

# **2025 AWS Europe, Middle East, and Africa (EMEA) Summits**

## **Sponsorship Sales Preview**

## AWS EMEA SUMMITS 2025

# Innovation, collaboration, and global representation

AWS Summits provide a one-of-a-kind opportunity for AWS customers to connect, collaborate, and learn more about AWS.

A series of free in-person events that unite the global cloud computing community – AWS Summits 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 Summits – which are conveniently held across every region globally – feature sessions led by AWS experts, Partners, and customers who have a track record of success building products and solutions on AWS.



# AWS EMEA Summits 2025 Cities



## Paris

Palais des Congrès  
April 9  
9,500 attendees

[VIEW PROSPECTUS](#)



## Amsterdam

RAI Amsterdam  
April 16  
5,500 attendees

[VIEW PROSPECTUS](#)



## London

ExCel London  
April 30  
24,000 attendees

[VIEW PROSPECTUS](#)



## Poland

ICC Katowice  
6 May  
3,000 Attendees

[VIEW PROSPECTUS](#)



## Dubai

Dubai WTC  
May 21  
4,500 attendees

[VIEW PROSPECTUS](#)



## Tel Aviv

Tel Aviv Expo  
May 28  
12,000 attendees

[VIEW PROSPECTUS](#)



## Stockholm

Stockholmsmässan  
June 4  
5,300 attendees

[VIEW PROSPECTUS](#)



## Hamburg

Messe Hamburg  
June 5  
13,000 attendees

[VIEW PROSPECTUS](#)



## Madrid

IFEMA Madrid  
June 11  
10,000 attendees

[VIEW PROSPECTUS](#)



## Milan

Rho Fiera Milano  
June 18  
7,000 attendees

[VIEW PROSPECTUS](#)



## Johannesburg

Sandton Convention  
August 20  
8,000 attendees

[VIEW PROSPECTUS](#)



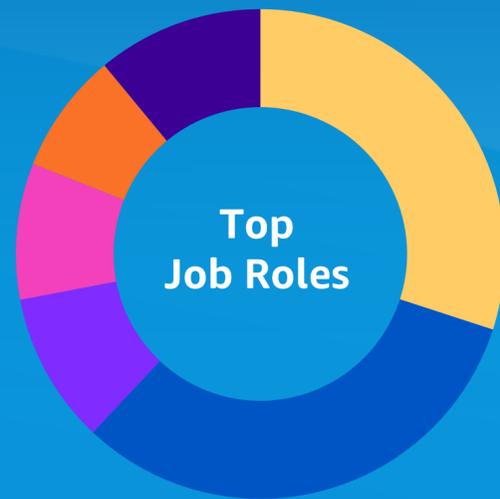
## Zurich

Halle 550  
September 11  
3,500 attendees

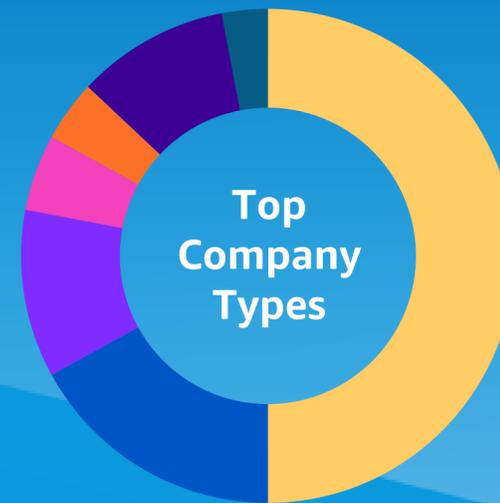
[VIEW PROSPECTUS](#)

