

**Public
Sector**



AWS Public Sector Summit Sponsorship Prospectus 2019



Table of Contents

About AWS Public Sector Summits	3
Why Sponsorship?	4
Sponsor Success Stories	5
AWS Public Sector Summit Series 2019	6
Attendee Demographics	7
A Look Back at 2018	8
Sponsorship Opportunities Overview	10
Global and Regional Partnerships	11
Sponsorship Tiers and Benefits	14
Next Steps	28





○ Hello.

Amazon Web Services (AWS) Public Sector Summit series are free events 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.

In 2019, the AWS Public Sector Summit series will visit Bahrain, Bogota, Brussels, Canberra, New Delhi, Ottawa, Singapore, and Washington, D.C. — join us!



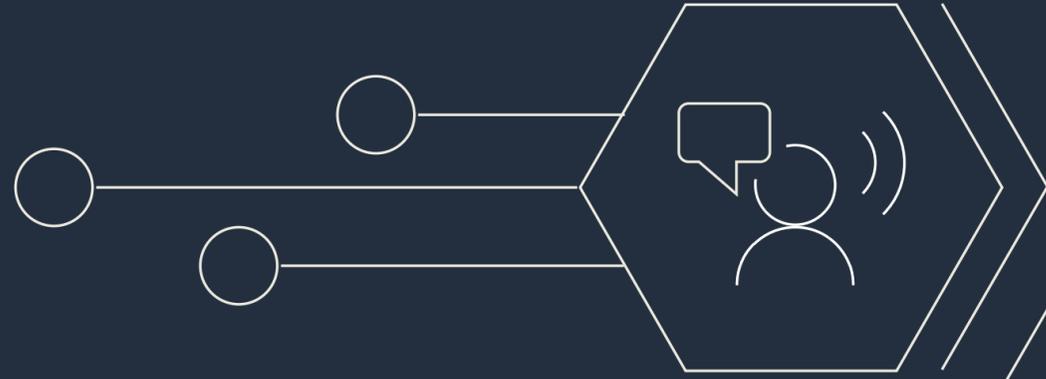


Sponsorships Deliver

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!



"JHC Technology has participated in the AWS Summit Series across the US and internationally. It is a great way for us to interact with customers, potential clients, and industry partners. The events have played a key role in our growth and positioning as an industry leader."

— **JHC Technology**

"For the last 24 months, AWS events have represented nearly two-thirds of our marketing investment. During that time period, our business has grown 20x. We find that we can consistently track revenue back to AWS event sponsorship interactions."

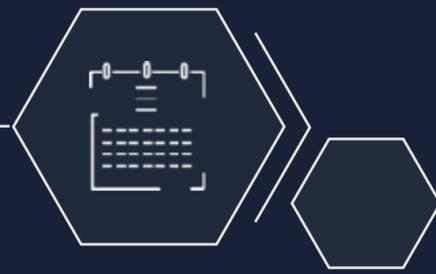
— **CloudCheckr**

"The AWS events team has been great to work with, helping us customize a package that meets our specific branding needs across all the AWS Summits."

— **VMware**

"Trend Micro loves the AWS Public Sector Summits. We always say innovation never comes from one person — so the ability to be in these government towns that are rich with technology, talking about how we use the public cloud to protect our environments and deliver applications faster — we find that innovation bubbles up."

— **Trend Micro**



AWS Public Sector Summit Series 2019 Locations



Bogota

500+ attendees
March 28

[View Prospectus](#)



Brussels

1,000+ attendees
April 9

[View Prospectus](#)



Ottawa

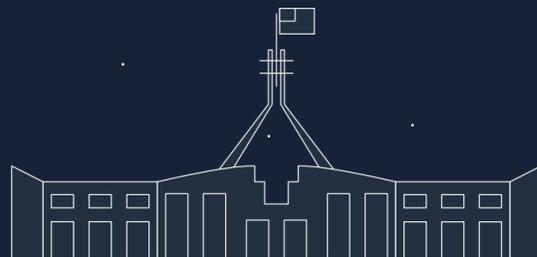
1,000+ attendees
May 15

[View Prospectus](#)



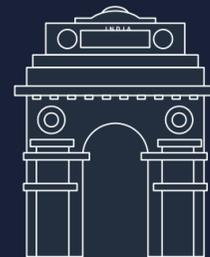
Washington, D.C.

