

2024 Sponsorship Program
Prospectus



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AWS PUBLIC SECTOR SYMPOSIUMS 2024

Innovation, collaboration, and global representation

AWS Public Sector Symposiums bring technologists together to connect, collaborate, and learn about AWS alongside their peers in government, education, nonprofit, healthcare, aerospace & satellite, and more.

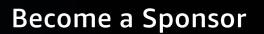
A series of no-cost in-person events that unite the global cloud computing community – AWS Public Sector Symposiums are designed to educate customers about AWS products and services, providing them with the skills they'll need in order to build, deploy, and operate their infrastructure and applications.

AWS Public Sector Symposiums – which are held in capital cities around the globe – feature sessions led by AWS experts, Partners, and customers with a track record of success in driving mission-critical outcomes.

For AWS Summit Washington, DC Sponsorships

Click Here







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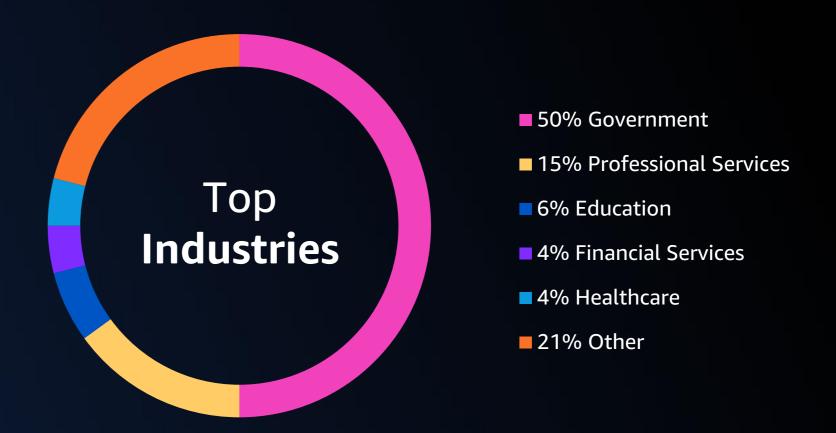
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AWS PUBLIC SECTOR SYMPOSIUMS 2024 ATTENDEE INSIGHTS









- 31% Do not use AWS today
- 27% Run multiple production workloads on AWS
- 27% Evaluating/experimenting with AWS
- 9% Run dev/test workloads on AWS
- 7% Run a single production workload on AWS







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AWS PUBLIC SECTOR SYMPOSIUMS 2024



Brussels

March 12, 2024

600+ attendees



May 8, 2024 700+ attendees

Brasilia



August 7, 2024 1,600+ attendees

Canberra



Ottawa
October 9, 2024
1,200+ attendees



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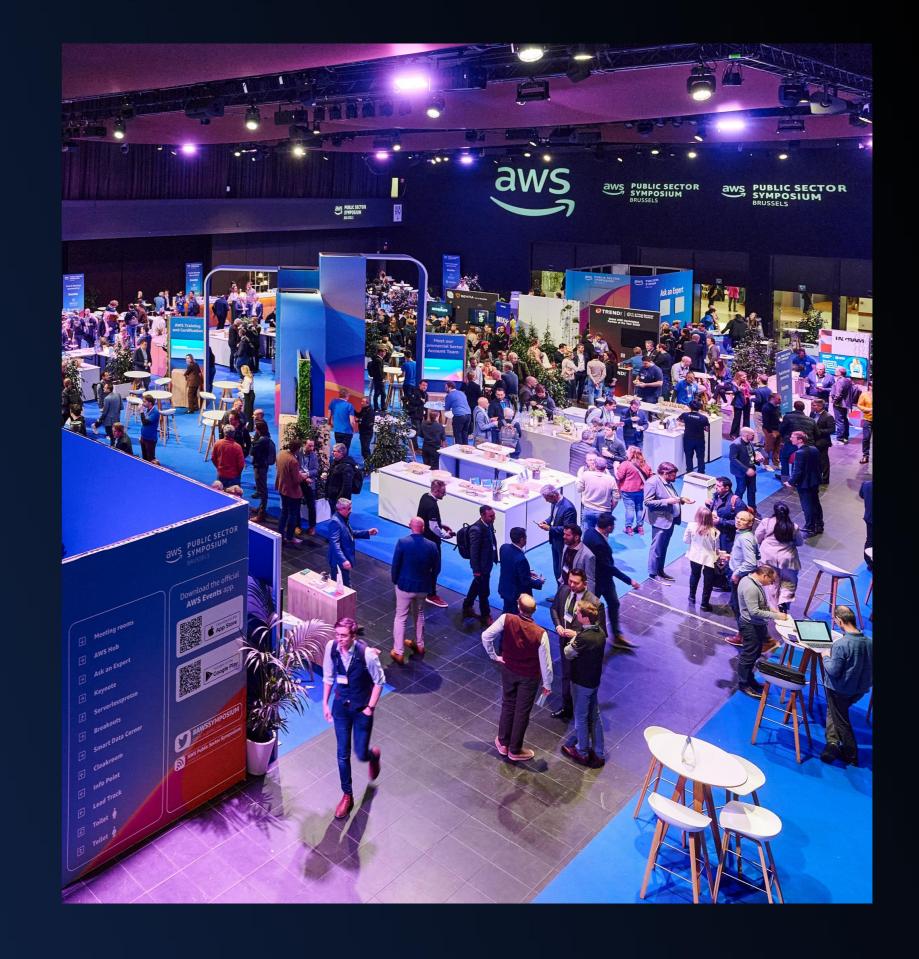
AWS PUBLIC SECTOR SYMPOSIUMS 2024 PACKAGES AND PRICING

