Become a Sponsor

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV
Our sponsorship add-ons provide supplementary opportunities to engage attendees beyond the Expo Hall. Each add-on can deliver incremental leads and valuable promotion through thought leadership, hands-on learning, digital extensions, evening activities, and brand awareness. We will announce more add-ons throughout the summer via weekly update emails or check back here in the sponsorship prospectus for new opportunities.

Select Add-ons are available to Sponsors at the Platinum and above levels and subject to AWS Leadership approval.
DESCRIPTION
AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to find, test, buy, and deploy software that runs on AWS. Promote your Marketplace offering and engage attendees directly in this dedicated Marketplace Pavilion. Participation is limited and subject to AWS Marketplace approval.

Marketplace Pavilion

Marketplace Premium Package 1 Available
Click here for more information

BENEFITS & INCLUSIONS

Marketplace Add-on – SOLD OUT
This opportunity is open to current Sponsors with a core package and is meant to be a secondary location within the Marketplace Pavilion
• 5’x5’ turnkey kiosk presence in the AWS Marketplace Pavilion for two (2) days
• Two (2) Booth Staff Passes

Marketplace Showcase – SOLD OUT
This opportunity is for those that want their main Showcase booth location within the Marketplace Pavilion
• 5’x5’ turnkey kiosk presence in the AWS Marketplace Pavilion for two (2) days
• One (1) lead scanning device
• Three (3) Full Conference Passes
• Three (3) Booth Staff Passes
• Website and Mobile App Recognition
Public Sector Pavilion
1 Available | $42,500

DESCRIPTION
The Public Sector Pavilion will be a key focal point for the thousands of government, education, and non-profit customers attending re:Invent. Public Sector Sponsorship gives partners opportunities to showcase their world class services and solutions. The Pavilion is perfect for AWS Partners who are dedicated to supporting Public Sector customers, or cross-sectional Partners seeking to augment their presence in the Expo Hall.

BENEFITS & INCLUSIONS

Public Sector Add-on - $30,000 - SOLD OUT
This opportunity is open to current Sponsors with a core package and is meant to be a secondary location within the Public Sector Pavilion
• 5’x5’ turnkey kiosk presence in the Public Sector Pavilion for two (2) days
• Two (2) Booth Staff Passes

Public Sector Showcase - $42,500 - 1 Opportunity Available
This opportunity is for those that want their main Showcase booth location within the Public Sector Pavilion
• 5’x5’ turnkey kiosk presence in the Public Sector Pavilion for two (2) days
• One (1) lead scanning device
• Three (3) Full Conference Passes
• Three (3) Booth Staff Passes
• Website and Mobile App Recognition
AWS Jams
2 Available | $60,000
Sponsor participation subject to AWS approval

DESCRIPTION
AWS Jams are a fun, interactive, hands-on event that allows individuals with different skill levels to work in teams and respond to a set of challenges within workloads running on AWS. Each Jam incorporates up to three (3) Sponsors’ products and services.

Data & Analytics Jam – 1 Available
DevOps and Modernization Jam – 1 Available
Security Jam – SOLD OUT

BENEFITS & INCLUSIONS
Build a hands-on challenge with AWS for Jam participants that utilizes the Sponsor's technology.
- Sponsor slide to be included in opening remarks
- “Honorary” Technical Advisor: Sponsor Solution Architect/Technical Executive on hand for participants to ask advice of and provide troubleshooting tips during each of the challenges
- Opportunity to staff a table for troubleshooting during the Jam
- Inclusion in all promotion surrounding and during AWS re:Invent which may include: registration landing page, event signage, AWS re:Invent website, and digital screen within Jam
- Sponsor to receive leads (attendees who join the Jam). Subject to AWS customer opt-in
- Opportunity to distribute branded swag to attendees and furnish prizes for winning team (if applicable and subject to AWS approval)
AWS Jam Lounge
2 Available | $10,000 - $65,000
Sponsor participation subject to AWS approval

DESCRIPTION
Provide developer attendees with hands-on learning opportunities to interact with and understand your AWS solutions. Create a mini-Jam for audiences to solve throughout the week by visiting the Jam Lounge in the Expo Hall.

