aws SUMMIT ONLINE

Become A Sponsor

SPONSORSHIP OPPORTUNITIES

JUNE 9-10, 2021 | EMEA

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Event Overview
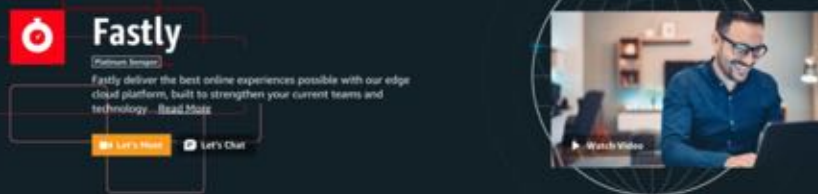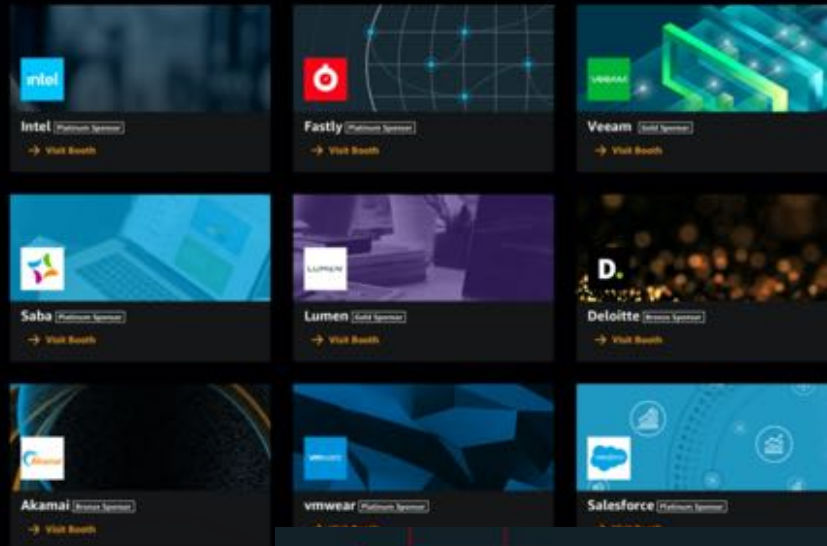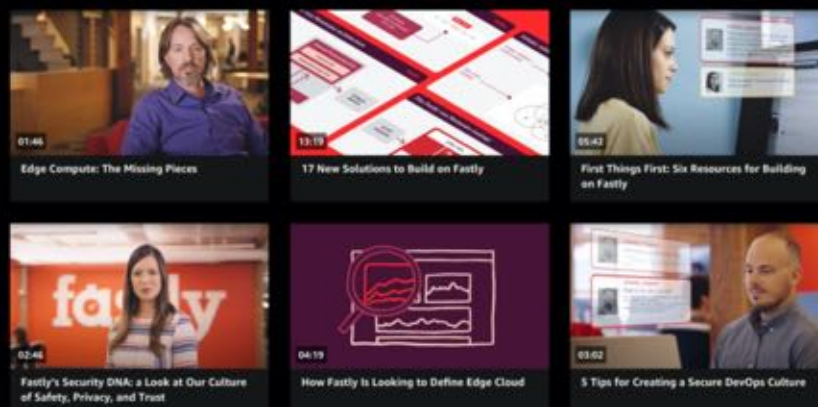
AWS Online Summits are virtual events that bring the cloud computing community together to connect, collaborate, and learn about AWS. Held in key regions around the world, they attract technologists from all industries and skill levels who want to discover how AWS can help them innovate quickly and deliver flexible, reliable solutions at scale.

AWS will host a pan EMEA online summit on June 9-10, 2021 with an estimated attendance of more than 100,000 attendees. Customers will be joining us online to seek solutions, content, and hands-on learning opportunities from AWS and our Partners.

Don't miss this opportunity to take part in one of the leading cloud computing online events in EMEA this year.

