AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

SPONSORSHIP OPPORTUNITIES

Become a Sponsor
Join our global **cloud community**

**AWS re:Invent 2021 is back!** We are excited to invite customers and Partners to join AWS and the global cloud community in celebrating the 10th annual re:Invent. This year, re:Invent will be offered in-person, in Las Vegas and will take place November 29-December 3. The event will feature keynote announcements, multi-faceted expo halls, quirky evening events, and re:Play - the best experience where music and technology intersect. Customers and Partners who are not able to attend in-person can register to attend virtually. Virtual (November 29–December 10) includes access to keynote and leadership session livestreams during the week of re:Invent, and on-demand breakout session recordings the week afterwards. In-person and virtual sponsorships provide opportunities for our diverse AWS Partner community to join the action and engage with customers.
2 weeks of Customer Connections: 
**In-person & Virtually**

**Monday November 29**
Content & Expo halls open
Virtual platform opens
Keynote program begins

**Wednesday December 1**
Content & Expo Halls on-going
Keynote AM & PM
Evening activities

**Friday December 3**
Sponsor Expo move out

**Friday December 10**
Virtual re:Invent platform closes

**Sunday November 28**
Midnight Madness kicks off re:Invent

**Tuesday November 30**
Content & Expo Halls on-going
Evening activities
Keynote

**Thursday December 2**
Keynote
Content & Expo Halls on-going
re:Play Closing Party

**Monday December 6**
On-demand breakout session recordings in Virtual platform

Agenda subject to change
ATTENDEE DEMOGRAPHICS

REGION
(In-person)

99% North America
01% Global

REGION
(Virtual)

40%
19%
19%
8%
5%
9%

AMER
APAC
EMEA
Global
China
Unreported

AWS USAGE

Run multiple Workloads on AWS
Evaluating/Experimenting with AWS
Run Dev/Test Workloads on AWS
Do not use AWS today
Other

58%
44%
19%
8%
9%

Top 4 Job Roles:
- IT Professional
- Developer/Engineer
- IT & Business Executive
- Solution/Systems Architect

Top 4 Industries:
- Software & Internet
- Financial Services
- Government & Education
- Computers, Electronics, & Telecommunications

Top 4 Company Types:
- Enterprise
- Small-Medium Business
- Startup
- Public Sector

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Sponsorship Highlights

- **325** Sponsors
- **5** Keynotes Livestreamed
- **437K** Square Feet of Expo Space
- **200+** Sponsored Speaking Opportunities
- **330+** Add-On Sponsorships
What’s new for re:Invent 2021?
New turnkey booth options & customized offerings

We anticipate planning and logistics may be different in 2021. That is why we created new and innovative offerings that provide you more booth options than ever before. Whether you’re looking for a customized 30’x30’ booth at the Diamond level or simply a different approach to the 10’x10’ Bronze booth – there are new options for you!
Connecting with a **global audience**

In addition to our in-person experience, a virtual re:Invent will take place November 29-December 10 for our global cloud community to stay connected to what's happening in Las Vegas. During the first week, Keynote and Leadership Sessions will be livestreamed and we will deliver additional ‘live from re:Invent' content to our virtual audience. Following the conclusion of the in-person re:Invent, all session content will be published to the virtual platform for customers to watch as video-on-demand. We have created several turnkey sponsorships that amplify your presence without dedicating the same level of resources as your in-person execution.
Our packages and add-on opportunities are designed to deliver value and drive results to Partners at all stages in their AWS journey. Whether you are a Consulting Partner seeking a decision maker audience, a startup looking to generate leads and grow sales, or a Technology Partner with a new product to feature - there is a sponsorship solution for you.
## Sponsorship Benefits (In-Person)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Emerald</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold-Consulting</th>
<th>Gold-Technology</th>
<th>Bronze</th>
<th>Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Space</td>
<td>CUSTOM 30'x30'</td>
<td>CUSTOM 30'x30'</td>
<td>CUSTOM 20'x20'</td>
<td>TURNKEY 20'x10'</td>
<td>TURNKEY 20'x10'</td>
<td>TURNKEY 10'x10'</td>
<td>KIOSK 5'x5'</td>
</tr>
<tr>
<td>60-Minute Breakout Session</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-Minute Partner Theater Session</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venetian Level 1 Meeting Room</td>
<td>4 days</td>
<td>2 days</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>Parlor Suite</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10'x10' Expo Floor Meeting Room</td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venetian</td>
<td>Palazzo Room Block</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Summit Invitations</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in breakout session loop</td>
<td>Custom</td>
<td>Template</td>
<td>Template</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to include hanging banner above booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Conference passes</td>
<td>13</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Booth Staff passes</td>
<td>13</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Priority booth selection/location</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bonus Activation</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered Company List</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Press Outlet List</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital Ad in Expo</td>
<td>Motion</td>
<td>Motion</td>
<td>Static</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead Retrieval Devices</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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### Sponsorship Benefits (In-Person)