Sponsorship Packages and Pricing

Our packages and are designed to deliver value and drive results for partners at all stages of their AWS Partner journey. Whether you are seeking a developer audience, looking to generate leads and grow sales, or have a new product to feature, there is a sponsorship solution for you.

After reviewing the benefits and inclusions available at each level, click **Become a Sponsor** to formally request your sponsorship contract.

Interested sponsors can request a package beginning January 11, 2024.







Sponsorship Package Benefits	Emerald	Platinum	Gold	Silver	Exhibitor
Booth space	4 sqm	3 sqm	2 sqm	1 sqm	1 sqm
Monitor included in turn-key booth	1	1	1	1	1
Complimentary lead retrieval device rentals	2	2	1	1	1
45-minute breakout session	1	1			
15-minute Partner Theater session	1		1		
Keynote recognition	√	√	√	√	√
Website recognition	√	√	√	√	√
On-site signage recognition	√	√	√	√	✓
Sponsorship Marketing Toolkit	✓	✓	✓	✓	✓





Sponsorship Package Prices	Emerald	Platinum	Gold	Silver	Exhibitor
Brussels	\$35,000 USD €32,693.78 EUR	\$30,000 USD €28,023.24 EUR	\$18,000 USD €16,813.94 EUR	\$7,500 USD <i>€7,005.81 EUR</i>	
Brasilia	\$45,000 USD	\$30,000 USD	\$20,000 USD	\$10,000 USD	\$5,000 USD
	R\$237,881.27 BRL	R\$158,587.51 BRL	R\$105,725.01 BRL	R\$52,862.50 BRL	R\$26,431.25 BRL
Canberra	\$50,000 USD	\$40,000 USD	\$20,000 USD	\$12,000 USD	\$7,500 USD
	\$73,390.19 AUD	\$58,712.15 AUD	\$29,356.07 AUD	\$17,613.64 AUD	\$11,008.53 AUD
Ottawa	\$45,000 USD	\$35,000 USD	\$20,000 USD	\$10,000 USD	\$5,000 USD
	\$60,993.79 CAD	\$47,439.62 CAD	\$27,108.35 CAD	\$13,554.18 CAD	\$6,777.09 CAD



Sponsorship Package Eligibility

Emerald	Packages available to AWS Partners by invitation only
Platinum	Packages available to all AWS Partners
Gold	Packages available to all AWS Partners
Silver	Packages available to all AWS Partners
Exhibitor	Packages available to AWS Training Partners and Local Partners (AWS Partners headquartered in country of respective AWS Public Sector Symposium)

Emerald Sponsorship

Speaking Opportunities

- One (1) 45-minute breakout session
- One (1) 15-minute Partner Theater session

Exhibit & Activation

- 4 sqm turn-key booth, includes:
 - One welcome counter, one barstool
 - One wall-mounted monitor with power, laptop not included
- Two (2) complimentary lead retrieval device rentals
 option to purchase additional device rentals
- Complimentary Wi-Fi