Event Overview & Highlights

100,000+
Expected Attendees

2
Day Event
Experience

4.5/5**
CSAT Score

80%*
Attendee
Engagement

11M**
Impressions

48
Sponsorship
Packages

*Engagement rate is measured by average viewing time
**Based on EMEA Summit Online 2020

Event Agenda

AWS EMEA Summit Online
June 9-10, 2021

100,000+ attendees expected across the 2 day event experience.
AWS Summit Online EMEA will have a single registration experience and the agendas for both customer facing days will be featured in joint demand generation efforts. EMEA Partner Summit will have a separate registration process.
Lead generation will take place across all 3 days

AWS Summit Online June 9-10

› **The EMEA Summit Online focuses on both the core AWS technical user audience and business audience, spanning all segments and industries across all EMEA markets**

› Summit sponsors will be promoted on the event homepage and will be featured inside the Partner Solutions Zone

› Attendees will have the opportunity to browse sponsoring Partners by Solutions Area, Industry, Use Case, Competency or Workload

› Sponsor content will be recommended to attendees via a matchmaking/recommendation engine, built around data captured from attendees during registration

› Sponsored speaking sessions will be prominently featured on the sponsor session homepage carousel

› Sponsors will receive contact information and lead source from attendees that opt-in to share their contact information with Sponsor

Partner Summit Day June 8

› **EMEA Partner Summit will take place a day before the EMEA Summit Online, with a focus on our EMEA Partners and prospective partners alike, offering content and activities designed to show how AWS Partners leverage AWS services to build solutions for customers, and help differentiate their business to reach new customers faster. The event agenda and further details for this event preceding the EMEA Summit Online will be communicated via our sponsorship enablement newsletter updates.**

Why Sponsor?

Brand awareness and recognition

Sponsor page

———

Banner Ads

———

Bumper videos that play next to content

———

Push notifications

Content engagement and thought leadership

30/15/5-minute
Video-on-Demand (VOD) Sessions

———

Content featured through content carousels and recommendation engines

———

Opportunity to integrate a quiz to engage attendees

Lead generation and networking opportunities

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, company, and lead source. All leads will be distributed to sponsors within 48 hours of the AWS Summit Online.

Why Sponsor?

"AWS Partners are part of our core strategy in supporting our customers across all vertical segments, geographies, and use cases with unique solutions and services. Together we can grow our mutual businesses and deliver success."

Doug Yeum, Head of WW Channel & Alliances

Our partners are an essential part of how AWS delivers value to our customers: the products and services they provide accelerate the customer journey into the cloud."