Full Week Jam Lounge Challenge – SOLD OUT
3-Day Jam Lounge Challenge – 1 Opportunity Available | $55,000
2-Day Jam Lounge Challenge – 1 Opportunity Available | $45,000
Include your challenge in our Virtual Platform | $10,000

BENEFITS & INCLUSIONS
• Opportunity to build a hands-on challenge with AWS for Jam Lounge participants that utilizes the sponsor’s technology (products or solutions)
• Inclusion in all Jam Lounge promotion surrounding and during AWS re:Invent which may include: Registration landing page, event signage, AWS re:Invent website, onsite signage and monitor screen within Jam Lounge
• Sponsor to receive leads (attendees who completed the Jam). Subject to AWS customer opt-in
• Two sets of lead data:
  • Leads from all on-site attendees checking into Jam Lounge
  • Leads of those who opt-in and participate in Sponsor’s Jam challenge on-site
• Opportunity to distribute branded swag to attendees and furnish prizes for winning team (if applicable and subject to AWS approval)
2-Hour Sponsored Workshop
1 Available | $100,000

**DESCRIPTION**

Distinguish your company as a thought leader in innovation and technology through one of our 2-hour sponsored workshops. Sponsors will have the opportunity to host a long-form content workshop where a subject matter expert from your company can facilitate a discussion and dive deep with attendees on a particular topic or trend. The workshop format begins with a 30-minute food and beverage function to foster networking among attendees before commencing with 90 minutes of formal learning and discussion.

**BENEFITS & INCLUSIONS**

- Opportunity to host a 2-hour workshop that includes a 30-min food and beverage networking segment*
- Room provided in a breakout session room within Caesars Forum for approximately 100 attendees with food and beverage. Any custom set-up paid for by the sponsor
- Sponsor’s official event listed on the Sponsored Event’s website with a link to Sponsor’s official session catalog record
- Inclusion in Sponsored Event agenda
- Sponsored Event attendee contact information from attendees that ask for AWS to share their contact information with Sponsor

* Date and time of 2-hour workshop will be determined in July. Timings will be a lunch-hour workshop and/or evening workshop.
Sponsoring an interview on theCUBE is a great way to extend the value of your investment at AWS re:Invent. theCUBE uses a unique conversational live video interview format to capture impactful and engaging conversations with your executives, customers, and thought leaders.

**DESCRIPTION**

Sponsoring an interview on theCUBE is a great way to extend the value of your investment at AWS re:Invent. theCUBE uses a unique conversational live video interview format to capture impactful and engaging conversations with your executives, customers, and thought leaders.

**BENEFITS & INCLUSIONS**

- One (1) 9-12 minute live or pre-recorded interview, hosted by a tech industry expert, and produced for theCUBE broadcast online
- 30-second condensed clip to promote long format interview
- Interview published on re:Invent Virtual Platform and on theCUBE.net
- Feature up to two (2) company representatives
- Unlimited usage rights for sponsor
AWS on Air Livestreams
6 Available | $35,000

DESCRIPTION

Include your product demo or feature an interview with your subject matter expert during a live streamed broadcast of AWS on Air. AWS on Air will be livestreamed across four (4) platforms. AWS on Air episodes reach an average 50,000 views through Twitter Live, Twitch, YouTube, and LinkedIn Live.

BENEFITS & INCLUSIONS

- Sponsor logo featured during Livestream interview
- Sponsor Call To Action / announcement from the interview host
- Social post supporting Call To Action on Twitter (@AWSonAir)
- Pre-recorded sponsor interview or a product demo
- AWS on Air producer consult ahead of pre-record
- YouTube Video on Demand URL for Sponsor's promotion
- Social Post supporting interview / demo on Twitter (@AWSonAir)
- Twitter Video on Demand replay
- Analytics report provided to sponsor by AWS on Air
GeekWire Media Sponsorship
18 Available | $15,000+

DESCRIPTION
GeekWire is a fast-growing technology news site with strong roots in the Pacific Northwest, and a loyal audience of tech-savy readers around the globe. GeekWire will host a landing page featuring three levels of sponsors and promoting – "Meet us at re:Invent" campaign in the run-up to the conference and capturing partner profiles from the GeekWire Studio on-site that will be promoted through GeekWire channels and the campaign landing page afterwards.

GeekWire Road to re:Invent Feature Sponsor
Build excitement and encourage readers to seek you out at re:Invent!

GeekWire Studios Partner Profile Sponsor
Let us capture your story from re:Invent!

