AWS Events 2018

Partner Sponsorship Opportunities

For events in the UK and Ireland and Summits in London and Benelux

AWS SUMMIT OVERVIEW

AWS Global Summits are free events designed to bring together the cloud computing community to connect, collaborate. AWS Summits are held in major cities around the world and attract technologists from all industries, segments, and learning levels who want to learn how the AWS Cloud can help them innovate with speed and deliver services with scale, flexibility, and reliability. Attendees will hear from AWS Leaders and Experts, Partners, and Customers. They'll learn by attending technical breakout sessions, demonstrations and hands-on workshops. They'll network with AWS Partners and their peers in the Solutions Expo.

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Why sponsor the AWS Summit?

AWS Summit

will provide AWS partners with the opportunity to

BE PART OF THE LEADING INDUSTRY CONFERENCE ON CLOUD COMPUTING

Across the world.

As a sponsor, you'll have access to leading technology customers who are joining us across 16 countries to engage in AWS customer keynotes, sessions, hands-on labs and more!

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EMEA AWS Summit Dates and Locations

TEL AVIV
March 14

LONDON
May 9 & 10 | ExCeL

STOCKHOLM
May 16 | Stockholmassen

BENELUX
May 31 | The Hague World
Forum

BERLIN
June 6-7

PARIS
June 19

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"AWS Summit Sponsorship is the best way to get your company & brand in front of regional AWS contacts and grow your AWS business. AWS Summit Sponsorship is a large part of our marketing strategy with AWS and continues to demonstrate its value to us, from not only ROI but also brand exposure."
— Alert Logic

"The AWS Summits are a great way to connect with people early in the cloud adoption journey, as well as folks looking for continued education on AWS best practices."
— Evident.io

"Sponsoring the AWS Summits is invaluable. In a market that is constantly being disrupted, you need to stay relevant. Sponsoring these events will allow your company to stay ahead of the curve and top of mind for people looking for IT services."
— Rackspace

"AWS Summit Sponsorship gives our company the opportunity to show our global presence by exhibiting in Summits around the world, as well reach key prospects in territory and show them our strong partnership with AWS and speak to our integrations with other exhibitors.
— CloudHealth Technologies

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BENELUX EVENT OVERVIEW

1 day event
Format: 5+ tracks & Expo Hall
Targeted audience: All levels
Targeted company size: All
Vertical: All
Estimated number of attendees: 2,000

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BENELUX AGENDA

AGENDA

7:45am – 9:30am Registration

9:30am – 11:15am Keynote

11:35am – 12:25pm Breakout Sessions
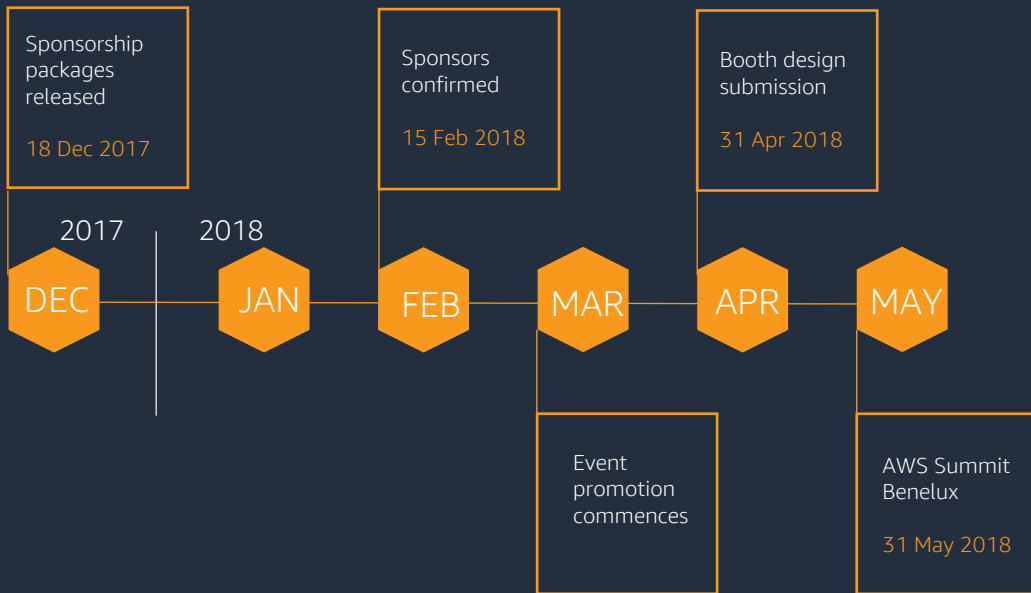
12:00pm – 2:00pm Lunch, Partner & Solution Expo