12,000+ attendees
June 11-12



Canberra

1,800+ attendees
August 20



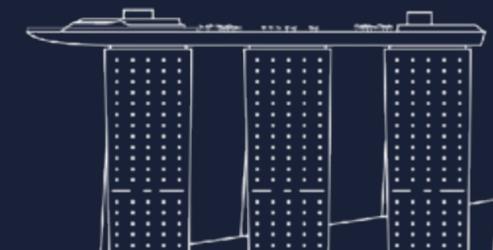
New Delhi

1,000+ attendees
September 3



Bahrain

2,500+ attendees
September 15



Singapore

1,500+ attendees
September 25



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

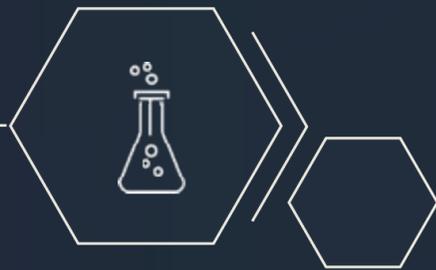


Average Leads Generated Per Partner / Event

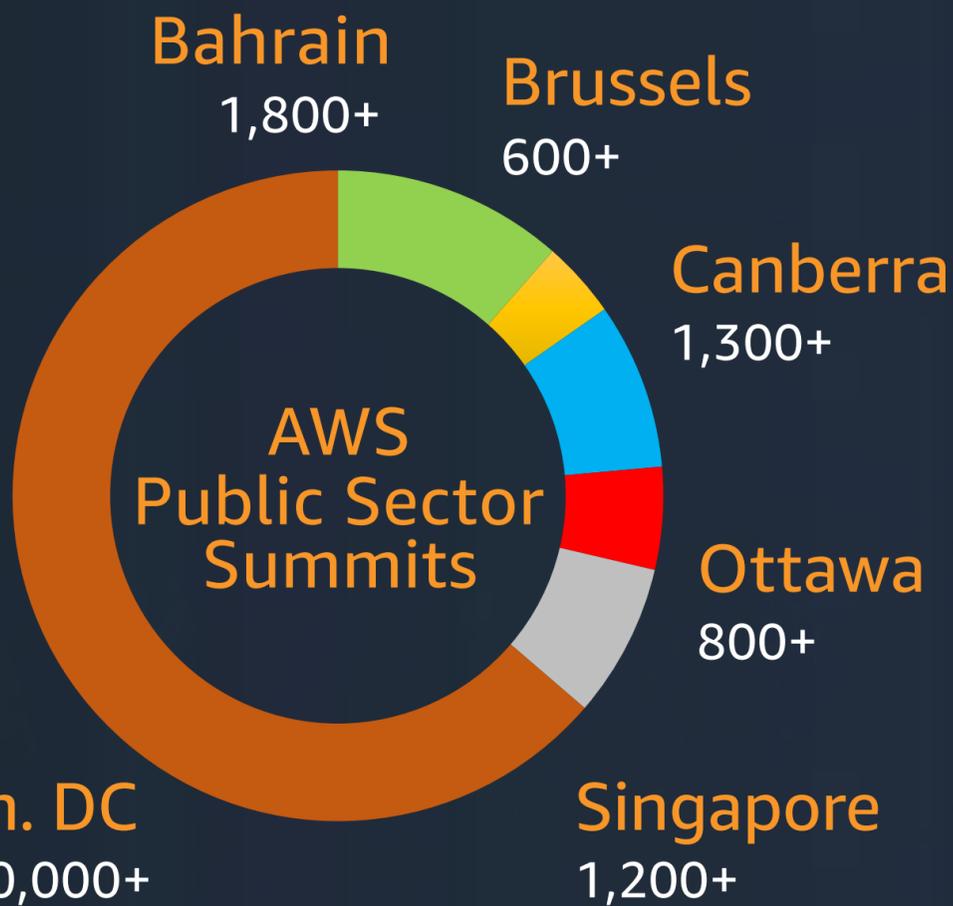
- 366 Technology Partner
- 189 Consulting Partner