Greg Pearson VP, AWS Worldwide Commercial Sales

Kaltura – Event Platform

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 Kaltura platform for AWS EMEA Online Summit.
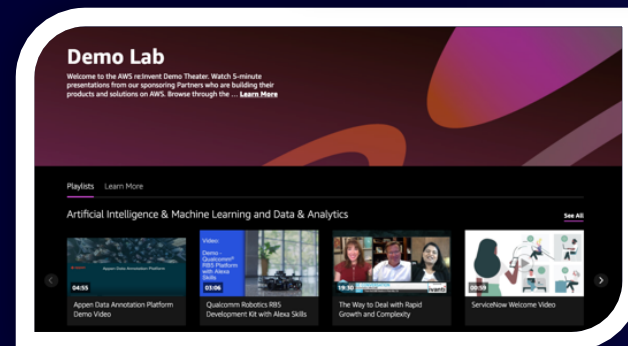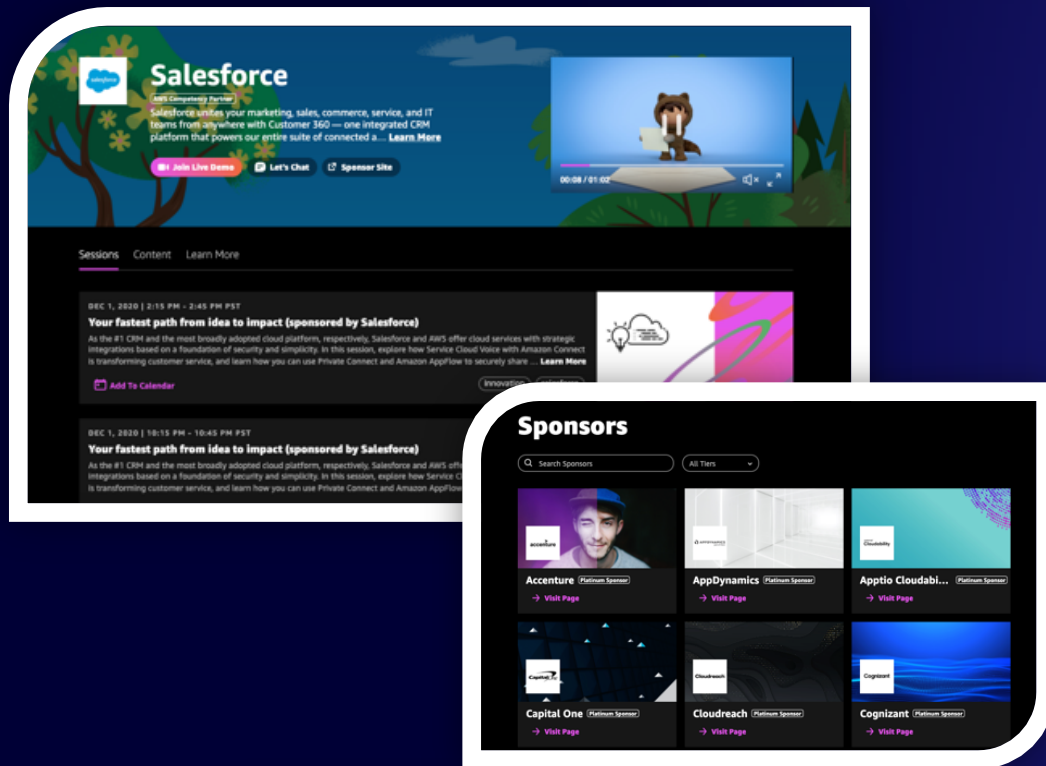
CONTENT ENGAGEMENT

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.

Lead Sharing

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 Online (daily).

STEP 1: Primary Consent

✓   **Provide Express Opt-in**

+

STEP 2: Passive Engagement

✓   **Engage with Sponsor Content**

= ✓   **Lead Sharing Event**

Attendee Demographics

9% Business Decision Makers

CEO | CMO | COO | VP of X | LOB Director

CHALLENGES
› Losing competent staff
› Staff that doesn't look for solutions
› Resistance to change
› Poorly performing employees
› Office politics
› Too many meetings

PRIORITIES
› BDMs look for solutions that help their departments be more effective
› They are both owners and decision makers for technology purchases

HOW TO CONNECT THEM
› Initiate chat session
› Visit the expo hall
› Schedule a private meeting
› Host a joint session

5% IT Leaders

IT Manager | IT Director | IT Supervisor

CHALLENGES
› Outdated technology
› Financial constraints
› Internal resistance to change
› Buy-in from Sr. Mgmt
› Interdepartmental communication

PRIORITIES
› IT Leader's responsibility is to be "completely knowledgeable" about developments in tech
› Their job requirements are to provide IT solutions to his firm

HOW TO CONNECT THEM
› Initiate chat session
› Host a joint session
› Schedule a private meeting

46% IT Professional

IT Administrators (Not Desktop/Support)

CHALLENGES
› Legacy systems
› Resistance to change
› Co-worker performance
› Lack of tech proficiency

PRIORITIES
› Responsible for evaluating TCO and performance of new technology solutions
› Their job requirement is to manage and conduct day-to-day IT operations

HOW TO CONNECT THEM
› Initiate chat session
› Schedule a private meeting
› Join Jam lounge

40% Developers

Software developer | Software Development System Architect

CHALLENGES
› Unexpected changes in project requirements
› Unplanned work
› Fixing other's messes
› Office politics
› Managing stress level

PRIORITIES
› Dev's responsibilities are programming, and they love creative problem solving
› They are more focused on technical evaluation than TCO

HOW TO CONNECT THEM
› Initiate chat session
› Visit the expo hall
› Join Jam lounge

Attendee Demographics

The typical AWS Summit Online EMEA attendee works as a developer/engineer or IT professional in the software and internet or computer and electronics industry. They do not use AWS today or are evaluating/experimenting with AWS.

