



# 2024 Sponsorship Program

## Prospectus

**About AWS Symposiums**

About Sponsorship

Packages & Pricing

Add-ons

Timeline & Eligibility

FAQs

Become a Sponsor

**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**

About AWS Symposiums

About Sponsorship

Packages & Pricing

Add-ons

Timeline & Eligibility

FAQs

Become a Sponsor

AWS PUBLIC SECTOR SYMPOSIUMS 2024 ATTENDEE INSIGHTS



- 27% IT/Business Executive
- 24% IT Professional/Technical Manager
- 17% Developer/Engineer
- 16% Sales/Marketing
- 16% Other



- 50% Government
- 15% Professional Services
- 6% Education
- 4% Financial Services
- 4% Healthcare
- 21% Other



- 40% Enterprise
- 37% Public Sector
- 12% Small-Medium Business
- 4% Start-up
- 7% Other



- 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

About AWS Symposiums

**About Sponsorship**

Packages & Pricing

Add-ons

Timeline & Eligibility

FAQs

Become a Sponsor

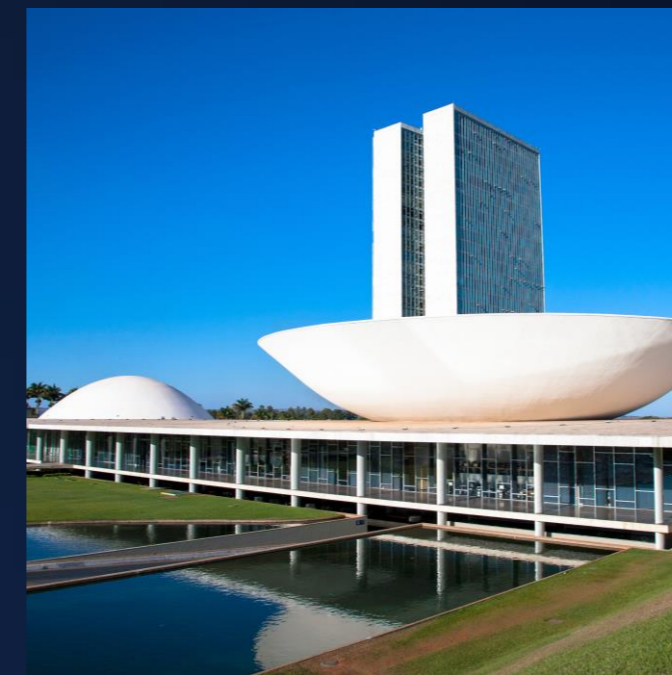
**AWS PUBLIC SECTOR SYMPOSIUMS 2024**



**Brussels**

March 12, 2024

600+ attendees



**Brasilia**

May 8, 2024

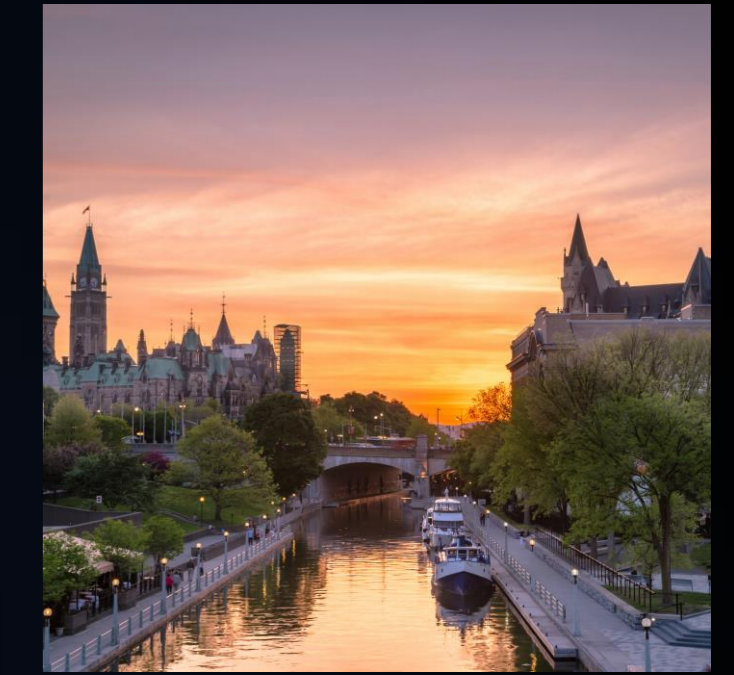
700+ attendees



**Canberra**

August 7, 2024

1,600+ attendees



**Ottawa**

October 9, 2024

1,200+ attendees

About AWS Symposiums

About Sponsorship

**Packages & Pricing**

Add-ons

Timeline & Eligibility

FAQs

Become a Sponsor

## 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 €7,005.81 EUR	-
Brasilia	\$45,000 USD R\$237,881.27 BRL	\$30,000 USD R\$158,587.51 BRL	\$20,000 USD R\$105,725.01 BRL	\$10,000 USD R\$52,862.50 BRL	\$5,000 USD R\$26,431.25 BRL
Canberra	\$50,000 USD \$73,390.19 AUD	\$40,000 USD \$58,712.15 AUD	\$20,000 USD \$29,356.07 AUD	\$12,000 USD \$17,613.64 AUD	\$7,500 USD \$11,008.53 AUD
Ottawa	\$45,000 USD \$60,993.79 CAD	\$35,000 USD \$47,439.62 CAD	\$20,000 USD \$27,108.35 CAD	\$10,000 USD \$13,554.18 CAD	\$5,000 USD \$6,777.09 CAD

