



JULY 10, 2024 | JAVITS CENTER

# Attendee Guide

# Welcome!

On behalf of AWS, we are excited for you to join us at the AWS Summit New York on July 10 at the Javits Center. This year's Summit offers over 170 sessions to help you deepen your cloud knowledge and gain skills to design and deploy solutions in the cloud at scale.

Whether you are just getting started with the cloud or you are an advanced user, join us to network with technologists, AWS Partners, and peers to get inspired and build.

[Register now](#)



# Event overview

AWS Summits are comprehensive cloud technology events hosted by Amazon Web Services. They are a free opportunity to learn about AWS and sharpen your skills. Our vibrant, inspiring cloud community can't wait to meet you.

## What to expect

Grow your existing cloud skills and learn how to build, deploy, and operate your infrastructure and applications.

## Who should attend

All levels of cloud expertise are welcome. Whether you're just getting started or you're an experienced cloud user, you'll learn key concepts that can be applied right away in your organization.

[Event agenda](#)

# Agenda overview

Join the keynote, visit the Expo, and choose from over 170 lecture-style and interactive sessions. Come to connect, collaborate, and dive deep into cloud computing technology.

July 9

Early badge pickup: 10:00 AM – 7:00 PM

July 10

Early badge pickup: 7:00 AM – 6:00 PM

Expo open: 8:00 AM – 6:00 PM

Sessions: 8:00 AM – 5:30 PM

Keynote: 11:00 AM – 12:30 PM

Networking reception: 5:00 PM – 6:00 PM



# Keynote



Ready to build the next digital transformation? Join Dr. Matt Wood, VP for AI Products, AWS, as he unveils the latest launches and technical innovations from AWS. Peer into the future with product demonstrations and real-world success stories from AWS customers. Imagine what's possible when you put powerful tools in the hands of millions of builders.

Dr. Wood will explain how AWS will democratize the next phase of AI and empower builders to transform nearly every type of customer experience. Whether you're an established enterprise or a fast-growing startup, Dr. Wood's keynote will provide valuable insights into how generative AI, developer tooling, and foundational infrastructure are coming together to change what's possible. Discover where technological trends are going, how AWS is leading the way with secure and scalable solutions, and why it's never been a better time to be a builder.

**Dr. Matt Wood**  
VP for AI Products  
Amazon Web Services

# Breakout content

With over 170 sessions covering 35 different topics, AWS Summit New York is your opportunity to catch up on the latest technologies in cloud computing. Choose the learning methods that work for you, from interactive chalk talks or builders' sessions to lecture-style breakout sessions.

Summits offer a variety of session levels, from level 100 (foundational) through level 400 (expert). You can grow your skills no matter where you are in your knowledge or career. Browse the session catalog for an in-depth view of everything offered.

[Session catalog](#)





# Session types



## Breakout sessions

Breakout sessions are 30- to 60-minute lecture-style sessions that feature one or more speakers presenting on an educational topic. Lectures are presented in either standard breakout rooms or on a silent session stage. Breakout sessions in standard rooms include an optional group Q&A at the end as time allows.



## Builders' sessions

Builders' sessions are 60-minute small-group sessions led by one AWS expert providing interactive learning on how to build on AWS. Each builders' session begins with a short explanation or demonstration of what attendees are building. There is no formal presentation; once the demonstration is complete, attendees use their own laptops to experiment and build with guidance from the AWS expert.



## Chalk talks

Chalk talks are a 60-minute highly interactive content format. Chalk talks begin with a short lecture delivered by an AWS expert, followed by an open-format Q&A session using a whiteboard to encourage discussion from attendees. Chalk talks foster technical discussions about real-world architecture challenges.

# Session types



## Code talks

Code talks are 60-minute, engaging, code-focused sessions with a small audience. AWS experts lead an interactive discussion featuring live coding and/or code samples as they explain the “why” behind AWS solutions. Attendees are encouraged to ask questions and follow along.



## Workshops

Workshops are 120-minute interactive sessions where attendees work in small groups to build a solution to a problem using AWS. Workshops encourage interaction and provide attendees with opportunities to learn from and teach each other. Each workshop starts with a short lecture by the speaker, followed by solution-focused building. Additional AWS experts in the room make sure every group gets the assistance they need. Attendees must bring their laptops to participate.



# Session recommendations

With over 170 sessions covering 35 different topics, it can be tough to decide what to attend. To help, we've curated recommendations specifically for business leaders.

Stay up to date with emerging trends and best practices while gaining insights from customers.

**ADM201**

**Choosing the right generative AI use case**

AWS

[Learn more](#)

**AIM101**

**Reinventing with generative AI on AWS**

AWS

[Learn more](#)

# Session recommendations

## AIM201

**Make the most of generative AI in your company with Amazon Q Business**

Smartsheet, AWS

[Learn more](#)

## HLC201

**Enhancing life sciences use cases with data and generative AI on AWS**

AWS

[Learn more](#)

## INO101

**AI/ML: A trigger for innovation at speed and scale**

AWS

[Learn more](#)

## ISV202

**Enable Salesforce applications with Amazon Bedrock**

Salesforce

[Learn more](#)

## RET201

**Saks.com transforms the customer experience with Amazon Connect**

Saks.com, AWS

[Learn more](#)

## TRV201

**Profiting from innovation: Efficient growth in the AI era**

Cloud Zero, AWS

[Learn more](#)

# Expo sessions



## Dev chats

Dev chats are 30-minute community-led sessions where attendees hear directly from AWS customers and AWS Heroes about how they are innovating, expediting, and scaling real-world solutions.