Top Job Role
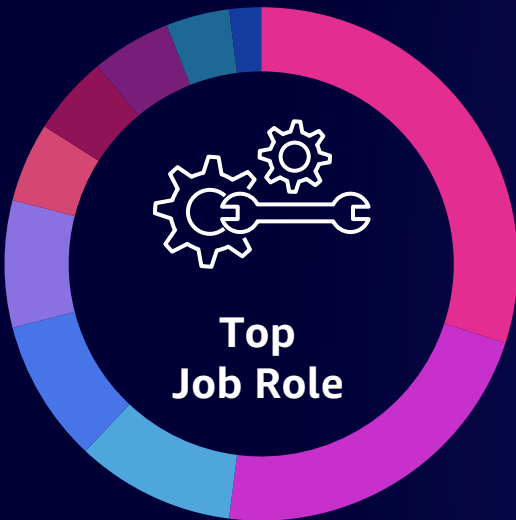
- **30% DEVELOPER/ENGINEER**
- **22% IT PROFESSIONAL**
- **10% SOLUTION ARCHITECT**
- **09% BUSINESS/IT EXECUTIVE**
- **08% ADVISOR/CONSULTANT**
- **05% SYSTEM ADMINISTATOR**
- **05% ENTREPRENEUR**
- **05% STUDENT**
- **04% SALES & MARKETING**
- **02% ADEMIC/RESEARCHER**

Company Size
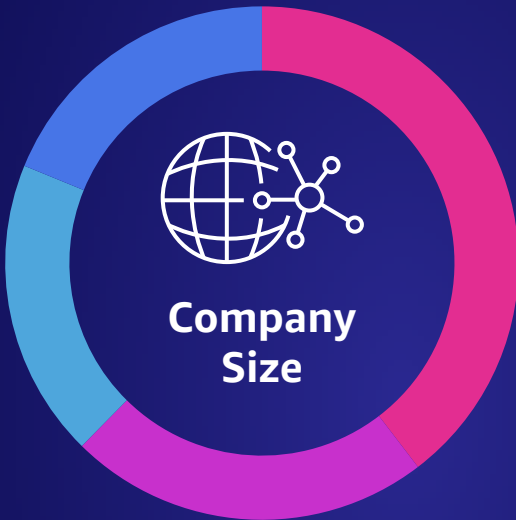
- **40% 1–100 EMPLOYEES**
- **23% 100–1,000 EMPLOYEES**
- **19% 1,000–10,000 EMPLOYEES**
- **19% 10,000+ EMPLOYEES**

Top Industries

- **26% SOFTWARE & INTERNET**
- **12% COMPUTER & ELECTRONICS**
- **09% FINANCIAL SERVICES**
- **07% PROFESSIONAL SERVICES**
- **06% TELECOMMUNICATIONS**
- **04% EDUCATION**
- **36% OTHER**

Attendee Demographics

Geo Breakdown*

- **22%** UK & IRELAND
- **17%** MIDDLE EAST & AFRICA
- **11%** GERMANY, AUSTRIA & SWITZERLAND
- **10%** CENTRAL & EASTERN EUROPE
- **09%** FRANCE
- **09%** SPAIN & PORTUGAL
- **06%** ITALY
- **05%** NORDICS
- **05%** BENELUX
- **06%** OTHER