Branding & Promotion

- Logo placement on the Symposium website
- Logo placement on event signage
- Logo placement at the keynote session
- AWS Public Sector
 Symposium Sponsor
 Marketing Toolkit: includes
 customizable banner ads
 and demand generation
 templates

Sponsor Management

- 1:1 Weekly sponsor account management calls
- Manage event deliverables through the digital sponsor portal

Platinum Sponsorship

Speaking Opportunities

• One (1) 45-minute breakout session

Exhibit & Activation

- 3 sqm turn-key booth, includes:
 - One welcome counter, one barstool
 - One wall-mounted monitor with power, laptop not included
- Two (2) complimentary lead retrieval device rentals
 option to purchase additional device rentals
- Complimentary Wi-Fi

Branding & Promotion

- Logo placement on the Symposium website
- Logo placement on event signage
- Logo placement at the keynote session
- AWS Public Sector
 Symposium Sponsor
 Marketing Toolkit: includes
 customizable banner ads
 and demand generation
 templates

Sponsor Management

Gold Sponsorship

Speaking Opportunities

• One (1) 15-minute Partner Theater session

Exhibit & Activation

- 2 sqm turn-key booth, includes:
 - One welcome counter, one barstool
 - One wall-mounted monitor with power, laptop not included
- One (1) complimentary lead retrieval device rental
 option to purchase additional device rentals
- Complimentary Wi-Fi

Branding & Promotion

- Logo placement on the Symposium website
- Logo placement on event signage
- Logo placement at the keynote session
- AWS Public Sector
 Symposium Sponsor
 Marketing Toolkit: includes
 customizable banner ads
 and demand generation
 templates

Sponsor Management

Silver Sponsorship

Exhibit & Activation

- 1 sqm turn-key booth, includes:
 - One storage counter, one barstool
 - One wall-mounted monitor with power, laptop not included
- One (1) complimentary lead retrieval device rental option to purchase additional device rentals
- Complimentary Wi-Fi

Branding & Promotion

- Logo placement on the Symposium website
- Logo placement on event signage
- Logo placement at the keynote session
- AWS Public Sector
 Symposium Sponsor
 Marketing Toolkit: includes
 customizable banner ads
 and demand generation
 templates

Sponsor Management

Exhibitor Sponsorship

Exhibit & Activation

- 1 sqm turn-key booth, includes:
 - One storage counter, one barstool
 - One wall-mounted monitor with power, laptop not included
- One (1) complimentary lead retrieval device rental option to purchase additional device rentals
- Complimentary Wi-Fi

Branding & Promotion

- Logo placement on the Symposium website
- Logo placement on event signage
- Logo placement at the keynote session
- AWS Public Sector
 Symposium Sponsor
 Marketing Toolkit: includes
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Sponsor Management



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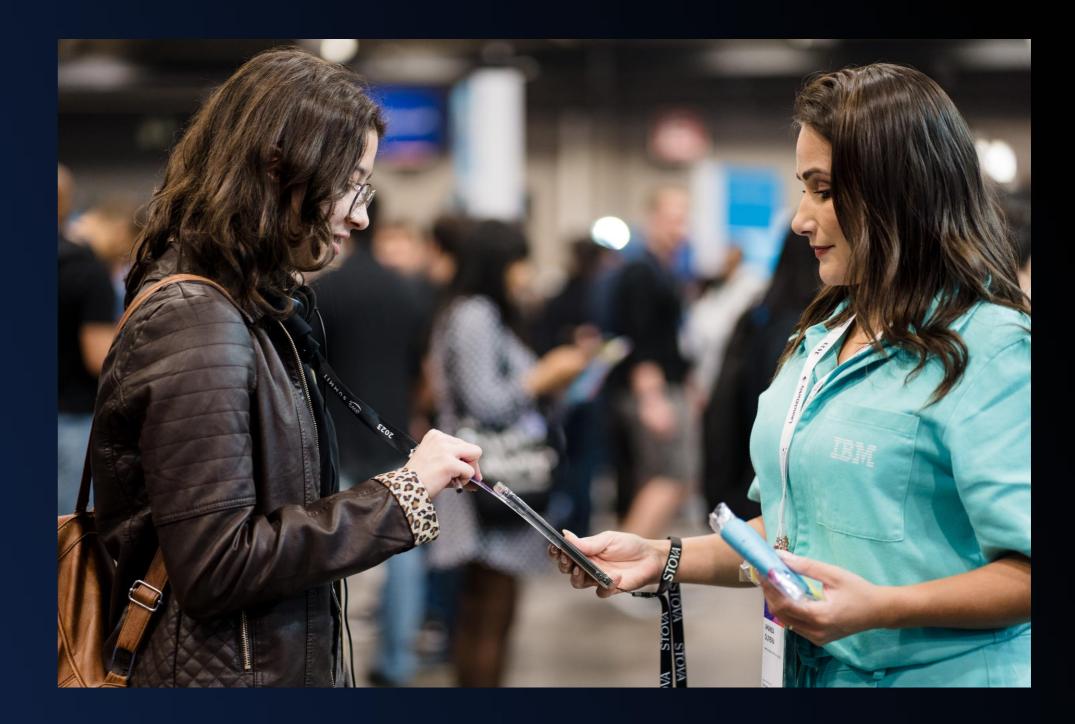
Become a Sponsor

