AWS global sponsorships

Public Sector

AWS Public Sector Summit Brussels Sponsorship Prospectus

Table of Contents
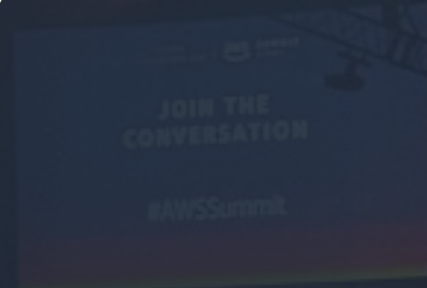
Hello.

Amazon Web Services (AWS) Public Sector Summit Brussels is a free event designed to facilitate engagement between leaders from government, education, nonprofits, and the cloud computing industry.

In 2018 alone, 15,000+ IT professionals, business leaders, and developers convened for six Public Sector Summits globally to learn about the latest technology and solutions from AWS, and how customers are making a difference with the cloud.

AWS will host its second Summit in Brussels on 9 April 2019. The event is geared for those new to the cloud as well as an experienced AWS customer looking for something new to learn. The event will be packed with technical insights, service announcements, inspiring customer stories, and engaging breakout sessions for government, education, and nonprofit customers. Attendees can choose from business track sessions and technical deep-dives into hot topics such as AI, IoT, and cloud architecture best practices.

Sponsorships Deliver

partners a comprehensive blend of multi-media assets to engage public sector customers. Summits help grow your AWS business through steady face-to-face interaction that can result in new customer leads. Sponsor content is neatly integrated into breakout sessions and receptions to help attendees engage directly with partners. Sponsorships also offer brand activations, turn-key booths, marketing awareness, and additional benefits.

As a valued partner, we invite you to join us as a sponsor at the AWS Public Sector Summit series!

Who Attends AWS Public Sector Summits
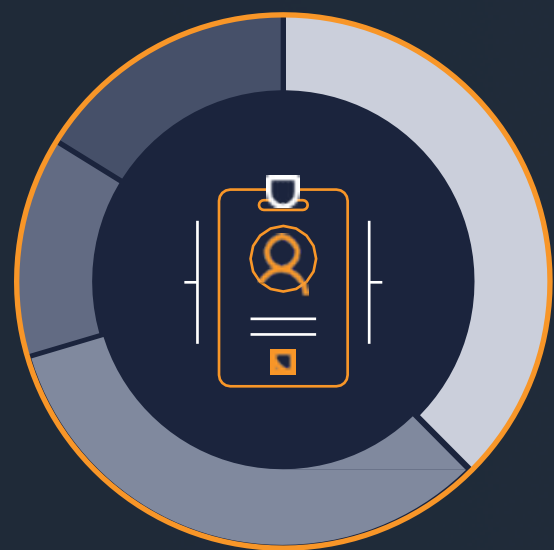
Top Job Roles

28%   IT Professional or Technical Manager
18%   Business Executive / IT Executive
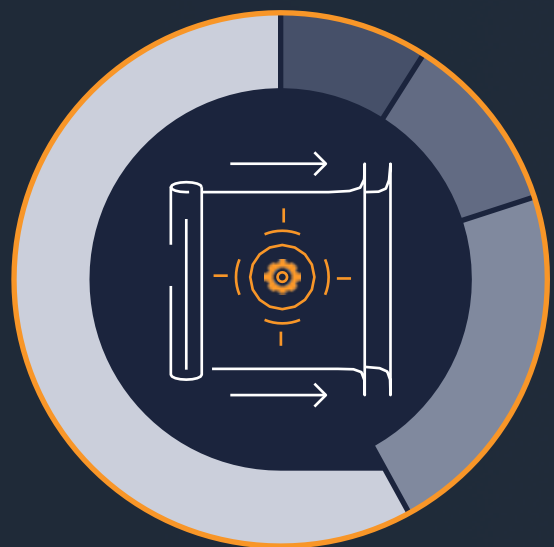10%   Developer / Engineer
9%   Systems Architect

Customer Origin by Country

67%   United States
9%   Australia
8%   Singapore
8%   Bahrain
6%   Canada

Pub Sector vs. Commercial

92%   Public Sector Customer
8%   Commercial Customer

Top Industries

37%   Government
26%   Software and Internet
8%   Education
8%   Professional Services
5%   Computers & Electronics
5%   Telecommunications
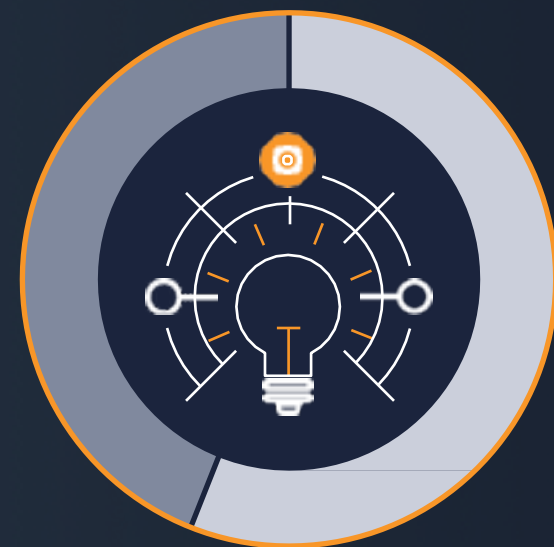
Average Leads Generated Per Partner / Event

366   Technology Partner
189   Consulting Partner

AWS Public Sector Summits target a decision maker audience, **typically over half of the attendees hold managerial and executive titles**

Summit Fact Sheet

Date: Tuesday, 9 April, 2019 | 08:00 — 18:30

Location: The Egg Brussels
               Rue Bara 175, 1070 Brussels, Belgium

Tracks: Attendees to AWS Public Sector Summit Brussels will choose from 15 sessions across
               Management, Technical and Spotlight tracks. The first version of the detailed agenda
               will be published early March on the summit website.