Level of AWS Usage
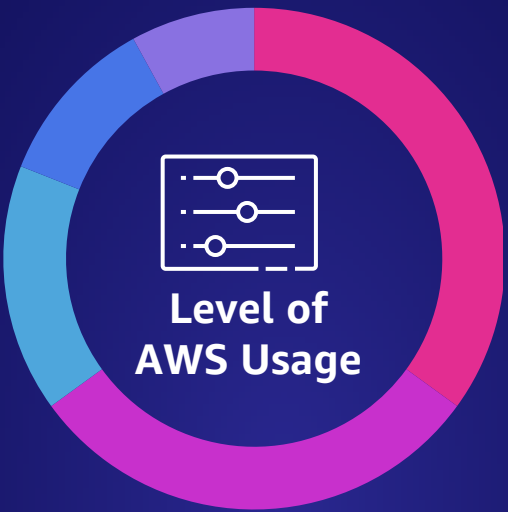
- **35%** DO NOT USE AWS TODAY
- **30%** EVALUATING/ EXPERIMENTING WITH AWS
- **16%** RUN MULTIPLE WORKLOADS ON AWS
- **11%** RUN DEV/TEST WORKLOADS ON AWS
- **08%** RUN SINGLE WORKLOAD ON AWS

Company Type
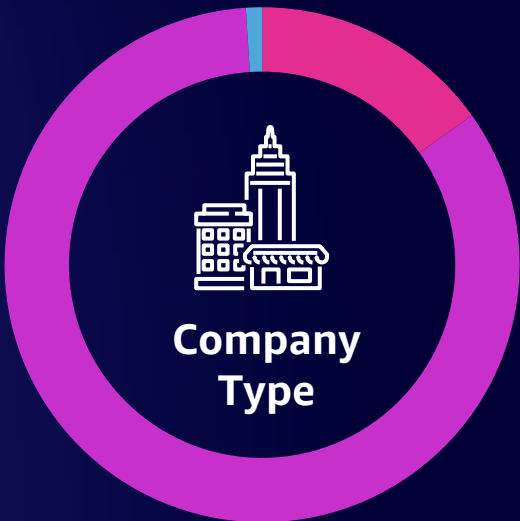
- **15%** ENTERPRISE
- **83%** SMALL-MEDIUM BUSINESS
- **1%** OTHER

*Top 10 countries include UK, Germany, South Africa, France, Netherlands, Italy, Poland, Spain, Sweden

Sponsorship Package

GLOBAL – By invitation only

PLATINUM - $35,000 (SOLD OUT)

GOLD - $25,000 (SOLD OUT)

SILVER - $9,500 (SOLD OUT)

SHOWCASE - $4,000

Sponsorship Package Overviews

	GLOBAL	PLATINUM	GOLD	SILVER	SHOWCASE
Sponsor page with opportunity to include customize header banner, company description, welcome video and company URL	•	•	•	•	•
Media and Marketing Materials available on Sponsor Page	9	9	5	3	2
30-minute pre-recorded video on-demand (VOD) sponsor session	•	•			
15 second social cut of your session(s) to share out through your promotional outlets and media channels	•				
15 second bumper videos ads adjacent to AWS VOD session content	2	2			
Banner ads placed across the EMEA Online Summit platform	2	2	1		
Push notification announcement to attendees	1	1			
Demo Videos	15 min Demo Theatre	15 min Demo Theatre	15 min Demo Theatre	10 min Demo Theatre	
Logo inclusion in at least one (1) pre and post event emails (to be determined by AWS)	•	•			
Logo inclusion in AWS keynote	•	•	•		

Sponsorship Package Overviews

	GLOBAL	PLATINUM	GOLD	SILVER	SHOWCASE
Opportunity to have sponsor content be displayed in attendee matchmaking/recommendation engine	•	•	•		
Dedicated virtual meeting room for demos & presentations	•	•	•		
Opportunity to categorize oneself into partner solutions areas/industries/use cases/workloads	up to (6) partner solutions	up to (5) partner solutions	up to (3) partner solutions	up to (2) partner solutions	(1) partner solution
1:1 chat messaging capabilities on sponsor page within the event platform	•	•	•	•	•
Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.	•	•	•	•	•
Access to demographic audience reports pre and post event	•	•	•	•	•
Unique link to sponsor page to share in your demand generation efforts	•	•	•	•	•
Ability to Invite Customers & Prospects to Event via Sponsor Promotional Kit (eDM template, social media posts)	•	•	•	•	•
Access to an online Exhibitor Resource Center (ERC) & ongoing planning support	•	•	•	•	•