## Sponsorship Package Eligibility

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

# Emerald Sponsorship

## Speaking Opportunities

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

## Exhibit & Activation

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- 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

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- 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

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

# Platinum Sponsorship

## Speaking Opportunities

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- One (1) 45-minute breakout session

## Exhibit & Activation

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- 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

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- 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

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- Manage event deliverables through the digital sponsor portal

Become a Sponsor

# Gold Sponsorship

## Speaking Opportunities

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- One (1) 15-minute Partner Theater session

## Exhibit & Activation

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- 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

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- 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

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- Manage event deliverables through the digital sponsor portal

*\*Gold packages available to all AWS Partners*

# Silver Sponsorship

## Exhibit & Activation

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- 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

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- 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

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- Manage event deliverables through the digital sponsor portal

# Exhibitor Sponsorship

## Exhibit & Activation

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- 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

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- 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

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- Manage event deliverables through the digital sponsor portal

About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

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.



About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

Become a Sponsor

**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.

This add-on includes:

- 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	<i>not available</i>
Ottawa	\$8,000 USD



About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

Become a Sponsor

**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.

This add-on includes:

- 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

About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

Become a Sponsor

**ADD-ONS**

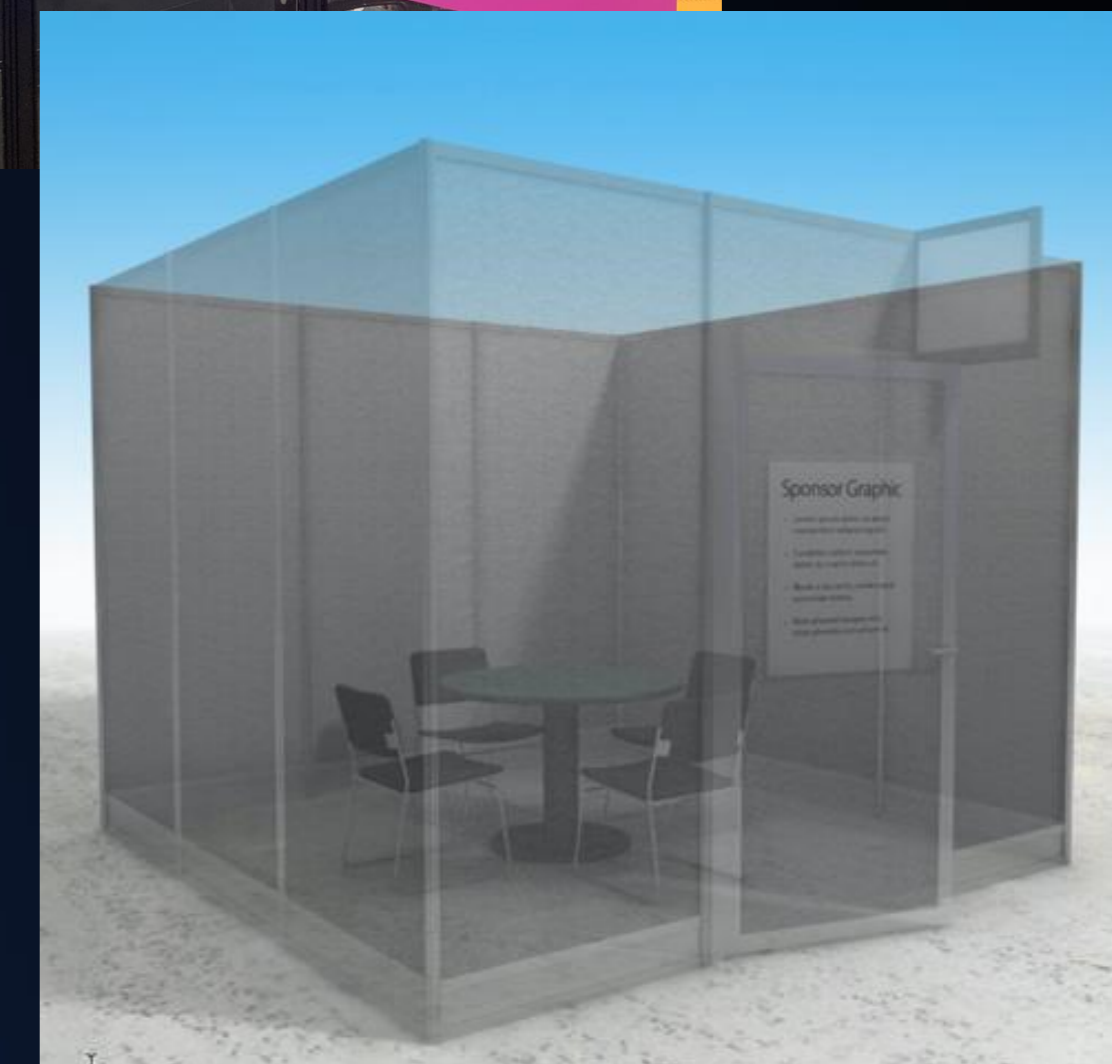
# Private Meeting Room

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.