12:35pm - 4:25pm Breakout Sessions

4:25pm – 6:00pm Networking Reception

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BENELUX 2018 SPONSORSHIP PACKAGES

		PLATINUM	GOLD	SILVER	BRONZE
Cost	(# of sponsorship slots)	$35,000 (2)	$20,000 (10)	$13,000 (10)	$9,500 (10)
Marketing and Promotion	Placement on event registration page	Logo + Link	Logo + Link	Logo + Link	Company Name + Link
	Sponsor logo placement in keynote welcome	X	X	X	X
	Option to invite customers and prospects to the event (unique tracking code)	X	X	X	X
	Inclusion of sponsor competencies and/or AWS Marketplace listing as part of pre-event communications to attendees. (Content to be approved by AWS)	X	X	X	X
	Sponsor logo placement throughout the venue on event signage	X	X	-	-
Exhibitor Elements	Exhibit Space. All exhibitor packages include turnkey booth, electrical drop and wireless internet	Included with a premium stand location (4m x 5m stand)	Included with a preferred location (4m x 2.5m stand)	Included (2m x 2.5m stand)	Included (1.5m x 2m – potentially sharing a pod with other bronze)
	Lead retrieval devices (You can purchase more if required)	3	2	1	1
	Staff passes	10	8	5	5

BENELUX SUMMIT TIMELINE

Sponsorship packages released

18 Dec 2017

Sponsors confirmed

15 Feb 2018

Booth design submission

31 Apr 2018

2017   2018

DEC   **JAN**   **FEB**   **MAR**   **APR**   **MAY**

Event promotion commences

AWS Summit Benelux

31 May 2018

Please note; deadlines are a guideline and actual deadlines will be shared on the sponsorship portal

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LONDON EVENT OVERVIEW

2 day event

Pre-summit targeted events on May 9th will include:

- Public sector day
- Startup Day
- Well Architected workshops
- Builders Day
- Estimated number of attendees: 5,000

Summit day on May 10th

- Format: 8+ tracks, Labs & Expo Hall
- Targeted audience: All levels
- Targeted company size: All
- Vertical: All
- Estimated number of attendees: 10,000

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LONDON DEMOGRAPHICS 2017 OVERVIEW

Company Type

40% Enterprise
12% Startups
21% SMB
7% Public Sector

Company Size

20% > 10,000 employees
18% between 1,000 and 10,000
17% between 100 and 1,000

Level of AWS Usage

44% attendees were running multiple production workload on AWS
40% of the attendees were not using Aws or in the evaluation stage