GeekWire Studios Presenting Sponsor
Partner with us before, during, and after the event!
GeekWire Road to re:Invent
Featured Sponsor
12 Available | $15,000

**BENEFITS & INCLUSIONS**

- Sponsor’s Logo, 200 character message, and link to Sponsor’s website on GeekWire’s re:Invent campaign landing page
- Sponsor’s Logo included in promotional ads running across GeekWire – “Meet us at re:Invent” with the opportunity for up to 75,000 impressions
- Two (2) Twitter sponsored posts to GeekWire’s followers including @sponsor

---

GeekWire Studio Partner
Profiles Sponsor
5 Available | $50,000

**BENEFITS & INCLUSIONS**

- Sponsor’s Logo, 375 character message, image, and link to Sponsor’s website in the partner section on GeekWire’s re:Invent campaign landing page
- Sponsor’s Logo included in promotional ads running across GeekWire – “Meet us at re:Invent” with the opportunity for up to 100,000 impressions and premium placement
- Two (2) minimum sponsored posts on GeekWire’s Twitter, LinkedIn or Facebook’s reaching over 285,000 followers with opportunity to boost content to US or international tech audience
- One (1) video thought leadership interview on Sponsor’s selected executive for up to 15 minutes from the GeekWire Studio at re:Invent. Finished video will be edited with graphics and hosted on GeekWire’s YouTube Channel and is available for Sponsor’s use
- Post event, viewership of the video will be promoted through GeekWire’s assets and boosted to a broader technology audience
- 375 character sponsored post linking to the video for a 12 day run on GeekWire.com

---

GeekWire Studio
Presenting Sponsor
1 Available | $150,000

**BENEFITS & INCLUSIONS**

- Sponsor’s Logo, 375 character message, image, link to Sponsor’s website, logo integration as presenting Sponsor in header and page footer on GeekWire’s on GeekWire’s re:Invent campaign landing page
- Sponsor’s Logo included in promotional ads running across GeekWire – “Meet us at re:Invent” with the opportunity for up to 500,000 impressions and premium placement
- Three (3) minimum sponsored posts on GeekWire’s Twitter, LinkedIn or Facebook’s reaching over 285,000 followers with opportunity to boost content to US or international tech audience
- Two (2) video thought leadership interviews on Sponsor’s selected executive for up to 15 minutes from the GeekWire Studio at re:Invent. Finished video will be edited with graphics and hosted on GeekWire’s YouTube Channel and is available for Sponsor’s use
- Post event, viewership of the video will be promoted through GeekWire’s assets and boosted to a broader technology audience
- 375 character sponsored post linking to the video for a 12 day run on GeekWire.com
- Brand integration as part of GeekWire Studio at re:Invent including backdrop and table décor
- Sponsor’s logo in video graphics opening for all Partner Profile’s
- Additional content from Sponsor’s booth incorporated into the two (2) Sponsor profiles, with option to have one of the interviews from your location

---

**Video Thought Leadership Interview Example**
Conference Branding | $75,000+

ATTENDEE LANYARDS – SOLD OUT

$175,000

Logo inclusion on all attendee lanyards provided at registration, includes all attendee types: General, Booth Staff, Press, and Executive Summit.

CONFERENCE BAG – 1 Available

$75,000

Logo inclusion on reusable shopping bag provided to attendees within the Expo Hall.
Hotel **Branding** | $45,000+

**ELEVATOR BANK DIGITAL SIGNAGE**
1 Available | $45,000

Gain thousands of impressions each day with custom sponsor ads rotated through highly-visible elevator bank digital signage throughout the Venetian | Palazzo hotels.

**HOTEL KEY CARDS**
SOLD OUT | $85,000

Logo inclusion on key cards given to attendees checking into more than 6,000 rooms at the Venetian | Palazzo hotels.
ID&E Program Associate Sponsor

3 Available | $26,000*

DESCRIPTION

Join us at re:Invent to connect with a global network of builders, leaders, and allies and to learn more about innovation at the intersection of diversity, equity, and inclusion. At AWS, we believe the future of tech is every color, gender, belief, origin, and community. And we have a responsibility to make that happen. We have a long way to go, but we’re committed to putting in the work for more equal representation. Because it’s only when barriers are broken, doors are opened, and more seats are pulled up to the table that we can truly build for everyone. *$13,000 sponsorship fee, $13,000 donation to Giving Tuesday nonprofits (to be confirmed by AWS)