## Lightning talks

Lightning talks are 15- to 30-minute short and focused theater presentations are dedicated to either a specific customer story, service demo, or partner offering (sponsored). Lightning talks are typically set up on a stage located in an Expo booth theater or other public space.



## Self-Paced and Spotlight Labs

In these 60-minute sessions, an expert AWS instructor guides attendees step by step through a real-world scenario, teaching new skills throughout.

Summit registrations include access to unlimited self-paced labs at the event, with support from AWS experts. These labs are available on a first-come, first-served basis; range in level from introductory to expert; and take approximately 40 to 120 minutes to complete.



## Startup Talks

Startup talks are 45-minute sessions that feature the stories of now-successful founders and their unique journeys. Attendees can learn about real-world customer use cases, business breakthroughs, and inspiring stories from some of the top startups around the world and the investors who fund them.

# Expo session recommendations

COP202

Track and visualize cost-effectiveness of your workloads & KPI targets

AWS

[Learn more](#)

MAE204

How women are changing the game in sports, tech, and media

AWS

[Learn more](#)

PTN101

Quickly deploy generative AI solutions with AWS Specialization Partners

AWS

[Learn more](#)

PTN201

Unleash innovation with generative AI models from AWS Marketplace

AWS

[Learn more](#)

STP101

The evolution of investing in the era of generative AI

AWS

[Learn more](#)

STP201

How are startups using generative AI to advance their businesses?

Krikey, Wise Systems, Coactive, AWS

[Learn more](#)





# Expo activities



## AWS AI Hub

AWS is building powerful new applications that can help you boost productivity, streamline coding, and simplify business intelligence. Learn how—with security and privacy built in, easy customization, and seamless data integration—you can quickly take advantage of [generative AI](#) on AWS to fit the specific needs of your organization.



## AWS Community Lounge

Visit the AWS Community Lounge to meet other AWS users, discover local meetups, and dive into trending cloud topics with industry pros.



## AWS DeepRacer

Developers, start your engines! Attendees of all skill levels can get hands on with machine learning through a cloud-based 3D racing simulator, a fully autonomous 1/18th-scale race car driven by reinforcement learning, and the [global virtual racing league](#).



# Expo activities



## AWS for Industries Pavilion

Visit the AWS for Industries Pavilion to hear how AWS customers are transforming their businesses and industries with the help of AWS. Learn about industry-specific use cases, purpose-built services and solutions, and more, through interactive demos and lightning talks. Network with peers and AWS experts across Financial Services, Media and Entertainment, Retail, and Healthcare and Life Sciences.



## AWS OnAir

AWS OnAir brings you the latest news, announcements, launches, and demos from AWS. Watch as we review the latest launches, provide live product demos, and talk to the AWS Training and Certification team, AWS Partners, and AWS customers.



## AWS Partner Spotlight Lounge

Visit the AWS Partner Spotlight Lounge and unlock the value of working with AWS Partners. The AWS team will guide you toward partners onsite that can help with your business needs. Attend a session in the Partner Spotlight Theater, and discover how AWS and AWS Partners work together to deliver for customers.

# Expo activities



## AWS Startup Loft

The AWS Startup Loft offers insights to founders, from inception to IPO. Learn from founder and investor presentations at the AWS Startup Loft theater, network with your peers, and connect with AWS technical experts. Early-stage founders can sign up for AWS Activate credits to help bring their ideas to life, faster. Prove what's possible with AWS.



## AWS Training and Certification Hub

AWS Training and Certification equips learners and leaders with critical cloud skills and industry-recognized credentials that change lives and transform organizations. Building, certifying, innovating—it all starts on AWS Skill Builder. Visit the AWS Training and Certification Hub to learn more.



## AWS Village

Visit the AWS Village to get your questions answered by AWS experts. Hear from staff at the various kiosks covering topics such as AWS for Software Companies, AWS Sustainability, AWS Marketplace, and much more. Through live demos and lightning talks, learn about AWS services that can transform your organization or career.

# Stay connected

## Registration

Be sure to register for AWS Summit New York!

[Register](#)

## Agenda

Browse the online agenda, taking note of sessions that most interest you.

[Browse agenda](#)

## Mobile

Download the mobile app to add sessions to your calendar. *Coming soon!*

[Download iOS](#)

[Download Android](#)

## Questions

Have additional questions? Check out our FAQ page.

[FAQs](#)



# Summit checklist

- Register for [AWS Summit New York](#).
- Book your hotel and travel reservations.
- Visit the [AWS Summit New York website](#) to stay up to date on announcements.
- Download the mobile app and begin adding sessions to your agenda. *Coming soon!*  
[Download iOS app](#) or [download Android app](#).
- Familiarize yourself with sponsors in the Expo as well as the Expo map on the mobile app. *Coming soon!*
- Follow Amazon Web Services on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#), and use #AWSSummit to stay connected.

# Build your agenda

## Keynote



## Expo sessions



## Lecture-style sessions



## Interactive sessions





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## Global Sponsors

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# Thank you!

