



## SPONSORSHIP PROGRAM

# AWS Sales, Marketing, & Global Services LEADERSHIP SUMMIT 2024

FEB. 6-7, 2024 | SEATTLE

AWS SALES, MARKETING, & GLOBAL SERVICES LEADERSHIP SUMMIT

# Build the future with AWS

Overview

Sponsorship

Timeline & Next steps

Become a sponsor

## WELCOME TO THE AWS SMGS LEADERSHIP SUMMIT

### Strategize, plan, and build the future, together.

Join AWS executives in-person as they gather together for the AWS Sales, Marketing, and Global Services (SMGS) Leadership Summit. This new executive event brings together director and VP level AWS attendees to collaborate on new ideas, innovate for our customers, and build strategic initiatives with AWS Partner executives. This is the only AWS event in which the attendee base is comprised of 100% AWS leaders.

The SMGS Leadership Summit will be held in Seattle on February 6-7, 2024. The sponsorship program will offer a limited number of packages for Partner executives to participate in exclusive networking activities and meetings throughout the summit. A total of (15) Emerald Packages are available, priced at \$185,000.

Sponsorships for the SMGS Leadership Summit are by invitation only.

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## THE AWS LEADERSHIP SUMMIT

### By the numbers

1:8

Sponsor:Attendee  
Ratio

75

Sponsor  
Attendees

630+

AWS Executives

15

Sponsorship  
packages

8+

Hours of  
networking

Overview

Sponsorship

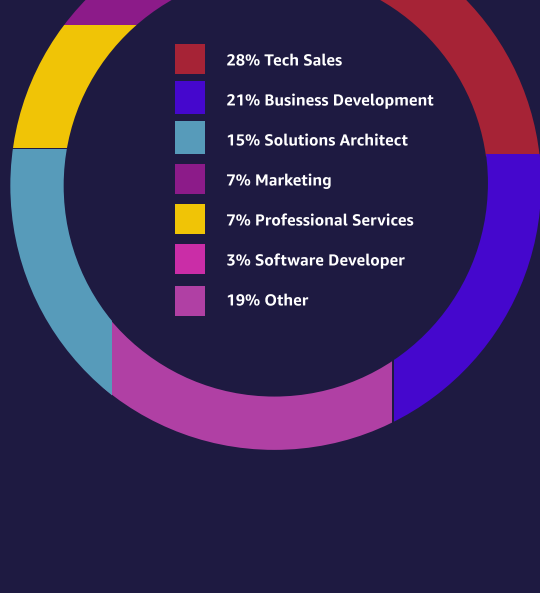
Timeline & Next steps

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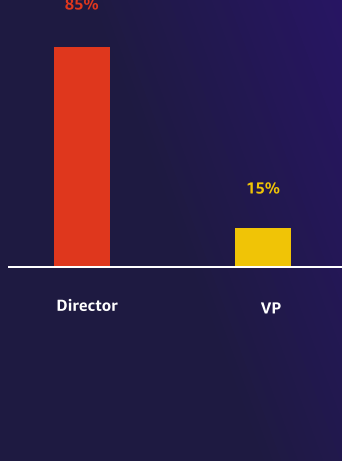
## AWS LEADERSHIP SUMMIT ATTENDEE DEMOGRAPHICS

### Join AWS leaders from all around the world.

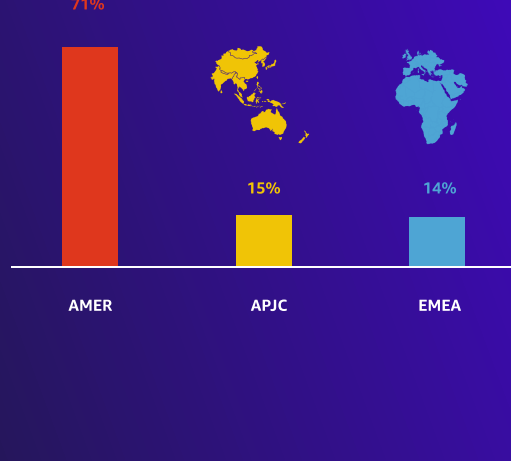
#### TOP 5 JOB FAMILIES



#### AWS TITLE/LEVEL



#### REGION



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## SPONSORSHIP OVERVIEW

### 1 tier of sponsorship. 15 Emerald packages available.

The AWS SMGS Leadership Summit offers a limited number of packages across a single tier of sponsorship. A total of (15) Emerald packages available. The limited number of opportunities ensures the event will maintain a 1:8 sponsor to attendee ratio. Please see below of a high-level overview of included benefits.