BENEFITS & INCLUSIONS

Overall Inclusions
• Branding on all ID&E program signage and promotion throughout re:Invent
• Logo integration in ID&E Expo Lounge (to be determined by AWS)

Grant Welcome Reception
• Recognition as a Sponsor during AWS welcome remarks
• Ability to have a company executive attend the reception
• Opportunity to provide Sponsor branded giveaways (subject to AWS approval) to all welcome reception attendees

Mentor luncheon with grant and field trip participants
• Signage at mentor luncheon
• Recognition as a Sponsor during welcome remarks
• Ability to have a company recruiter attend the luncheon
• Opportunity to provide Sponsor branded giveaways (subject to AWS approval) to all luncheon attendees
Pack and Give Back
1 Available | $18,000*

DESCRIPTION
Join AWS in supporting Three Square Food Bank’s BackPack for Kids program. Thousands of children are eligible for free and reduced-price meals through the Clark County School District. When the school bell rings on Friday, many of these children go hungry until school resumes on Monday morning. Each bag, packed by re:Invent attendees, contains ready-to-eat meals that help sustain these kids over the weekend or during breaks from school.

*$9,000 sponsorship fee; $9,000 charity donation

BENEFITS & INCLUSIONS
• Sponsor logo and/or name in text on all program promotion leading up to and on-site including Website and Mobile App
• Sponsor logo included on signage throughout Pack and Give Back activation space
• Ad included on Expo Hall video wall promoting the event (with Sponsor logo inclusion)
• This sponsorship opportunity will include a donation directly to Three Square Food Bank’s BackPack for Kids program
**re:Play Party Sponsorships**

**DESCRIPTION**

re:Play is more than just our closing party for re:Invent. It is a multi-media experience where technology and music intersect. The event takes place Thursday, December 1 at the Las Vegas Fairgrounds.

Sponsorship packages include activity sponsorships and hospitality sponsorships, with benefits for high-touch customer and attendee engagement to leave a lasting impression of your brand.

**Activity Sponsorship**

3 Available | $85,000

**Hospitality Skybox Sponsorship**

SOLD OUT
This year’s activities are currently being cooked up in the lab; as soon as we have our final activity choices, they will be available on a first-come, first-serve basis. In the past, these have included but are not limited to: Arrow Tag, a giant slide, a large inflatable ball bit, chair racing, a sit-down laser show, putt-putt mini golf, and even a silent disco.

**BENEFITS & INCLUSIONS**

- Sponsorship with custom branding on one of our main large-scale activities within the party site
- Dedicated space to have onsite representation to conduct lead generation
- Sponsor Logo on re:Play Activity Map
AWS GameDay
4 Available | $35,000
Sponsor participation subject to AWS approval
Available to Platinum+ Sponsorship Levels

DESCRIPTION
AWS GameDay is a collaborative learning exercise that tests skills in implementing AWS solutions to solve real-world problems in a gamified, risk-free environment. This is a completely hands-on opportunity for technical professionals to explore AWS services, architecture patterns, best practices, and group cooperation. The light-hearted competition and entertainment, coupled with non-prescriptive tasks, are some of GameDay’s unique attributes that make it a fun and memorable learning experience. Participants work in teams to solve technical challenges that provide reinforcement of cloud best practices and exposure to AWS services that they can apply on the job. This year marks GameDay’s 10 year anniversary at AWS re:Invent.

Monday Morning – 2 Opportunities Available
Monday Afternoon – 1 Opportunity Available
Wednesday Morning – 1 Opportunity Available

BENEFITS & INCLUSIONS
- Opportunity to build a hands-on challenge with AWS for GameDay participants that utilizes the Sponsor’s technology
- AWS re:Invent GameDay will live on and can be repurposed for a future partner-led GameDay co-owned with AWS
- Sponsor slide to be included in opening remarks
- “Honorary” Technical Advisor: Sponsor Solution Architect/Technical Executive on hand for participants to ask advice of and provide troubleshooting tips during each of the challenges
- Inclusion in all promotion surrounding and during AWS GameDay at re:Invent which may include: Registration landing page, event signage, AWS re:Invent website, and digital screen within GameDay areas onsite
- Opportunity to staff a table for troubleshooting during the GameDay
- Sponsored Event attendee contact information that ask AWS to share their contact information with Sponsor
- Opportunity to distribute branded swag to attendees and furnish prizes for winning team (subject to AWS approval)
AWS GameDay Quest Fest
4 Available | $35,000