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LONDON AGENDA

AGENDA

8:30am – 10:00am Registration

10:00am – 11:30am Keynote

11:50am – 12:40pm Breakout Sessions
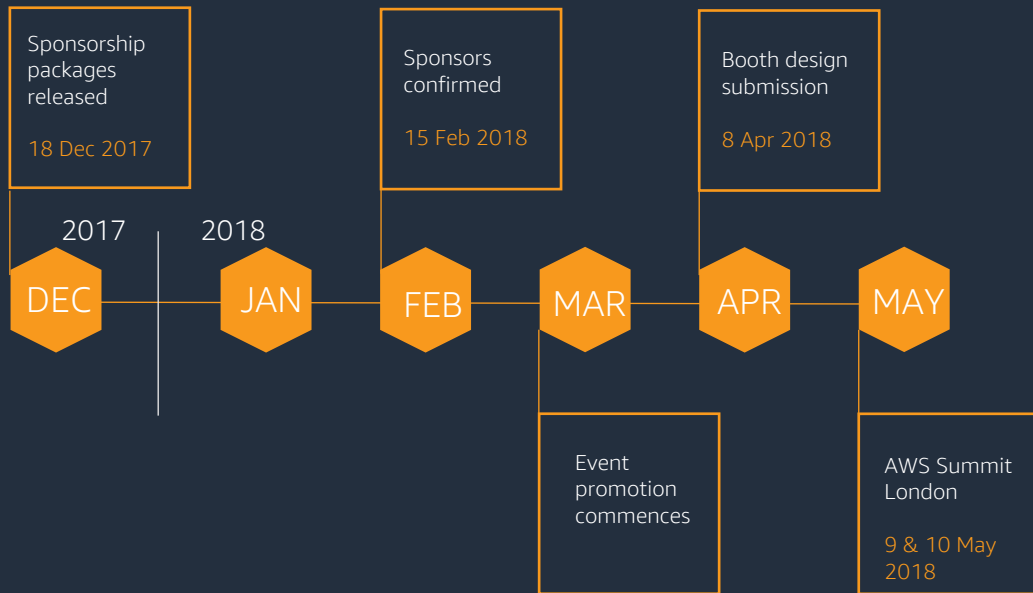
12:00pm – 2:00pm Lunch, Partner & Solution Expo

12:50pm - 4:40pm Breakout Sessions

4:40pm – 6:00pm Networking Reception

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LONDON 2018 SPONSORSHIP PACKAGES

		PLATINUM (reserved to Premium and Advanced partners) SOLD	GOLD SOLD	SILVER SOLD	BRONZE SOLD
Cost	(# of sponsorship slots)	$70,000 (10)	$45,000 (25)	$35,000 (30)	$30,000 (20)
Marketing and Promotion	Placement on event registration page	Logo + Link	Logo + Link	Logo + Link	Company Name + Link
	Sponsor logo placement in keynote welcome	X	X	X	X
	Option to invite customers and prospects to the event (unique tracking code)	X	X	X	X
	Inclusion of sponsor competencies and/or AWS Marketplace listing as part of pre-event communications to attendees. (Content to be approved by AWS)	X	X	X	X
	Inclusion of sponsor message and location in event mobile ap. (Content to be approved by AWS)	X – 35 words	X – 25 words	X – 15 words	Logo & Booth Number
	Sponsor logo placement throughout the venue on event signage	X	X	-	-
Exhibitor Elements	Exhibit Space. All exhibitor packages include turnkey booth, electrical drop and wireless internet	Included with a premium stand location (8m x 4m stand)	Included with a preferred location (6m x 4m stand)	Included (3m x 3m stand)	Included (5 pods sharing a 10m x 10m space)
	Lead retrieval devices (You can purchase more if required)	3	2	1	1
	Staff passes	10	8	5	5

2018 AWS GLOBAL SUMMIT SPONSORSHIP FAQ

Who is eligible to sponsor AWS Global Summits?
AWS Sponsorships are reserved for AWS Partner Network (APN) members. To learn more about becoming an APN member, please visit: https://aws.amazon.com/partners/

My company is interested in sponsoring all AWS Global Summits.
AWS Partners interested in sponsoring all AWS Global Summits should contact awssummit-sponsorship@amazon.com.

My company is interested in sponsoring all AWS Summits in a single region.
AWS Partners interested in sponsoring all AWS Summits in a single region should contact the relevant AWS Sponsorship teams:

AMERICAS: awssummit-sponsorship-Americas@amazon.com
APAC: awssummit-sponsorship-APAC@amazon.com
EMEA: awssummit-sponsorship-EMEA@amazon.com
Greater China: awssummit-sponsorship-China@amazon.com
Japan: awssummit-sponsorship-Japan@amazon.com

General Inquiries: awssummit-sponsorship@amazon.com

My company is interested in sponsoring other AWS Programs.
Interested in learning about or sponsoring other AWS programs? Please visit: https://aws.amazon.com/partners/marketing-tools/sponsorships/

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NEXT STEPS

Need more information?