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





A Look Back at 2018



15,000+

attendees joined us at the 2018 AWS Public Sector Summit Series



175+ conference sessions



61% increase in attendee numbers from 2017



135+ sponsors

Expanding the Virtual Audience

theCube Segments

35



Press Articles

81



Sponsorship Tiers





Sponsorship Opportunities Overview

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor <small>Including Startup (Wash. DC)</small>
Speaking Session	Breakout	Breakout	Breakout / Theater	Theater		
Message Delivery	✓	✓	✓	✓		
Expo Booth	Custom	Custom/Turn-Key	Turn-Key	Turn-Key	Turn-Key	Turn-Key
Meeting Room	✓	✓	✓ <small>DC Only</small>	✓ <small>DC Only</small>		
Built-In MPOs	✓	✓				
Brand Awareness	✓	✓	✓	✓	✓ <small>Name Recognition</small>	
Expo Essentials <small>Custom Graphics and Lead Scanners</small>	✓	✓	✓	✓	✓	✓
Investment	Global Partners Only	\$40,000 - \$120,000	\$25,000 - \$90,000	\$10,000 - \$55,000	\$35,000	\$5,000 - \$20,000

Global

○ **Global Summit Sponsorships are highly customized packages offered to select AWS Partners wanting to grow their business and looking to participate across all 30+ AWS summits globally.**

Global Summit Sponsorship packages **start at \$1.5M.**

If you are interested in a Global Summit Sponsorship, please email AWSsummit-sponsorship@amazon.com and add "Interested in Global Summit Sponsorship Opportunity" in the Subject Line.

Opportunity to be recognized as an "AWS Global Summit Sponsor"

A turnkey solution for global companies to generate awareness without having to commit extra resources to activate each event globally. Partners can strategically choose which cities they would like to focus their energy and resources on based on their overall goals and objectives, and yet still have a global presence at all of the events.

Maintain consistent messaging and look, tone and feel at all events, while still allowing for flexibility needed in each region to address regional topics and objectives as well as cultural differentiations.

Global bundled pricing and the ability to tailor the global sponsorship package to fit your specific business objectives.

Streamlined contracting & invoicing (max: 2 contracts globally, 5 sellers of record & 8 invoices-for tax purposes).

○ The AWS Public Sector Summit Sponsorship is an exclusive global program providing partners with a custom package of benefits across all eight events in the 2019 AWS Public Sector Summit series.

Maintain consistent messaging and enjoy efficient pricing as well as the ability to tailor the AWS Public Sector Summit Sponsorship further to fit your specific business objectives in each summit city.

AWS Public Sector Summit Sponsorships **start at \$360,000** payable in quarterly installments.

The exclusive program brings together the most premier summit assets and offerings, bespoke to each partner. Expand your AWS business globally through the public sector summit series.

- The highest level of sponsorship (Diamond) in each summit city — recognized across web, mobile, and print signage
- Core benefits include: 50-minute partner-led breakout session, workshops XL booth space available per city, meeting space, and choice of WIFI, Cloud / Theater Lounge naming rights
- Logo inclusion with AWS on lanyard at all eight summits
- Logo inclusion with AWS on media / photo backdrop at summits
- Executive testimonial video shot and featured prior to plenary sessions (keynote) at all eight summits
- One podcast and blog distributed to the public sector community
- Watermark logo inclusion on keynote video posted to YouTube
- Partner support with inviting key customers from registration list to sponsor-led ancillary events held in conjunction with summits
- Dedicated account management and one single point of contact for sponsorship servicing, invoicing, and execution

Regional

The AWS Public Sector Summit Regional Sponsorship is a strategic program providing partners with multi-summit presence across the AMER, EMEA, or APAC regions.

Regional sponsorships are perfect for partners seeking alignment within a key region. This includes additional benefits to drive product differentiation and share of voice for your brand at each respective summit.

AWS Public Sector Summit AMER Sponsorship is priced at **\$160,000*** payable in bi-yearly installments.