# EMEA

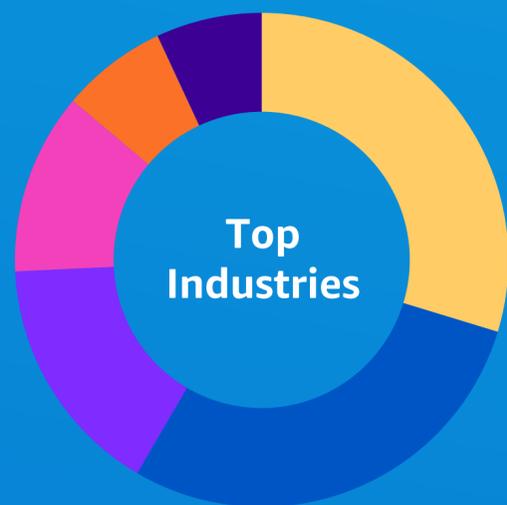
## Summit Attendee Insights<sup>1</sup>



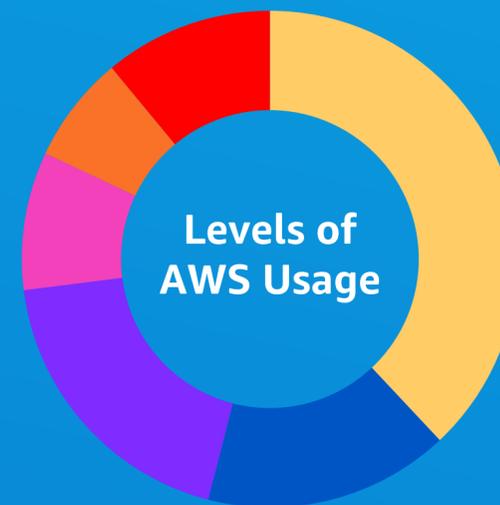
- 30% IT Professional/Executive
- 32% Developer/Engineer
- 10% Business Executives
- 9% Solutions/Systems Architect
- 8% Advisor/Consultant
- 11% Sales/Marketing



- 50% Enterprise
- 17% Small-Medium Business
- 11% Start-up
- 5% Education
- 4% Government
- 10% Other
- 3% Self-Employed



- 30% TMEGS<sup>2</sup>
- 29% Financial Services
- 16% Auto & Manufacturing
- 12% Retail & CPG
- 7% Energy & Utilities
- 7% Healthcare & Life Science



- 38% Run multiple workloads on AWS
- 16% Evaluating/experimenting with AWS
- 19% Do not currently use AWS
- 9% Run dev/test workloads on AWS
- 7% Run single production workload on AWS
- 11% Other

<sup>1</sup> Expected attendee demographic data is based on actual 2024 AWS EMEA Summit attendees.

<sup>2</sup> Telco, Media, Entertainment, Games, and Sport.

# 2025 AWS Summit Sales Launch & Partner Eligibility



## TIMELINE & SALES ELIGIBILITY

| Key Dates                       | Milestones                           | Eligible Partners  |
|---------------------------------|--------------------------------------|--|
| December 11, 2024               | AWS Global Sponsorship Sales Preview | All AWS Partners   |
| January 14, 2025<br>9:00 AM CET | Wave 1 Sales Launch                  | 2024 Platinum+ Alumni Summit Sponsors<br>GenAI Competency Partners<br>Foundational Model Partners  |
| January 21, 2025<br>9:00 AM CET | Wave 2 Sales Launch                  | Partners with an active Strategic Collaboration Agreement (includes: SCA, SIL, re:Stack, or re:Scale)<br>Premier Tier Partners<br>Global System Integrators (GSIs) |
| January 28, 2025<br>9:00 AM CET | Wave 3 Sales Launch                  | ISV Accelerate Partners<br>Partner Paths Differentiated Services/Training Path Advanced Marketplace Partners*<br>Global Startup Partners                           |
| February 4, 2025<br>9:00 AM CET | Wave 4 Sales Launch                  | All AWS Partners*<br>Select AWS Customers  |

\* With an active solution.



**EMEA SPONSORSHIP PACKAGE TIERS AND ELIGIBILITY**

|                         |  |
|-------------------------|--|
| <b>Global + Emerald</b> | Global and Pan-EMEA Emerald Summit sponsorship packages available to eligible AWS Partners by invitation only.   |
| <b>Diamond</b>          | 2024 EMEA Summit Platinum+ Alumni Sponsors<br>GenAI Competency Partners<br>Foundational Model Partners<br>Partners with an active Strategic Collaboration Agreement (includes: SCA, SIL, re:Stack, or re:Scale)<br>Premier Tier Partners<br>Global System Integrators (GSIs) |
| <b>Platinum</b>         |  |
| <b>Gold</b>             |  |
| <b>Silver</b>           | All AWS Partners*<br>Select AWS Customers  |
| <b>Bronze</b>           |  |
| <b>Accelerator</b>      | <b>Johannesburg:</b> Select AWS Partners and Customers headquartered in Africa (excluding South Africa).<br><b>Poland:</b> Select AWS Partners and Customers headquartered in Central Eastern Europe (excluding Poland).   |
| <b>ATP</b>              | AWS Training Partners with active services available within host Summit country.   |
| <b>Industry</b>         | <b>Paris, London, Hamburg:</b> AWS Partners who either 1/ have a solution published in the AWS Solutions Library aligned to target Industry, or 2/ hold an AWS Industry Competency aligned to target Industry.   |

\* With an active solution.