<table>
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<th>Gold-Technology</th>
<th>Bronze</th>
<th>Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recorded session added to Virtual re:Invent</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoted Sponsor Listing on Virtual re:Invent</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in Jeff Barr’s Swag Corner</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All packages include:

- Leads of opt-in attendees who engage with sponsor
- re:Invent website recognition
- Mobile app recognition and booth information
- 15 & 60 Minute sessions added to re:Invent virtual platform
- Premium turnkey options available
- Option to purchase add-on opportunities
Sponsorship Add-On Opportunities

Our sponsorship add-ons provide supplementary opportunities to engage attendees beyond the expo halls. 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. Please review our weekly update emails to sponsors or check back here for updated opportunities.

*Select add-ons are available to sponsors at the Platinum+ levels and subject to AWS Leadership approval.
AWS Jams* | $50,000

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 Jam – SOLD OUT
Security Jam - SOLD OUT

- 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
- 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
- Opportunity to staff a table for troubleshooting during the Jam
- 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 (if applicable and subject to AWS approval)
AWS Jam Lounge | $15,000 - $25,000

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 Venetian expo hall.

- Full Week Jam Lounge Challenge – 1 Opportunity Available | $25,000
- 3-Day Jam Lounge Challenge – 4 Opportunities Available | $20,000
- 2-Day Jam Lounge Challenge – 2 Opportunities Available | $15,000

Add your Jam to the Virtual Platform | $5,000

- Opportunity to build a hands-on challenge with AWS for Jam Lounge participants that utilizes the sponsor’s technology (products or solutions)
- “Honorary” Technical Advisor: Sponsor Solution Architect or 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 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 people attending the space
  • Leads of those who opt-in and participate in sponsor’s Jam challenge
- Opportunity to furnish prizes for winning team (if applicable and subject to AWS approval)
AWS Gameday* | $30,000

AWS GameDay is a hands-on learning format designed to familiarize customers with AWS and our Partners to deepen their operational cloud skills through a gamified simulation exercises. GameDay provides a fun and engaging learning experiences for customers and participants work in teams to solve technical challenges that provide reinforcement of cloud best practices and exposure to Partner Services that they can apply on the job. Each Gameday hack encourages group problem-solving, camaraderie, and light competition.

AWS Gameday – SOLD OUT | $30,000
Financial Services Gameday – SOLD OUT | $30,000
Sustainability Gameday – 1 Opportunity Available | $30,000
Security Gameday – SOLD OUT | $30,000

- Opportunity to build a hands-on challenge with AWS for GameDay participants that utilizes the Sponsor’s technology
  - 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)
Industry Lounge Takeover - $20,000 - $45,000

Distinguish your company as a thought leader in innovation and technology through a daily one-hour takeover in one of our industry networking lounges. Sponsorship includes the opportunity to engage with attendees and enthusiasts while fostering interactive networking and meetups. Alternatively, use the time to host a lightning talk or small panel discussion that engages attendees and fosters meaningful conversations. Industry Lounge benefits include:

**Package A - $20,000**

- One (1) hour takeover in an Industry Networking Lounge on Tuesday, Wednesday, or Thursday
- Logo inclusion on digital boards in space during takeover
- Sponsor takeover featured on digital agenda walls at the entrance to the lounge
- Breakout session intermission ad promoting Networking Lounge Takeover
- Opportunity to collect opt-in leads during takeover

**Package B - $45,000**

- One (1) hour daily takeover in an Industry Networking Lounge on Tuesday, Wednesday, and Thursday
- All aforementioned benefits listed above

**Industries Available**

- Industrial (Mfg, Auto, P&U)
- Health (HC/LS)
- Entertainment (M&E & Games)
- Financial Services
- Telecommunications
- Energy
- Consumer (AMT, CPG, Retail)
- Telecommunications
- Energy
- Aerospace & Satellites
AWS DeepRacer | $100,000