This add-on includes:

- 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



About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

Become a Sponsor

**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.

This add-on includes:

- 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



**PUBLIC SECTOR SYMPOSIUM OFFICIAL EVENT**



About AWS Symposiums

About Sponsorship

Packages & Pricing

**Add-ons**

Timeline & Eligibility

FAQs

Become a Sponsor

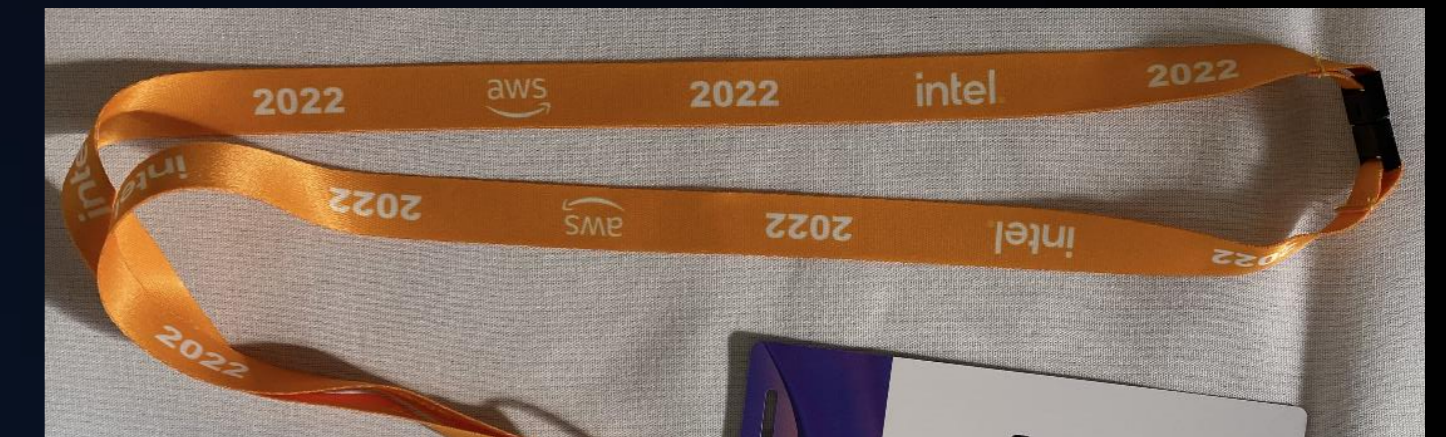
**ADD-ONS**

# 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

[About AWS Symposiums](#)

[About Sponsorship](#)

[Packages & Pricing](#)

[Add-ons](#)

**[Timeline & Eligibility](#)**

[FAQs](#)

[Become a Sponsor](#)

## TIMELINE & SALES ELIGIBILITY

### Key Dates

### Milestone

### Eligible Partners

**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*

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

**January 18, 2024**  
9:00 am PT

Wave 2 Sales Launch  
*All packages on sale to eligible AWS Partners*

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

**January 25, 2024**  
9:00 am PT

Wave 3 Sales Launch  
*All packages on sale to eligible AWS Partners*

All AWS Partners

About AWS Symposiums

About Sponsorship

Packages & Pricing

Add-ons

Timeline & Eligibility

**FAQs**

Become a Sponsor

## 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 [AWS Partner Central](#) or [email us](#).

# 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.

[About AWS Symposiums](#)

[About Sponsorship](#)

[Packages & Pricing](#)

[Add-ons](#)

[Timeline & Eligibility](#)

[FAQs](#)

[Become a Sponsor](#)

## FREQUENTLY ASKED QUESTIONS

# Consent & Lead Sharing

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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.

About AWS Symposiums

About Sponsorship

Packages & Pricing

Add-ons

Timeline & Eligibility

**FAQs**

Become a Sponsor

**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
<b>Seller of Record</b>	Amazon Web Services EMEA SARL	Amazon Web Services, Inc.	Amazon Web Services Australia Pty Ltd.	Amazon Web Services Canada, Inc.
<b>Accepted Currencies</b>	USD, EUR	USD, BRL	USD, AUD	USD, CAD
<b>Tax Applicable</b>	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

About AWS Symposiums

About Sponsorship

Packages & Pricing

Add-ons

Timeline & Eligibility

FAQs

**Become a Sponsor**

## BECOME A SPONSOR

### Contract

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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](mailto:aws-legal-docusign@amazon.com) to the indicated Contract Signatory.

### Invoice

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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

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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

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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](mailto:aws-wwps-sponsorship@amazon.com) or

[Subscribe to the AWS Global Sponsorship newsletter >](#)