ADD-ONS

Elevate your sponsorship

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your booth presence. Add-ons deliver benefits such as brand awareness, incremental leads, hands-on learning, digital extensions, and more.

Sponsors must be fully contracted for a sponsorship package in the AWS Public Sector Symposium city to be eligible to purchase add-ons in that city.





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ADD-ONS

Partner Theater Session

Engage attendees by presenting demos or customer stories through a sponsored speaking session in the Partner Theater (located in the Expo), to be promoted in the event agenda.

- One (1) dedicated 15-minute theater session
- Session promotion on event agenda
- Attendee data from those who attend the session

City	Price
Brussels	\$7,500 USD
Brasília	\$7,000 USD
Canberra	not available
Ottawa	\$8,000 USD





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ADD-ONS

Branded Coffee Cart

Promote your partnership with AWS with a sponsor-branded coffee station!

A barista will be on site to make barrister coffee/tea drinks at a branded coffee station. Price includes all services and ingredients.

- Sponsor branding of the coffee station
- All materials to prepare barrister coffee/tea drinks
- Hours: 8:00am 3:00 pm

City	Price
Brussels	\$5,000 USD
Brasília	\$5,000 USD
Canberra	\$5,000 USD
Ottawa	\$5,000 USD







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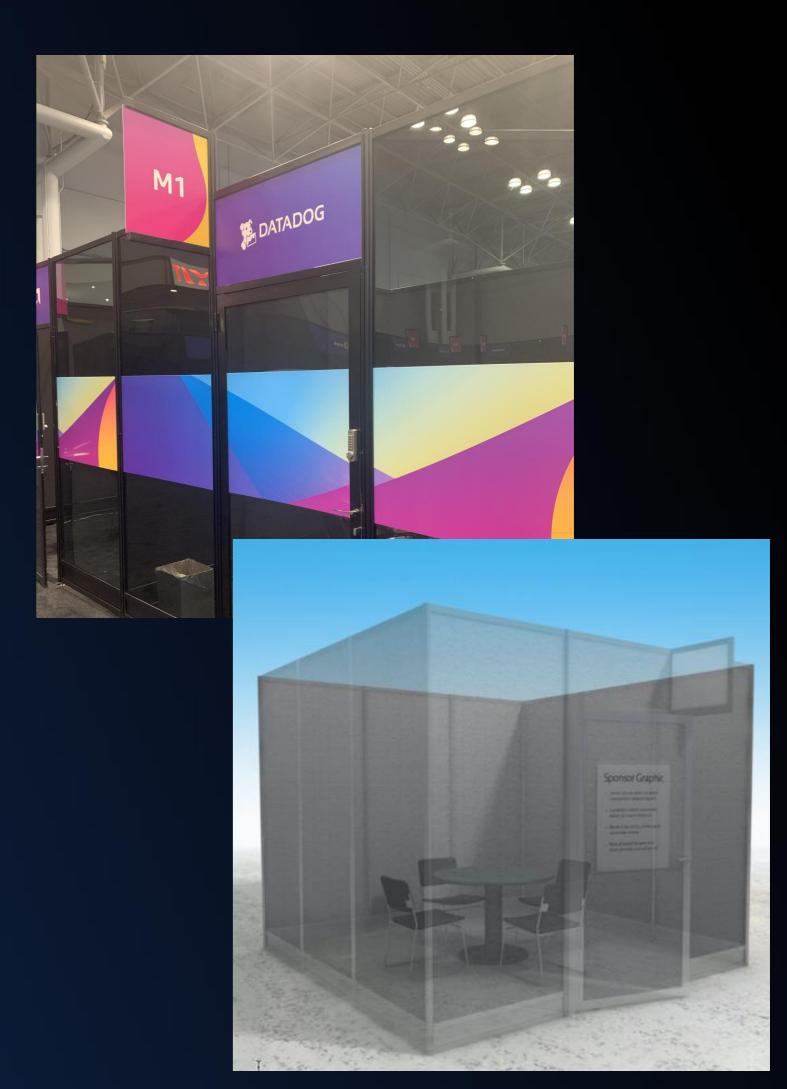
ADD-ONS