AWS DeepRacer League is the world’s first global autonomous racing league, open to anyone. Throughout the 2021 season, racers from all over the world will compete virtually in time trial, object avoidance, and head-to-head races to earn prizes, bragging rights, and a chance to take home the most coveted prize in the league: the DeepRacer Championship Cup trophy. AWS DeepRacer is the fastest way for aspiring developers to get rolling with machine learning in a fun and hands-on way. At re:Invent 2021 participants will have the opportunity to extend their machine learning journey through DeepRacer educational sessions, and immediately apply their new skills in a variety of race formats on physical tracks while engaging with fellow ML enthusiasts and AWS machine learning experts. The DeepRacer track will be the centerpiece of the Quad at Mandalay Bay and will also extend virtually via livestreamed races and virtual races so anyone in the world can join.

- Category exclusivity for Partner or Customer: Technology, Infrastructure, and/or Brand/Customer
- Sponsor integration into 4 of 11 DeepRacer Sessions at re:Invent, including Sponsor acknowledgement and a call to action mentioned by the presenter. Sessions will be presented live onsite and also livestreamed.
- Logo on AWS re:Invent DeepRacer Website
- Logo and/or name in text in Mobile App Spotlight highlighting DeepRacer (1 day) within the re:Invent Mobile App
- Sponsor logo on all digital screen promotion of AWS DeepRacer throughout the re:Invent campus, including the leaderboards
  - Sponsor static ads within livestreamed leaderboards onsite at the Mandalay Bay Track
- Brand integration within track area in the Expo at Mandalay Bay
  - Branding inclusion within DeepRacer Virtual racetrack experience (50K racers; 3 virtual tracks)
- Custom ad (30 seconds) produced by Sponsor to be aired before the Grand Prix Championship Cup
- Static ad produced by AWS to be aired before all (11+) DeepRacer Sessions (in-person and/or streamed on the re:Invent virtual platform). Virtual ads will include a CTA with clickable button driving lead generating activity
- Sponsor of the VIP Welcome Reception on Monday Evening
  - Opportunity to provide swag (furnished by sponsor) for welcome gift for the 120+ Champions
  - Branding within the VIP Welcome Reception (i.e.: digital screens, printed signage)
- Sponsor Activation (10x10 space) within Mandalay Bay in proximity to DeepRacer activations to present demos, welcome attendees, or provide swag.
Partner Theater Session | $20,000

Present a product demo or recent customer success story through a dedicated mini content session on the Venetian expo floor. All partner theater sessions include leads of opt-in attendees and a video recording of the session that will be published afterwards for virtual re:Invent. Limit one per sponsor.

30 AVAILABLE

- One (1) 15-minute speaking opportunity in the Partner Theater in Expo-Venetian
- Opportunity to distribute collateral at beginning of theater session
- Leads provided to sponsor for those in attendee audience who opt-in
- Session will be recorded and published in the virtual re:Invent platform
- Leads provided to sponsor for opt-in attendees who view session in virtual platform

Outcomes and lessons learned
- Create and share the vision
- Create and manage a "pace of trust"
- If you don’t know how to say something, say it LOUD
- Don’t ignore the process of maintenance
- Follow our customers’ lead to one of the smartest go-lives that McKesson Technology Services/Change Healthcare has ever seen
- Hypothesis is tested, re-tested, over and over after 3 days
APN TV Campaign | $35,000

Establish thought leadership on your solution or value proposition through an APN TV campaign. Each campaign provides you the ability to pre-record a 15-minute lighting talk and expand your presence beyond the in-person event. Each campaign runs pre- and post-event to extend the spotlight.

AI/ML Lighting Talk - 5 Opportunities Available
Security Lighting Talk – 3 Opportunities Available

- AWS produced, recorded, and edited lightning talk
- Promotion through pre and post event email campaign
- Promotion through pre and post paid media support
- Leads of video views delivered to sponsor through the AWS Customer Engagement Platform (ACE)
Keynote Livestreams* | $125,000+

Align your brand with the most viewed and sought after content that attendees watch during AWS re:Invent every year. The Keynote Livestream Sponsorship provides your company brand awareness and an opportunity to drive significant traffic to your sponsor page within the virtual re:Invent platform or on your own webpage.