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Platinum - $35,000 (Visible to all EMEA Summit Attendees)

Platinum sponsorship packages are available to AWS Advanced, Premier or ISV Partners

Sponsor presence

Sponsor page with opportunity to include customize header banner, company description, welcome video and company URL
Upload up to nine (9) media and marketing materials to sponsor page within the event platform
Dedicated virtual meeting room for demos & presentations
1:1 chat messaging capabilities on sponsor page within the event platform
Logo placement on event platform sponsor list page and event website.
Opportunity to categorize oneself in up to five (5) partner solutions areas/industries/use cases/workloads

Speaking opportunities

One (1) 30-minute pre-recorded video simu-live (VOD) sponsor session . Video production included (An AWS SME will join your sessions as a co-host"
One (1) 15-Minute pre-recorded Demo Video to be included in the Partner Theatre and on sponsor page within the event platform

Lead generation

Unique link to sponsor page to share in your demand generation efforts
Access to registered attendee company list before EMEA Online Summit
Access to demographic audience reports pre and post event
Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.
Opportunity to have sponsor content be displayed in attendee matchmaking/recommendation engine

Awareness and promotion

Premier placement in Sponsored session carousel on EMEA Online Summit platform home page
AWS PR will evaluate and support the communication of high impact customer stories to key press.
Feature two (2) 15 sek bumper videos ads adjacent to AWS session content. Content to be approved by AWS
Feature two (2) banner ads placed across the EMEA Online Summit event platform
One (1) call to action push notification announcement to attendees
AWS Competency promotion on sponsor page within the event platform
Company Logo inclusion in AWS keynote
Company Logo included in pre and post event emails (to be determined by AWS)

Sponsorship enablement

Ability to Invite Customers & Prospects to Event via Sponsor Promotional Kit (eDM template, social media posts)
Access to an online Exhibitor Resource Center (ERC) & ongoing planning support

Gold – $25,000 (Visible to all EMEA Summit Attendees)

Gold sponsorship packages are available to AWS Select Consulting Partners or above and ISV Partners

Sponsor presence

Sponsor page with opportunity to include customize header banner, company description, welcome video and company URL
Upload up to five (5) media and marketing materials to sponsor page within the event platform
Dedicated virtual meeting room for demos & presentations
1:1 chat messaging capabilities on sponsor page within the event platform
Logo placement on event platform sponsor list page and event website.
Opportunity to categorize oneself in up to three (3) partner solutions areas/industries/use cases/workloads

Speaking opportunities

One (1) 15-Minute pre-recorded Demo Video to be included in the Partner Theatre and on sponsor page within the event platform

Lead generation

Access to registered attendee company list before EMEA Online Summit
Unique link to sponsor page to share in your demand generation efforts
Access to demographic audience reports pre and post event
Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.
Opportunity to have sponsor content be displayed in attendee matchmaking/recommendation engine

Awareness and promotion

Feature one (1) banner ad placed across the EMEA Online Summit event platform
Company Logo inclusion in AWS keynote
AWS Competency promotion on sponsor page within the event platform

Sponsorship enablement

Ability to Invite Customers & Prospects to Event via Sponsor Promotional Kit (eDM template, social media posts)
Access to an online Exhibitor Resource Center (ERC) & ongoing planning support

Silver – $9,500 (Visible to all EMEA Summit Attendees)

Silver sponsorship packages are available to all AWS Partners

Sponsor presence

Sponsor page with opportunity to include customize header banner, company description, welcome video and company URL
Upload up to three (3) media and marketing materials to sponsor page within the event platform
1:1 chat messaging capabilities on sponsor page within the event platform
Logo placement on event platform sponsor list page and event website.
Opportunity to categorize oneself in up to two (2) partner solutions areas/industries/use cases/workloads

Speaking opportunities

One (1) 10-Minute pre-recorded Demo Video to be included in the Partner Theatre and on sponsor page within the event platform