Private Meeting Room

Dedicated private meeting room including sponsor logo, locking door, table and seating for up to four (4) people. Meeting room will be available for use during event hours. Sponsor has option to order audio visual to be used within private meeting room at an additional cost.

- Private meeting room
- Table + chairs providing seating for 4

City	Price
Brussels	\$7,500 USD
Brasília	\$7,500 USD
Canberra	\$7,500 USD
Ottawa	\$7,500 USD





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ADD-ONS

AWS Official Event Promotion

Hosting an evening event before or after the AWS Public Sector Symposium? Amplify your reach by becoming an Official Event! Your event will be listed in the Public Sector Symposium agenda, featured in pre-event promotion, and given the official event badge for creative use.

- Promotion in the event agenda
- Promotion to registered attendees in pre-event emails
- AWS Official Event badge for sponsor utilization

City	Price
Brussels	\$7,500 USD
Brasília	\$7,500 USD
Canberra	\$9,000 USD
Ottawa	\$8,000 USD







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ADD-ONS

Lanyard Branding

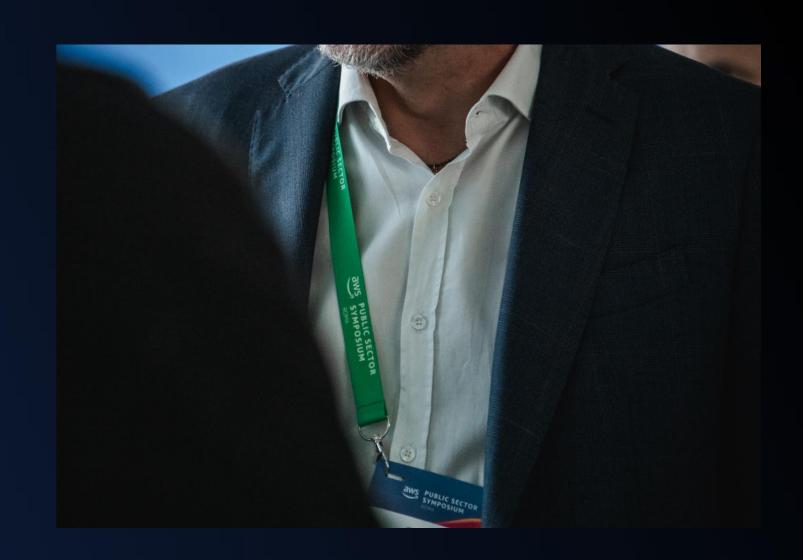
Looking for a high-visibility opportunity to promote your AWS partnership to event attendees? Look no further than the event lanyard! All attendees' event badges to include a lanyard with AWS and sponsor logo branding.