CEO Keynote: 1 Available | $225,000
CTO Keynote: 1 Available | $125,000
Infrastructure Keynote: 1 Available | $125,000
AI/ML Keynote: 1 Available | $125,000

- Exclusivity: One (1) sponsor per Keynote
- Sponsor banner ad on keynote video entry page within the virtual platform
- Opportunity to place a Case Study or white paper within 'Attachments' tab of video player
- Sponsor custom 30-second video ad to run during the pre-roll before the livestream of the Keynote
- Sponsor included in emails promoting Keynote
- Sponsor included in session catalog when promoting Keynote
- Sponsor included in the Attendee Guide (presented by Sponsor)
- Mobile app recognition (presented by Sponsor)
Leadership Session Livestreams* | $75,000

Gain valuable brand recognition and alignment to key AWS Solutions and Industries through sponsorship of our Leadership Session Livestreams. Each session is presented by an AWS leader and attracts high viewership within the virtual platform.

- Exclusivity: One (1) sponsor per Leadership Session
- Sponsor banner ad on session video entry page within the virtual platform
- Opportunity to place a Case Study or white paper within ‘Attachments’ tab of video player
- Sponsor custom 30-second video ad to run during the pre-roll before the livestream of the leadership session
- On-site meter board and/or digital signage including Sponsor name and/or logo
- Sponsor included in emails promoting leadership session
- Sponsor included in session catalog when promoting leadership session
- Sponsor included in the Attendee Guide (presented by Sponsor)
- Mobile app recognition (Presented by Sponsor)

Tracks Available

- Analytics
- Architecture
- Compute
- Containers
- Developer
- Enterprise & Migration – SOLD OUT
- Internet of Things (IoT)
- Public Sector
- Security – SOLD OUT
- Serverless
- All Builders Welcome

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Conference Branding | $50,000+

**ELEVATOR BANK DIGITAL SIGNAGE**
5 Available | $50,000

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

**CONFERENCE BAG**
1 Available | $75,000

Logo inclusion on reusable shopping bag provided to thousands of attendees within the Venetian and Mandalay Bay expo halls.

**ATTENDEE LANYARDS**
1 Available | $150,000

Logo inclusion on all attendee lanyards provided at registration. Includes all attendee types: general, booth staff, press, and Executive Summit.

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AWS Marketplace **Pavilion** | $10,000

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 talk to customers directly in this dedicate space. Kiosk participation is limited to one day and participation is subject to AWS Marketplace approval.

- 5’x5’ kiosk presence in the AWS Marketplace Pavilion for 1 day
- One (1) complimentary lead retrieval device
- One (1) booth staff pass
- re:Invent and AWS Marketplace website recognition
- Mobile app recognition
Connecting with our **Global Audience**

In addition to our in-person experience, a virtual re:Invent will take place November 29-December 10 for our global cloud community to stay connected to what’s happening in Las Vegas. During the first week, Keynote and Leadership Sessions will be livestreamed and we will deliver additional ‘live from re:Invent’ content to our virtual audience. Following the conclusion of the in-person re:Invent, all session content will be published to the virtual platform for customers to watch as video-on-demand. We have created several turnkey sponsorships that amplify your presence without dedicating the same level of resources as your in-person execution.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS (Virtual)</th>
<th>SPONSOR PAGE</th>
<th>SPONSOR LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Sponsor page</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company Listing tile</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Up to three (3) new assets</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One (1) welcome video</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Leads of opt-in page visitors or session views</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>CTA Button</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Customizable “About Us” Tab</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Custom header banner graphics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One (1) banner ad placed across platform</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One (1) pre-roll video placed across platform</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
**Sponsor Page** Package  |  $15,000

**Activation & Lead Generation**
- Sponsor landing page (booth) with custom header banner
- Upload up to three (3) media and marketing materials to sponsor page, in addition to welcome video
- Provide one (1) custom link to direct attendees to your website or microsite
- In-person sessions added to sponsor page within virtual platform (if applicable)
- Leads of opt-in attendees who view page or sessions (if applicable)

**Branding & Promotion**
- One (1) Banner ad placed across platform
- One (1) Pre-roll video placed across platform

**Sponsor List** Package  |  $5,000

**Activation & Lead Generation**
- Custom tile on Sponsor list page directing attendees to your website or microsite
- In-person sessions added to associated track within virtual platform (if applicable)
- Leads of opt-in attendees who view sessions (if applicable)
Let AWS Chief Evangelist, Jeff Barr, promote your virtual SWAG and promotions. Jeff highlights each sponsored giveaway in this unique traffic-driver on our virtual platform.