*Inquire for EMEA and APAC regional pricing

The program is reserved for APN Advanced+ partners with public sector competency preferred. Secure platinum sponsorship on a multi-summit basis with added perks.

- Platinum sponsorship in each regional summit city — recognized across web, mobile, and print signage
- Core benefits include 50-minute sponsor-led breakout session, large turn-key booth space available per city, shared meeting space, and built-in MPOs

AMERICAS

Ottawa and Washington, D.C. Summits

EMEA

Bahrain and Brussels Summits

APAC

Canberra, New Delhi, and Singapore Summits

- Executive testimonial video shot and featured prior to plenary sessions (keynote) at each regional summit
- White paper created and distributed at each regional summit
- Breakout session recorded at each summit and produced into a post-event vignette for partner campaign use
- Account management support and one single point of contact for sponsorship servicing, invoicing, and execution

Platinum

Platinum sponsorship drives significant brand awareness, targeted lead generation as well as customer engagement through various messaging opportunities and sponsor activations.

Platinum is limited due to finite assets, namely a 50-minute sponsor-led breakout session for sponsors to feature a key customer success story or competency.

Connect with attendees in a big way on the expo show floor with a large turn-key booth presence.

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

APN Advanced+ Partners with Public Sector Competency Preferred

Bahrain \$40,000	2
Bogota \$35,000	1
Brussels \$40,000	2
Canberra \$40,000	2
New Delhi \$35,000	1
Ottawa \$40,000	2
Singapore \$40,000	2
Washington, D.C. \$120,000	1

Available Sponsorships = 2



Platinum

Bahrain
\$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

Bogota
\$35,000

- 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

Brussels
\$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

Canberra
\$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
- 2 lead scanners and E-invite
- 4 WiFi connections

Platinum

New Delhi
\$35,000

- 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

Ottawa
\$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

Singapore
\$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

Wash. DC
\$120,000

- 20 x 20 booth space footprint
- 50 minute breakout session
- Ability to scan leads post session
- Breakout session / digital ad loop
- Charging hub sponsor (1 location)
- Private customer meeting room
- Recognition / branding at keynote
- Networking F&B sponsorship
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
- Logo inclusion on escalator ads
- Logo inclusion in pre-event ads
- 3 lead scanners and E-invite



Gold

Gold sponsorship provides partners with a comprehensive mix of benefits, together with a speaking opportunity, turn-key booth, and multi-media assets to connect with attendees.

Capture leads through various touch points, including at your speaking session and expo booth to maximize your lead generation efforts at the summit.

Turn-key booths are inclusive of production fees for custom graphics as well as demo monitors.

APN Advanced+ Partners with PSP Membership Preferred

Bahrain \$25,000	3
Bogota \$25,000	1
Brussels \$25,000	1
Canberra \$25,000	4
New Delhi \$25,000	1
Ottawa \$25,000	2
Singapore \$25,000	3
Washington, D.C. \$90,000	1



Gold

Bahrain
\$25,000

Bogota
\$25,000

Brussels
\$25,000

Canberra
\$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

- 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

- 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

- 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
- 2 lead scanners and E-invite
- 2 WiFi connections



Gold

New Delhi
\$25,000

Ottawa
\$25,000

Singapore
\$25,000

Wash. DC
\$90,000

- 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

- 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

- 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

- 10 x 20 turn-key booth
- 25 minute joint breakout session
- Ability to scan leads post session
- Breakout session / digital ad loop
- Private customer meeting room
- Recognition / branding at keynote
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
- 2 lead scanners and E-invite

Silver

Silver sponsorship is an ideal platform for your company to build brand awareness, cultivate new relationships, drive lead generation with a high-traffic expo presence, and seed content via breakout session message opportunities.

Silver is a fully turn-key sponsorship with all expo essentials included in your investment.

Simply provide your logo and artwork — we will do the rest to make it super easy on your local sales and marketing team.