Keynote: Teresa Carlson, Vice President, Worldwide Public Sector, Amazon Web Services
               Teresa leads the AWS Worldwide Public Sector business, which includes central, local,
               and regional governments; educational institutions and education technology
               companies; and charities and non-governmental organizations. She also advises
               Amazon Public Policy on global policy issues.

Agenda: 08:00 - 09:00 Registration / Breakfast in Product & Solution Expo
               09:00 - 09:50 Session 1
               10:00 - 10:50 Session 2
               11:00 - 12:30 Keynote
               12:30 - 13:15 Lunch
               13:15 - 14:05 Session 3
               14:15 - 15:05 Session 4
               15:05 - 15:45 Networking Break
               15:45 - 16:35 Session 5
               16:45 - 18:30 Closing Reception in Product & Solution Expo

Sponsorship

Platinum
$40,000

- 4m turn-key booth
- 50 minute breakout session
- Ability to scan leads post session
- Breakout session ad loop
- Charging hub sponsor (1 location)
- Shared customer meeting room
- Recognition / branding at keynote
- Networking F&B sponsorship
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
- 1 lead scanner and E-invite

Gold
$25,000

- 3m turn-key booth
- 25 minute joint breakout session
- Ability to scan leads post session
- Breakout session ad loop
- Recognition / branding at keynote
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
- 1 lead scanner and E-invite

Silver
$10,000

- 2m turn-key booth
- Breakout session ad loop
- Recognition / branding at keynote
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
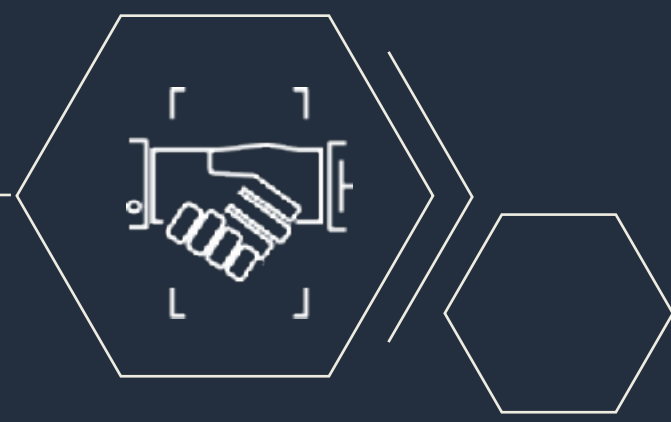- 1 lead scanner and E-invite

Exhibitor
$5,000

- 1m turn-key kiosk
- Company name featured on sponsor signage
- Company name featured on event website / app
- 1 lead scanner and E-invite

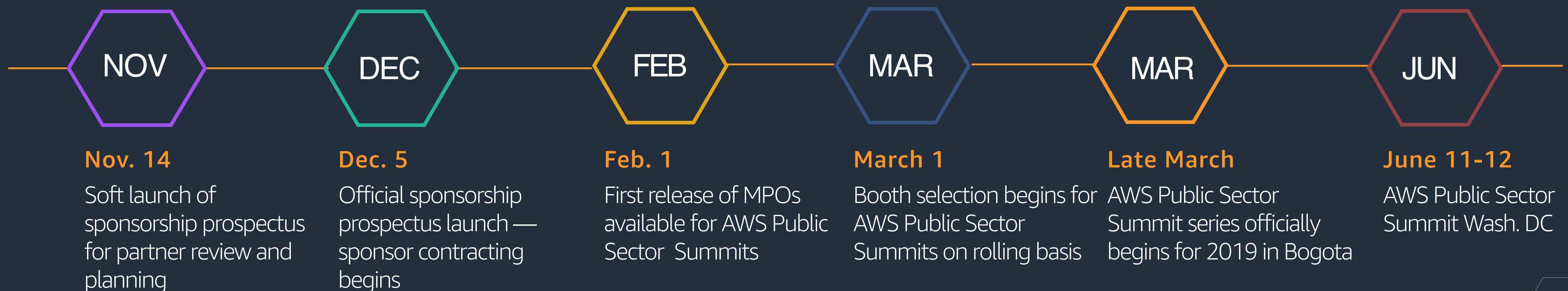*All prices here within are in USD and exclusive of local taxes

Interested in sponsoring? Contact aws-wwps-sponsorship@amazon.com

7

Next Steps

Who is eligible to sponsor AWS Public Sector Summits?

Sponsorship of the AWS Public Sector Summit series is for members of the AWS Partner Network (APN). Preference is extended to public sector competency partners —GOV, EDU, and NPO. Not an APN member? Learn more here: aws.amazon.com/partners

Need additional information?

Contact aws-wwps-sponsorship@amazon.com for more details on sponsorship packages and custom programs.

NOV	DEC	FEB	MAR	MAR	JUN

Nov. 14
Soft launch of sponsorship prospectus for partner review and planning

Dec. 5
Official sponsorship prospectus launch — sponsor contracting begins

Feb. 1
First release of MPOs available for AWS Public Sector Summits

March 1
Booth selection begins for AWS Public Sector Summits on rolling basis

Late March
AWS Public Sector Summit series officially begins for 2019 in Bogota

June 11-12
AWS Public Sector Summit Wash. DC

aws global sponsorships

Public Sector

We look forward to working with you.
aws-wwps-sponsorship@amazon.com

Thank You!