**JEFF BARR'S SWAG CORNER**
- 50 Available | $3,000

**HOMEPAGE CAROUSEL LISTING**
- 36 Available | $7,500

Feature your re:Invent session (if applicable) on the virtual event platform homepage. Earn views and collect leads of opt-in attendees who view your session on-demand.

**BRAND AWARENESS PACKAGE**
- 7 Available | $15,000

Increase traffic to your sponsor page or website through ads placed across the re:Invent virtual platform. Each package includes one (1) banner ad and one (1) pre-roll video placed on targeted pages within the platform and two (2) push notifications during the virtual event.
Eligibility
Our tiered sales process begins on June 15. To learn when your company can request a contract, please visit our Sponsor Support site.

Contract Agreement
On your sales date, click the *BECOME A SPONSOR* button at the top of any page. Contracts are delivered in the order of request. A contract will be sent to your signatory via a DocuSign envelope within 2–3 business days or your request.

Terms & Conditions
Review the Standard Global Sponsorship Terms & Conditions
We do not alter or customize Terms & Conditions

Invoice & Execution
Once the contract is signed by both parties, we will generate an invoice
Invoices will be sent immediately or 120 days prior to the event
My company has not yet approved travel for 2021, how can we plan our sponsorship?

We’ve reduced the initial commitment to sponsor by waiving any penalty of cancellation to 30 days prior from event start date. Our terms and conditions remain flexible to provide our sponsors the best opportunity to participate.

My company is not sponsoring in-person events for 2021, how can we still sponsor AWS re:Invent?

AWS re:Invent has several options for partners who may not be able to participate in-person. Please review the virtual sponsorship packages and add-ons to learn more.

How are you approaching health and safety on-site?

The health and safety of our customers, partners, and employees remains our top priority. All attendees are required to comply with health measures in accordance with the AWS Code of Conduct. We continue to monitor scientific knowledge of COVID-19 and will update our requirements and guidance as needed.
When will sales begin?
We will launch sponsorships beginning on June 15 to 4 tiers of Partners based on eligibility and criteria approved by AWS leadership.

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. 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 will be sent immediately or no later than 120 days prior to the event. Our payment terms are Net 30.

I have more questions – how can I reach you?
Please email us at reinvent-sponsorship@amazon.com and we will reply within 24-hours.
Planning Timeline

**June 15**
- Tier 1 On-Sale Date
- Paid Registration Starts

**June 17**
- Tier 2 On-Sale Date

**June 22**
- Tier 3 On-Sale Date

**June 29**
- All Partners eligible to purchase sponsorship

**Mid-July**
- Sponsor Portal Launch

**Late-July**
- Booth Selection Begins

**September - October**
- All sponsor deliverables are due

**August**
- Planning webinar series begins

**November 29**
- re:Invent Begins!
AWS re:Invent 2021 sponsorship is available to all Registered+ AWS Partners. Ensure you know your status when requesting a contract. All sponsorships are subject to AWS approval. For eligibility criteria please visit the Sponsor Support site.

Sign up for a sponsor briefing webinar to learn more about sponsorship opportunities and get your questions answered. Our first webinar is Tuesday, June 8. REGISTER TODAY.

June 15, eligible Partners will receive an email with an invitation to officially secure a sponsorship package and add-ons. They can do so by clicking the BECOME A SPONSOR button at the top of each page.

The requested contract will be routed via DocuSign to your signatory on the date of request. Contracts have standard terms & conditions posted online and DocuSign envelopes expire 14 days after they are sent.

Invoices will be created within 3 days of contract execution and sent to the invoicing point of contact listed on the sponsorship request intake form. Invoices will be sent immediately or no later than 120 days prior to the event. Our payment terms are Net 30.

The Sponsor Portal will launch mid-July. Access will be provided initially to the Marketing Point of Contact indicated on the contract request form. All deadlines, deliverable information, and sponsor guidelines will be available in the Sponsor Portal.
Thank you

We look forward to working with you. Reach out with questions at reinvent-sponsorship@amazon.com