

**Public
Sector**



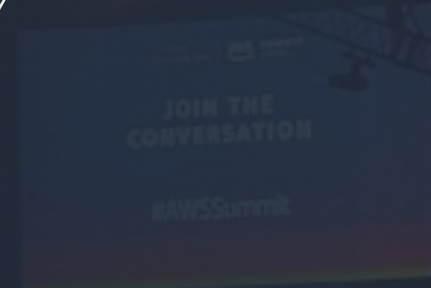
AWS Public Sector Summit Ottawa Sponsorship Prospectus



Table of Contents

About AWS Public Sector Summit Ottawa	3
Why Sponsorship?	4
Public Sector Summit Attendee Demographics	5
Summit Fact Sheet	6
Sponsorship Opportunities and Benefits	7
Next Steps	8





Hello.

Amazon Web Services (AWS) Public Sector Summit Ottawa 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 Ottawa on May 15, 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.





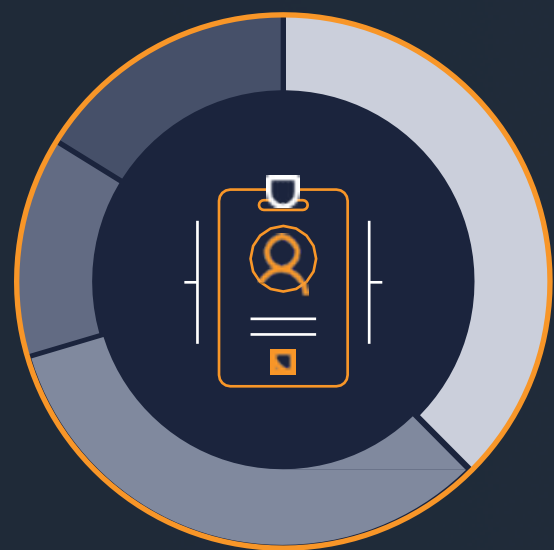
Sponsorships Deliver

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



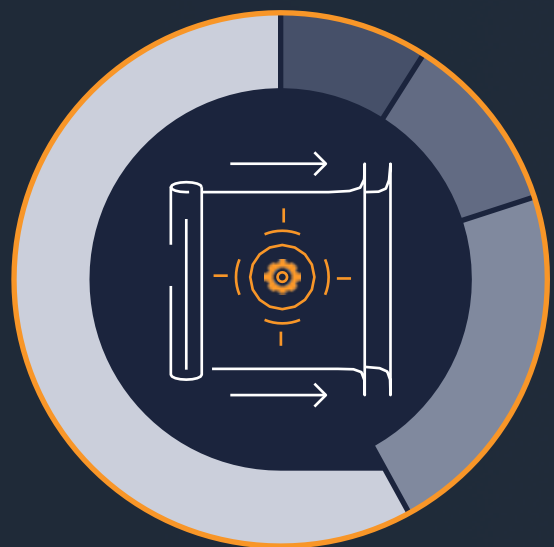
Customer Origin by Country

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



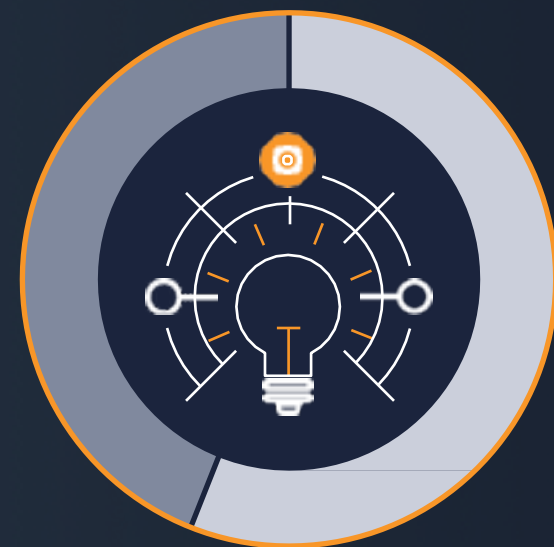
Pub Sector vs. Commercial

- 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: Wednesday, May 15, 2019 | 08:00 — 18:30

Location: Ottawa Convention Centre
55 Colonel By Dr, Ottawa, ON K1N 9J2, Canada

Tracks: Attendees to AWS Public Sector Summit Ottawa will choose from 15 sessions across Management, Technical and Spotlight tracks. The first version of the detailed agenda will be published early April 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
- 20 minute theater 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

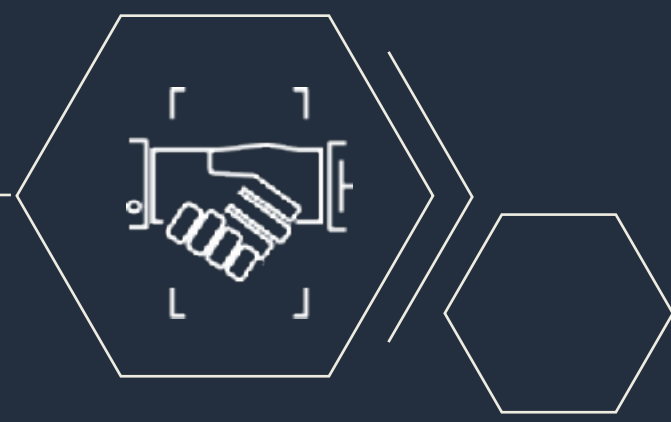
Silver
\$12,000

- 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
\$7,000

- 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



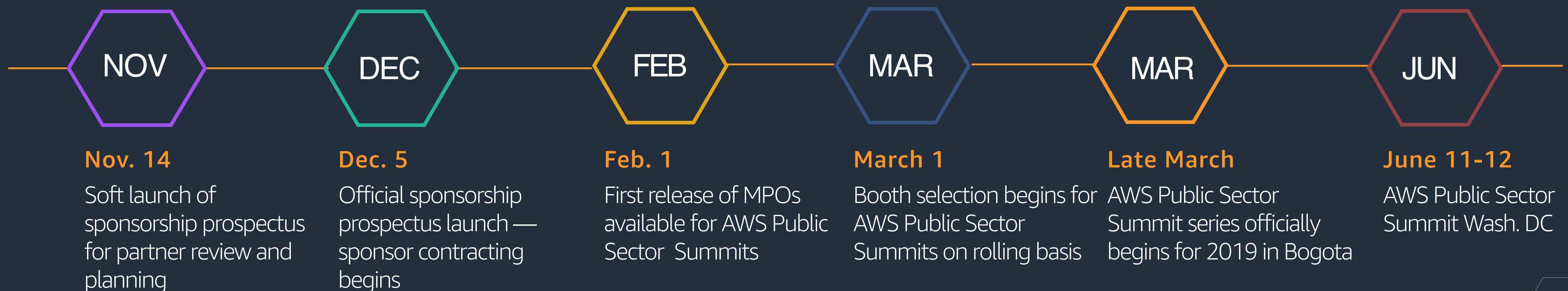
Next Steps

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.



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

**Thank
You!**