Lead generation

Unique link to sponsor page to share in your demand generation efforts
Access to demographic audience reports pre and post event
Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

Awareness and promotion

AWS Competency promotion on sponsor page within the event platform

Sponsorship enablement

Ability to Invite Customers & Prospects to Event via Sponsor Promotional Kit (eDM template, social media posts)
Access to an online Exhibitor Resource Center (ERC) & ongoing planning support

Local Partner Showcase - $4,000*

(Visible to attendees choosing to access event experience in French, Italian, Spanish, German)

Local Partner Showcase sponsorship packages are available to all AWS Partners

* Price per language

- Reach your target audience through localized engagement
- Unique opportunity to showcase your brand to attendees in their local language and target specific markets
- Pick to showcase your content in French, Italian, Spanish or German
- Choose a stand-a-lone Local Partner Showcase package with local language or boost your core sponsorship package

Sponsor presence	Sponsor page with opportunity to include customize header banner, company description, welcome video and company URL Upload up to two (2) media and marketing materials in local language to sponsor page within the event platform 1:1 chat messaging capabilities on sponsor page within the event platform Logo placement on event platform sponsor list page and event website. Opportunity to categorize oneself in one (1) partner solution area/industry/use case/workload
Lead generation	Access to demographic audience reports pre and post event Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.
Sponsorship enablement	Ability to Invite Customers & Prospects to Event via Sponsor Promotional Kit (eDM template, social media posts) Access to an online Exhibitor Resource Center (ERC) & ongoing planning support

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Add-Ons
(Marketing Promotion Opportunities)

Marketing Promotional Opportunities (MPOs) are a la carte enhancements available only to contracted sponsors, that are 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.

Branding   **Networking & Messaging**   **Content & Attendee Interaction**   **Swag**

Additional Marketing Promotional Opportunities will become available in March

FAQ Eligibility

What are the eligibility criteria?
AWS sponsorships are reserved for APN Partners with some packages requiring AWS Tiers.
Not an AWS Partner?
Learn more here: https://aws.amazon.com/partners/

Platinum	Gold	Silver	Local Partner Showcase * Price per language
$35,000	$25,000	$9,500	$4,000*
7	12	10	5 per language
AWS Advanced, Premier or ISV Partners	AWS Select Consulting Partners or above and ISV Partners	AWS Registered Partners & above	All AWS Partners

How many sponsorship packages are available for EMEA Online Summit?
Number of sponsorship packages is limited, sponsorship packages will be granted on first-come, first served basis.

FAQ
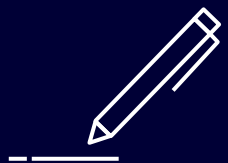
How do I sign up to sponsor?

When you're ready to secure your sponsorship, [complete the contract request form](#) and a sponsorship agreement will be sent to you within 2 business days.

Still have questions?

Join a '**Sponsorship Discovery Call'** - 25 Feb 2021 or March 4 2021– [register here](#)

Is there a discount for sponsoring multiple summits?

Discounts are not available for 2021 AWS Summits sponsorships. AWS sponsorship packages are priced at fair market value with sponsorship package pricing reflecting the value of included benefits.

FAQ

What AWS EMEA Sponsorship Rules & Guidelines do Sponsor need to comply with ?
AWS EMEA Sponsorship Program Exhibitor Rules & Guidelines AWS reserves the right to request sponsor code of conduction changes if sponsor is found to be in violation.
Please review also the Global Sponsorship Terms & Conditions

What AWS brand guidelines does the sponsor content need to comply with ?
All sponsor branding, including presentations, videos and digital content will be held accountable to APN Partner Marketing Guidelines. AWS reserves the right to request content changes and or the removal of digital content if in violation to the APN Partner Marketing Guidelines

How do I sign up to sponsor?
When you're ready to secure your sponsorship, **complete the contract request form** and a sponsorship agreement will be sent to you within 2 business days.
Still have questions? Email: **awssummit-sponsorship-emea@amazon.com**

How can we deliver 'customer first' experience ?
We are excited to be working with our partners to deliver our AWS Online Summit. To provide an experience that is focused on engaging our customers', please be prepared for your content to be reviewed by AWS. We rely heavily on our partners to create the compelling content that will engage our shared audience.