SPONSORSHIP BENEFITS	EMERALD / \$185,000
Executive invitations to the Summit	5
Prescheduled meetings with AWS Leaders	5
Pre-event Emerald Sponsor engagement emails	2
Reserved private meeting rooms	1
Partner org leadership hosted breakfast	1
Sales team leadership hosted breakfast	1
Off-Site evening networking reception	1
Qualify for main-stage partner session highlight	✓
Opportunity to host pre-event reception/dinner	✓
Exclusive on-site signage	✓
Sponsor logo/link on Summit event page	✓

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## SPONSORSHIP BENEFITS

### Emerald Sponsorship costs \$185,000. 15 packages available.

From invaluable networking opportunities with AWS leaders to branding and awareness, here's what's included:

#### ON-SITE EXPERIENCE

- (5) Executive Invitations to the AWS SMGS Leadership Summit
- Sponsor attendees must be comprised of Director level and above titles to register
- Opportunity to host a pre-event dinner/reception
- Inclusion in AWS hotel block at the Hyatt Regency
- Welcome gifts, meals, sponsor break lounge
- Dedicated account management (1:1 by request)

#### EXECUTIVE ENGAGEMENT

- (1) Reserved private meeting room on-site
- Sponsor meeting blocks included in event agenda
- Maximum of (5) 45-minute meetings with AWS Leaders
- Each sponsor will receive an individualized, curated meeting schedule with AWS Leaders
- Opportunity for Partner Session Integration
- Emerald sponsors qualify to be featured in a mainstage Partner-focused session with an AWS leader

#### LEADERSHIP NETWORKING

- (1) AWS Partner Org Leadership Hosted Breakfast
- (1) Sales Team Leadership Hosted Breakfast
- Reserved sponsor table at each breakfast, shared with AWS leadership attendees
- (1) Off-site Networking Reception
- Dedicated Sponsor VIP area

#### BRANDING & AWARENESS

- Exclusive on-site signage at all networking events
- Sponsor logo and link on internal event website
- (2) Dedicated sponsor engagement emails pre-event
- Meeting schedule request email
- Networking activity highlight email

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## SPONSORSHIP FAQs

### Important things to know about signing up to be a sponsor

From eligibility and registration to sponsorship webinars—here are 3 important things for you to know.

#### Who is eligible to sponsor?

Sponsorship opportunities for the SMGS Leadership Summit are by invitation only. Invited Partners are notified by email by receiving a Save the Date.

#### How do I become a sponsor?

Invited partners will receive a Sales Launch email at 9:00am PST on October 16. The email will have a link to request a sponsorship contract. Also, at that time, the **Become an Emerald Sponsor** buttons throughout the prospectus will become active, and drive you to the form to request a contract.

#### How can I learn more?

To learn more about the SMGS Leadership Summit event and sponsorship opportunities, join the AWS Sponsorship Team for a prospectus overview webinar on October 12 at 10:00am PST. [Click here to sign up>](#)

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## SPONSORSHIP TIMELINE

### Here are the key dates leading up to the Leadership Summit



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## SPONSORSHIP NEXT STEPS

### A few logistical details to familiarize yourself with

#### Eligibility

The SMGS Leadership Summit is an invitation only sponsorship program. Eligible partners will receive an email invitation to purchase a sponsorship package from SMGS-sponsorship@amazon.com. Sales will launch to invited partners at 9:00 AM PST on October 16, 2023.

#### Contract Agreement

Eligible partners can request a contract starting at 9:00 AM PT on October 16. 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 of your request. Contracts must be executed within 14 days of receipt.

#### Terms & Conditions

Review the Global Sponsorship [Terms & Conditions](#).

We do not alter or customize Terms & Conditions except for partners that have an MSA with AWS.

#### Invoice & Execution

Once the contract is signed by both parties, the sponsorship team will generate an invoice.

Unless requested sooner, invoices are sent 90 days prior to each event and are due in Net30.

# Thank you

We look forward to working with you.

Email us with questions

Subscribe to our newsletter >