Contact awssummits@sleekevents.co.uk for more details on any of the events listed, as well as 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 awssummits@sleekevents.co.uk and we'll work with you on your sponsorship agreement.

Not an APN member yet? Get more information and register at aws.amazon.com/partners.

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What is the AWS Builders' Day?

The AWS Builders' Day is a one day technical event created for the developer community and designed for both existing AWS customers who want to dive deeper on AWS products and services and for anyone curious to learn more about AWS most recent announcements.

The events will feature tech talks, live demos, hands-on workshops and peer-to-peer networking opportunities.

The AWS Builders' Days are a newly launched event series focusing on hot topics relevant to the developer community. The event covers:

3 themed breakout tracks running in parallel throughout the day on **Serverless, Containers & Artificial intelligence**

Technical demos and other activities in the expo space, designated for APN partners, AWS specialist teams and event attendees

AWS
BUILDERS' DAY

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Sample Agenda

	Track: Serverless	Track: Containers	Track: Artificial Intelligence
8:30 – 10:00	Registration & Breakfast	Registration & Breakfast	Registration & Breakfast
10:00 – 11:00	Building Serverless Web Applications on AWS	Running Docker on AWS	AI and Deep Learning at Amazon
11:00 – 11:30	Break	Break	Break
11:30 – 12:30	Serverless Development Deep Dive	Building and Scaling Your Containerized Microservice	Learn How to Build a Bot for Voice and Text with Amazon Lex and Amazon Polly
12:30 – 13:30	Lunch	Lunch	Lunch
13:30 – 14:30	Serverless for Big Data workloads	K8S on AWS	Deep Learning with MXNet & Tensorflow
14:30 – 15:30	AWS re:Invent announcements	AWS re:Invent announcements	AWS re:Invent announcements
15:30 – 15:45	Break	Break	Break
15:45 – 16:45	Building Advanced Serverless Applications with AWS Step Functions	Advanced Container Management and Scheduling	AWS re:Invent announcements
	Workshop 1: Mobile	Workshop 2: Serverless	

Who's coming to the AWS Builders' Day?

- **Job roles:** developers, technical managers, solutions and system architects

- **Company type:** from startup to enterprise, the topics covered are designed to appeal to companies of all sizes and needs

- **Level of AWS usage:** majority of attendees would already be using or experimenting with AWS services and offerings

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Why sponsor?

- **The right attendees:** Access a core set of developers, engineers and solutions architects interested to learn more about the AWS Cloud

- **Positioning:** Drive awareness for competency in specific areas and position your company as a leader in that space

- **Meaningful conversations:** Have in-depth discussions with skilled technical talent during the multiple networking opportunities throughout the day, including an hour and a half registration and breakfast at the start of the event

- **Expo space:** Showcase your capabilities in the networking/refreshment expo area. You may bring marketing materials, pop-up banners and technical demos

- **Lead generation:** Create an effective, cost-efficient campaign pre, during and after the event

- **Brand affinity:** This is an excellent opportunity to align your brand and visibly engage with AWS

AWS
BUILDERS' DAY

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Sponsorship Fees

Date	Location	Expected Number of Attendees	Sponsorship Fees	Available packages
October 2018	London	1000	$15,500.00	6
October 2018	Edinburgh	400	$5,900.00	4
November 2018	Manchester	500	$7,100.0	4
November 2018	Dublin	450	$3,300.00	4

AWS Builders' Day Sponsorship Package

Exhibitor Elements

- Exhibition space including trestle table, chairs and power outlets
- Opportunity to showcase a technical demo
- Complimentary Wi-Fi
- 1 complimentary lead retrieval device for collecting customer data on the day
- 4x delegate passes
- Logo featured in opening presentation and mention within the opening talks in all tracks
- Option to invite customers and prospects to the event

Marketing and Promotion

- Sponsor logo + link + 30 word message featured on event website
- Sponsor logo featured in event reminder emails
- 2 social media post from @AWS_UKI (+26k followers) welcoming APN partners sponsoring the event
- Sponsor logo featured prominently on digital assets on the day of the event

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BUILDERS' DAY

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