



AWS GLOBAL SPONSORSHIP PROGRAM

Grow your AWS business through sponsorship

The AWS Global Sponsorship Program organizes and hosts a variety of global, tech-based programs and large-scale events designed to create strategic, ROI-generating opportunities for AWS Partners and customers.

By taking advantage of paid sponsorship opportunities at each event we host, and through co-branded partner marketing/media programs, AWS Partners can:

- Grow their businesses by showcasing their brand, products, and services to a relevant audience
- Connect with new customers
- Generate high quality leads

“

“We take every opportunity we have to be a sponsor for the AWS Summits not only across the US but across the globe. The Summits have really given Trend Micro the ability to highlight all of our competencies.”



Brittany Himmelfarb

US Strategic Marketing Leader



“

“When you’re a part of the AWS Sponsorship Program, being able to showcase all of the differentiating capabilities that your company has, there’s really no better venue to advertise that.”



Adam Gruber

Technology Officer



“

“Events like the DC Summit are very important for us when AWS is driving the promotion and you have the partner ecosystem amplifying that message I think that’s when you get the 1+1 = 4 to 5.”



Will Jones

VP of Sales



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BENEFITS OF SPONSORSHIP

Reach your target audience

AWS Sponsorship team helps AWS Partners reach their ideal audiences from Developers, IT Professionals, IT leaders, and Business decision makers in various industries. We customize the sponsorship benefits based on the geographic and technographic segmentations to increase reach to your target audience.



Attendee Engagement

1:1 meeting with customers and prospects

Awareness + Promotion

Cross event branding + access to press lists

Speaking Opportunities

Partner-led breakout sessions

Sponsor Presence

Partner booth with company logo

Lead Generation

Access to registered attendee contact information

Sponsor Enablement

Access to Exhibitor Resource Center + on-going planning support

Sponsorship Add-ons

Marketing promotional opportunities to amplify partner branding

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ATTENDEE DEMOGRAPHICS

Innovators and industry leaders

Here are some examples of the AWS Global Sponsorship audience.



Developers

Challenges

- Unexpected changes in project requirements
- Correcting Errors
- Unplanned work

Motivators

- Problem solving
- Working with new technology
- Work/life balance

Priorities

- Programming and creative problem solving
- Focused on technical evaluation vs TCO (total cost of ownership)



IT Professionals

Challenges

- Legacy systems
- Resistance to change
- Lack of tech proficiency

Motivators

- Problem solving
- Compensation
- Gaining experience + recognition to increase responsibility

Priorities

- Evaluating TCO & performance of new tech
- Manage and conduct day-to-day IT operations



IT Leaders

Challenges

- Outdated technology
- Financial constraints
- Interdepartmental communication
- Buy-in-from Sr. Management

Motivators

- Problem solving
- Teamwork
- Deliver competitive advantage through IT systems

Priorities

- Be "completely knowledgeable" about developments in tech
- Provide IT solutions to the firm



Business Leaders

Challenges

- Talent retention
- Resistance to change
- Employee morale and performance
- Too many meetings

Motivators

- Problem solving
- Contribute to company strategy
- Making smart decisions
- Well-functioning org

Priorities

- Seek solutions that help their departments to more effective
- Own decision-making for technology purchases

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