APN Standard+ Partners Preferred

Bahrain | \$12,000 

Bogota | \$10,000 

Brussels | \$10,000 

Canberra | \$12,500 

New Delhi | \$10,000 

Ottawa | \$12,000 

Singapore | \$10,000 

Washington, D.C. | \$55,000 



Silver

Bahrain
\$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

Bogota
\$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

Brussels
\$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

Canberra
\$12,500

- 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
- 1 WiFi connections



Silver

**New Delhi
\$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

**Ottawa
\$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

**Singapore
\$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

**Wash. DC
\$55,000**

- 10 x 10 turn-key booth
- 20 minute theater session
- Ability to scan leads post session
- Call for abstract and joint breakout session consideration
- Private customer meeting room
- Breakout session / digital ad loop
- Recognition / branding at keynote
- Logo inclusion on sponsor signage
- Logo inclusion on website / app
- 1 lead scanner and E-invite

Bronze

- **Bronze presence at AWS Public Sector Summit Washington, D.C. extends partners an entry-level exhibitor opportunity, including company name recognition and access to additional MPOs available for purchase.**

Bronze participation at the Washington, D.C. summit is **\$35,000**.

Kindly note bronze participation is exclusive to the Washington, D.C. summit. Partners can choose from silver or waitlist for exhibitor at all remaining AWS Public Sector Summits in the series.

Bronze is available for APN Registered+ partners. The package includes the following benefits:

- 10 x 10 turn-key booth
- Opportunity to select your booth location
- Company name recognition at keynote
- Company name featured on sponsor signage
- Company name featured on event website / app
- 1 lead scanner and E-invite



Sample MPOs available for purchase include:

- Upgraded booth package
- 20 minute theater session
- Private customer meeting room
- Escalator ad rails and digital branding
- F&B sponsorships

Exhibitor

The exhibitor package at AWS Public Sector Summits provide partners with a small onsite footprint and limited presence to simply drive lead generation.

The package is well suited for an emerging partner new to the public sector or expanding to a new region.

Participation is subject to space availability. Partners can join a waitlist starting on December 5. Confirmation and contracting will begin 60 days prior to each respective summit with Net 30 payment terms.

APN Registered+ Partners Preferred

Bahrain | \$7,000



Bogota | \$5,000



Brussels | \$5,000



Canberra | \$7,000



New Delhi | \$5,000



Ottawa | \$7,000



Singapore | \$5,000



Washington, D.C. | \$20,000



Exhibitor

Bahrain
\$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

Bogota
\$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

Brussels
\$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

Canberra
\$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
- 1 WiFi connection

Exhibitor

New Delhi
\$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

Ottawa
\$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

Singapore
\$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

Wash. DC
\$20,000

- 10 x 10 turn-key booth
- Usage: 1 day only
- Company name featured on event website / app
- 1 lead scanner and E-invite

Startup

- Startup presence at AWS Public Sector Summit Washington, D.C. extends partners an entry-level kiosk placement in a designated area, including company name featured in app and access to additional MPOs available for purchase.

Startup participation at the Washington, D.C. summit is **\$10,000**.

Participation is subject to space availability. Partners can join a waitlist starting on December 5. Confirmation and contracting will begin on April 1, 2019 with Net 30 payment terms.

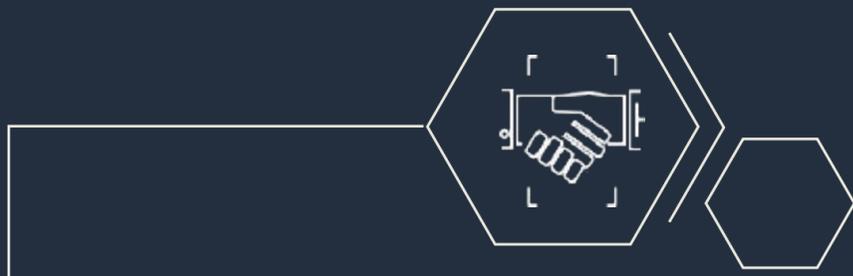
Startup is available for APN Registered+ members with <80 employees and no more than 5 years old. The package includes the following benefits:

- 5 x 5 turn-key kiosk
- Company name featured on app and way finders



Sample MPOs available for purchase include:

- Upgraded booth package
- 20 minute theater session
- Private customer meeting room
- Escalator ad rails and digital branding
- F&B sponsorships



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.



**Public
Sector**



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

**Thank
You!**