
Partner Theater Session Take the stage in the AWS Summit Expo area with a 15 minute presentation and 5 minutes for QA. Session time determined by MPO purchase date. Sponsor has option to scan attendees.	10 Available $8,000	6 Available $10,000	6 Available $10,000
Promotion			
Charging Stations Promote your logo plus 100 characters of custom content, displayed across four 20"x24" signs attached to charging stations in a main area of the event.	5 Available $5,000	8 Available $7,500	8 Available $7,500
Expo Marque Boost your presence on the expo floor with custom signage highlighting your sponsorship including 1 custom meter board and 1 custom floor cling leading into or in the expo area. AWS to approve content.	1 Available $5,000	3 Available $6,000	3 Available $6,000
Integrated Campaign Kickstart your event presence with a before, during and after event promotional campaign including 1 pre-event tweet, 1 during-event tweet, 1 post-event tweet and 1 custom digital ad to be displayed on-site.	(Sold Out) $2,500	(Sold Out) $3,500	(Sold Out) $3,500

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Next Steps

Need more information?

Contact awssummit-sponsorship@amazon.com for details on sponsorship packages and choosing the right sponsorship package to meet your budget and goals.

Ready to reserve your sponsorship?

If you're an AWS Partner Network (APN) member and are ready to secure your sponsorship, please contact awssummit-sponsorship@amazon.com and we'll work with you on your sponsorship agreement. Contracts will be delivered in the order of request starting in December 2015. Not an APN member yet? Get more information and register at aws.amazon.com/partners.

December 2015	**January 2016**	**February 2016**	**March 2016**	**April 2016**	**May 2016**	**June 2016**	**July 2016**	**August 2016**
• 2016 US AWS Summits Prospectus Released	• Contracts Accepted	• Contracts Accepted • ERC Live – AWS Summit Chicago • Booth Selection – AWS Summit Chicago	• Contracts Accepted	**AWS Summit 2016 Chicago** • Contracts Accepted	• Contracts Accepted • ERC Live – AWS Summit Santa Clara • Booth Selection – AWS Summit Santa Clara	• Contracts Accepted • ERC Live – AWS Summit New York • Booth Selection – AWS Summit New York	**AWS Summit 2016 Santa Clara** • Contracts Accepted	**AWS Summit 2016 New York**

2016 Global AWS Summit Locations

AWS will be hosting Summits in many global locations. Contact details and available sponsorship details can be found here.

Asia Pacific	Europe - Middle East - Africa	Latin America – South America	US
Auckland	Amsterdam	Bogota	Chicago
Beijing	Barcelona	Buenos Aires	New York
Kuala Lumpur	Berlin	Lima	Santa Clara
Manila	Istanbul	Mexico City	
Mumbai	London	Rio De Janeiro	
Seoul	Madrid	Santiago	
Singapore	Milan	Sao Paulo	
Sydney	Paris		
Taipei	Stockholm		
Tokyo	Tel Aviv		

AWS SUMMIT

Thank You and See You Soon!

awssummit-sponsorship@amazon.com