This add-on includes:

Sponsor logo to be included on all event badge lanyards

City	Price
Brussels	\$2,000 USD
Brasília	\$2,500 USD
Canberra	\$4,800 USD
Ottawa	\$3,700 USD









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TIMELINE & SALES ELIGIBILITY

Key Dates	Milestone		
December 11, 2023	AWS Global Sponsorship Sales Preview All packages visible to all AWS Partners		
January 11, 2024 9:00 am PT	Wave 1 Sales Launch All packages on sale to eligible AWS Partners	2 P P G	
January 18, 2024	Wave 2 Sales Launch	15	

9:00 am PT

All packages on sale to eligible

AWS Partners

January 25, 2024
9:00 am PT
Wave 3 Sales Launch
All packages on sale to eligible
AWS Partners

Eligible Partners

2023 Platinum+ Alumni Sponsors
Partners with an active Strategic Collaboration Agreement (SCA)
Premier Tier Services Partners
Global Systems Integrator Partners

ISV Accelerate Partners
Partner Path Differentiated+, Services/Training Path Advanced+
Marketplace Partners

All AWS Partners



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FREQUENTLY ASKED QUESTIONS

Who is eligible to sponsor?

Eligibility varies by package type. AWS Sponsorship is reserved for AWS Partners and select Enterprise Customers.

Not an AWS Partner? Learn more here.

Questions about your partner type? Login into <u>AWS Partner Central</u> or <u>email us</u>.

How do I register?

When you are ready to secure your sponsorship, please click the **Become a Sponsor** button in the top right corner and complete the contract request form. A sponsorship agreement will be sent to you within five (5) business days.

Interested sponsors can request a package beginning January 11, 2024.

Are there any discounts?

Discounts are not available for AWS
Public Sector Symposium sponsorship.
Sponsorship packages are priced at fair
market value with sponsorship package
pricing reflecting the value of included
benefits.





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FREQUENTLY ASKED QUESTIONS

Consent & Lead Sharing

AWS Public Sector Symposium Sponsors receive complimentary lead capture device(s) for rent as part of their sponsorship package (the number of complimentary devices varies by sponsorship package). These devices give sponsors the ability to scan the badges of attendees that visit their booth.

AWS will only share attendee contact information with a sponsor if an attendee lets that sponsor scan their badge.

The following attendee information is shared with sponsors: name, email address, city, state (U.S. only), postal code, country, phone number, title, and company. This information will be shared with sponsors after each event. Additional details on the lead distribution process will be shared prior to each event.





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FREQUENTLY ASKED QUESTIONS

AWS Sponsorship 'Sellers of Record' (SORs)

AWS Public Sector Symposium sponsorship packages are sold through various AWS 'Sellers of Record' (SORs) which carry unique business entities, collect payment in varying currencies, and apply varying levels of VAT.

Please note: AWS is unable to provide changes in SOR for tax purposes. Sponsors must contract and remit payment to the below listed SOR for each event.

2024 AWS Public Sector Symposiums 'Sellers of Record'

	Brussels	Brasilia	Canberra	Ottawa
Seller of Record	Amazon Web Services EMEA SARL	Amazon Web Services, Inc.	Amazon Web Services Australia Pty Ltd.	Amazon Web Services Canada, Inc.
Accepted Currencies	USD, EUR	USD, BRL	USD, AUD	USD, CAD
Tax Applicable	Local VAT (17%) charged to Sponsors located in Luxembourg No VAT (0%) Charged to Sponsors located outside of Luxembourg	No VAT (0%) charged to Sponsors	GST (10%) charged on total amount of invoice to all Sponsors	Local VAT (13%) charged to Sponsors located in Canada





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BECOME A SPONSOR

Contract

Eligible AWS Partners can request a contract via the **Become a Sponsor** button in the top right corner.

Interested sponsors can request a package beginning January 11, 2024.

Following the submission of the contract form, your contract will be sent within five (5) business days via DocuSign from aws-legal-docusign@amazon.com to the indicated Contract Signatory.

Invoice

Once the contract is signed by both parties, AWS will generate an invoice. Unless requested sooner, invoices are sent 90 days prior to each event and are due in NET 30.

Execution

Contracts must be signed and fully executed within 14 days of receiving your contract, otherwise package reservation will be released.

Planning resources for each event are released 13 weeks before the event date, and sent to the indicated Marketing contact.

Terms & Conditions

Please review the AWS Global Sponsorship Terms & Conditions here. AWS does not alter or customize Terms & Conditions.

Please note: 2024 cancellation terms have been updated to allow refunds for cancellation up to 90 days prior to the event date. Cancellations within 90 days of the event date will not be eligible for refund of the sponsorship fee.



Thank you

We look forward to working with you!

Questions?

Contact us at aws-wwps-sponsorship@amazon.com or

Subscribe to the AWS Global Sponsorship newsletter >