How to create engaging content ?
Content is key in an online environment. Consider if you have the assets: videos, whitepapers, case studies that you can showcase. If you don't have these assets on hand we recommend you work with AWS preferred agencies for content development. This will require time and resource commitment from you to develop world class content to engage attendees.

Sign Up

Steps to Become an AWS Summit Sponsor

Eligibility

Review the Global Sponsorship
Terms & Conditions

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

.

Contract Agreement

To request a sponsorship,
complete the contract request form

Terms & Conditions

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
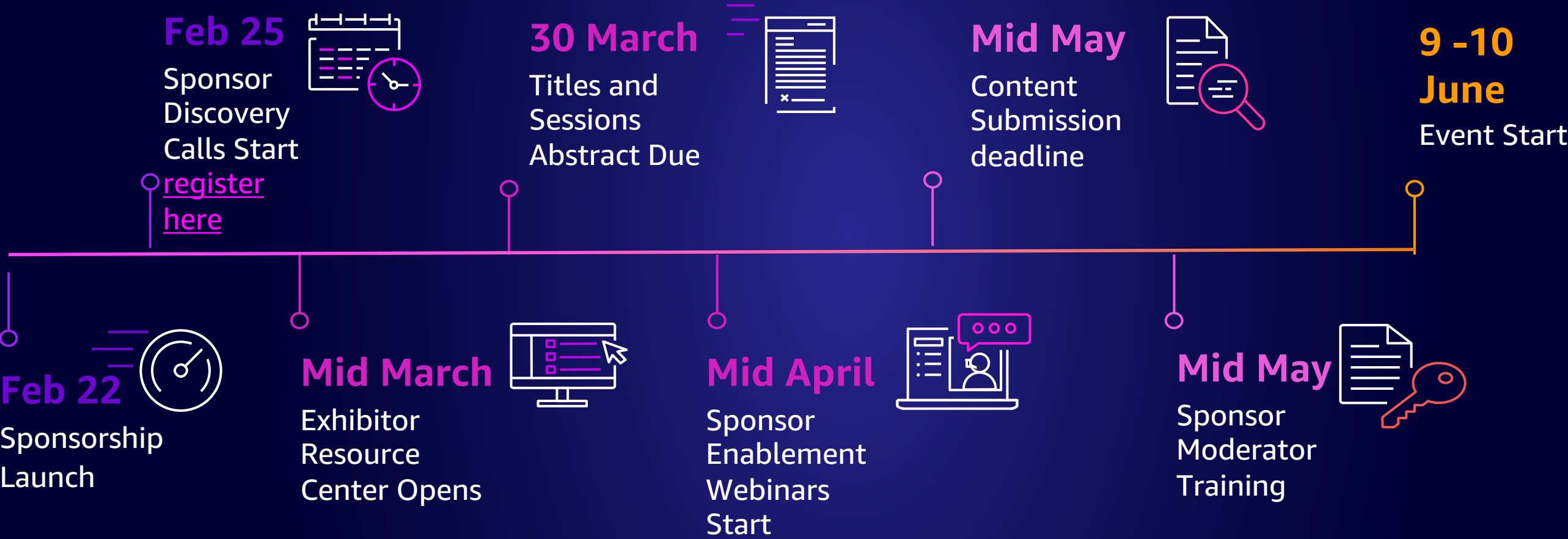and we will send a PDF that you
can route for signature

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

Payment can be made via
check or wire

Countdown to the Event

Feb 22
Sponsorship Launch

Feb 25
Sponsor Discovery Calls Start
register here

Mid March
Exhibitor Resource Center Opens

30 March
Titles and Sessions Abstract Due

Mid April
Sponsor Enablement Webinars Start

Mid May
Content Submission deadline

Mid May
Sponsor Moderator Training

9 -10 June
Event Start

Thank you!

We look forward to working with you.
awssummit-sponsorship-emea@amazon.com

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