# 2025 EMEA Summit Sponsorship Packages

Sponsorship Tiers, Packages, and  
Pricing



## STANDARD<sup>1</sup> EMEA SUMMIT SPONSORSHIP PACKAGE BENEFITS

|  | Diamond                               | Platinum                              | Gold                                   | Silver                                | Bronze                                | Accelerator                    | ATP                                   |
|--|---------------------------------------|---------------------------------------|--|---------------------------------------|---------------------------------------|--------------------------------|---------------------------------------|
| <b>Booth Space (includes graphics production, furniture, flooring, lighting)</b> | 32sqm customizable <sup>4</sup> booth | 25sqm customizable <sup>4</sup> booth | 15sqm turnkey booth (non-customizable) | 9sqm turnkey booth (non-customizable) | 4sqm turnkey booth (non-customizable) | Turnkey pod (non-customizable) | 4sqm turnkey booth (non-customizable) |
| <b>Monitors Included in Turnkey Booth</b>  | 3                                     | 2                                     | 2                                      | 1                                     | 1                                     | 1                              | 1                                     |
| <b>Dedicated Meeting Room</b>  | ✓                                     |                                       |  |                                       |                                       |                                |                                       |
| <b>Complimentary Lead Retrieval Device Rental(s)</b>                             | 7                                     | 5                                     | 3                                      | 2                                     | 1                                     | 1                              | 1                                     |
| <b>Sponsor Event Passes</b>  | 15                                    | 10                                    | 8                                      | 6                                     | 4                                     | 2                              | 4                                     |
| <b>30 Minute Breakout Session</b>  | 1                                     | 1                                     |  |                                       |                                       |                                |                                       |
| <b>15 Minute Partner Spotlight Session<sup>2</sup></b>                           | 1                                     |                                       | 1                                      |                                       |                                       |                                |                                       |
| <b>ExecLeaders at EMEA Summits<sup>3</sup> Passes</b>                            | 2                                     | 2                                     |  |                                       |                                       |                                |                                       |
| <b>Website and Mobile App Recognition</b>  | ✓                                     | ✓                                     | ✓                                      | ✓                                     | ✓                                     | ✓                              | ✓                                     |
| <b>Keynote Recognition</b>   | Company Logo                          | Company Logo                          | Company Logo                           | Company Name                          | Company Name                          | Company Name                   | Company Name                          |
| <b>Access to Demographic Audience Reports (Pre and Post Event)</b>               | ✓                                     | ✓                                     | ✓                                      | ✓                                     | ✓                                     | ✓                              | ✓                                     |
| <b>Advanced Access to Registrant Company List</b>                                | ✓                                     | ✓                                     | ✓                                      |                                       |                                       |                                |                                       |
| <b>Option to Purchase Add-Ons</b>  | ✓                                     | ✓                                     | ✓                                      | ✓                                     |                                       |                                | ✓                                     |

<sup>1</sup> Standard benefits may differ across each EMEA Summit in 2025. Please refer to the final Summit sponsorship prospectus to confirm unique location inclusions.

<sup>2</sup> Not available in Tel Aviv. Spotlight Sessions will be held in the Spotlight Theatre (located within the AWS Summit Partner Expo).

<sup>3</sup> An invitation-only global AWS program engaging executive audience, ExecLeaders will be held alongside or the day prior to each 2025 AWS Summit in EMEA.

<sup>4</sup> Booth customization available for Diamond and Platinum sponsors only. Incurred customization cost to be paid by requesting sponsor.