Sponsor participation subject to AWS approval
Available to Platinum+ Sponsorship Levels

DESCRIPTION

A twist on an AWS re:Invent favorite! New this year, AWS GameDay Quest Fest brings the same learning exercise that tests skills in implementing AWS solutions to solve real-world problems in a gamified, risk-free environment, to an individual participant level. This is a completely hands-on opportunity for technical professionals to explore AWS services, architecture patterns, best practices, and group cooperation. The lighthearted competition and entertainment, coupled with non-prescriptive tasks, are some of GameDay’s unique attributes that make it a fun and memorable learning experience. Individual attendees can choose from a menu of challenges (“GameDay Quests”) covering a wide variety of technical tracks to work on at their own pace. They do not have to join teams like in our traditional GameDay sessions. GameDay content uses gamification to provide reinforcement of cloud best practices and exposure to AWS services that customers can apply on the job. Quest Fest sessions will feature a relaxed, lounge environment complete with food and beverage for participants.

Tuesday Afternoon – 2 Opportunities
Wednesday Evening – 2 Opportunities

BENEFITS & INCLUSIONS

• Opportunity to build a hands-on challenge with AWS for GameDay Quest Fest participants that utilizes the Sponsor’s technology
  • AWS re:Invent GameDay will live on and can be repurposed for a future partner-led GameDay co-owned with AWS
  • Sponsor slide to be included in opening remarks
  • “Honorary” Technical Advisor: Sponsor Solution Architect/Technical Executive on hand for participants to ask advice of and provide troubleshooting tips during each of the challenges
  • Inclusion in all promotion surrounding and during AWS GameDay Quest Fest at re:Invent which may include: Registration landing page, event signage, AWS re:Invent website, and digital screen within GameDay Quest Fest areas onsite
  • Opportunity to staff a table for troubleshooting during the GameDay Quest Fest
  • Sponsored Event attendee contact information that ask AWS to share their contact information with Sponsor
  • Opportunity to distribute branded swag to attendees and furnish prizes for winning team (subject to AWS approval)
Our tiered sponsorship sales launch begins on May 3. To learn when your company may request a contract, please visit our Sponsor Support Site.

Watch the Sponsor webinar

Review the sponsor briefing webinar to learn more about sponsorship opportunities in detail. You can view this on demand here.

Complete the contract request form

Eligible Partners will receive an email with an invitation to officially secure a sponsorship package and add-ons on their specific sales launch date. They can do so by clicking the BECOME A SPONSOR button at the top of each page within this prospectus.

Contract routed for signature

The requested contract will be routed via DocuSign to your signatory within 2-3 business days of your request. Review the Global Sponsorship Terms & Conditions. We do not alter or customize Terms & Conditions except for partners that have an MSA with AWS. DocuSign envelopes expire 14 days after they are sent.

Sponsorship invoices

Once the contract is signed by both parties, we will generate an invoice. Unless requested sooner, invoices are sent 120 days prior to each event and are due with Net 30.

You are now a Sponsor!

The Sponsor Portal will launch to the main Sponsor point of contact in July. The Sponsor Portal will have all deadlines, deliverable information, sponsor guidelines, resources and tools.
**When will sales begin?**

We will launch sponsorships beginning on May 3 to four (4) distinct tiers of Partners based on eligibility and criteria approved by AWS leadership. Find out more about our launch eligibility guidelines [here](#).

**What is the contract process?**

Following the completion of the Request a Contract form, your contract will be sent within 72-hours via DocuSign from aws-legal-docusign@amazon.com to your Contract Signatory point of contact. Contracts must be executed within 14 days of receiving your contract. Sponsorship contract terms and conditions are available [here](#).

**What is the invoicing process?**

Invoices are issued 120-days prior to the event, based on timing. Payment is due in full 30-days prior to the start of re:Invent. Please reach out to awssponsors-invoices@amazon.com with any questions.

**I have more questions – how can I reach you?**

Please email us at reinvent-sponsorship@support.awsevents.com and we will reply within 48 hours.

---

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.
Thank you!

We look forward to working with you.

reinvent-sponsorship@support.awsevents.com