**EMEA SUMMIT INDUSTRY SPONSORSHIP PACKAGE BENEFITS**

|   | Paris  | London  | Hamburg   |
|---|--|---|---|
| <b>Price</b>  | \$6,000 USD  | \$7,000 USD   | \$13,000 USD  |
| <b>Available Industries</b>   | Retail & CPG<br>TMEGS <sup>3</sup><br>Manufacturing and Industrial<br>Energy and Utilities | Financial Services<br>Energy and Utilities<br>Healthcare and Life Sciences<br>TMEGS<br>Retail & CPG | Automotive<br>Manufacturing and Industrial                          |
| <b>Pod (located within the AWS for Industries Pavilion)<sup>2</sup></b> | ✓  | ✓   | 4sqm booth located in the AWS for Automotive and Manufacturing Zone |
| <b>Monitors Included in Turnkey Booth</b>                               | 1  | 1   | 1   |
| <b>Breakout session in AWS for Automotive and Manufacturing Zone</b>    |  |   | 1x 30mins   |
| <b>Complimentary Lead Retrieval Device Rental(s)</b>                    | 1  | 1   | 1   |
| <b>Sponsor Event Passes</b>   | 4  | 4   | 6   |
| <b>Website and Mobile App Recognition</b>                               | ✓  | ✓   | ✓   |
| <b>Keynote Recognition</b>  | ✓  | ✓   | ✓   |
| <b>Access to Demographic Audience Reports (Pre and Post Event)</b>      |  |   | ✓   |
| <b>Option to Purchase Add-Ons</b>                                       | ✓  | ✓   | ✓   |

<sup>1</sup> Standard benefits may differ across each EMEA Summit in 2025. Please refer to the final Summit sponsorship prospectus to confirm unique location inclusions.

<sup>2</sup> Excluding Hamburg Automotive & Manufacturing packages, Sponsor pods will be positioned alongside the respective Industry within the AWS for Industries Pavilion.

<sup>3</sup> Telecommunications, Media, Entertainment, Games, and Sport.

## 2025 AWS EMEA Summit Sponsorship Pricing<sup>1</sup> At A Glance

| Paris <sup>2</sup>  | Amsterdam                       | London                          | Poland                            | Dubai                           | Tel Aviv                        | Stockholm                       | Hamburg                         | Madrid                          | Milan                           | Johannesburg                                    | Zurich                          |  |
|---|---------------------------------|---------------------------------|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---|---------------------------------|--|
| April 9   | April 16                        | April 30                        | May 6                             | May 21                          | May 28                          | June 4                          | June 5                          | June 11                         | June 18                         | August 20                                       | September 11                    |  |
| <b>Attendees</b><br>9,500   | <b>Attendees</b><br>5,500       | <b>Attendees</b><br>24,000      | <b>Attendees</b><br>3,000         | <b>Attendees</b><br>4,500       | <b>Attendees</b><br>12,000      | <b>Attendees</b><br>5,300       | <b>Attendees</b><br>13,000      | <b>Attendees</b><br>10,000      | <b>Attendees</b><br>7,000       | <b>Attendees</b><br>8,000                       | <b>Attendees</b><br>3,500       |  |
| <b>PACKAGES</b>   |                                 |                                 |                                   |                                 |                                 |                                 |                                 |                                 |                                 |   |                                 |  |
| <b>Diamond</b><br>L1: \$96,000 USD<br>L2: \$91,000 USD                    | <b>Diamond</b><br>\$60,000 USD  | <b>Diamond</b><br>\$122,000 USD | <b>Diamond</b><br>\$38,000 USD    | <b>Diamond</b><br>\$55,000 USD  | <b>Diamond</b><br>\$76,000 USD  | <b>Diamond</b><br>\$60,000 USD  | <b>Diamond</b><br>\$94,000 USD  | <b>Diamond</b><br>\$67,000 USD  | <b>Diamond</b><br>\$64,000 USD  | <b>Diamond</b><br>800,000 ZAR<br>\$45,000 USD   | <b>Diamond</b><br>\$51,000 USD  |  |
| <b>Platinum</b><br>L1: \$68,000 USD<br>L2: \$64,000 USD                   | <b>Platinum</b><br>\$53,000 USD | <b>Platinum</b><br>\$98,000 USD | <b>Platinum</b><br>\$29,000 USD   | <b>Platinum</b><br>\$44,000 USD | <b>Platinum</b><br>\$60,000 USD | <b>Platinum</b><br>\$51,000 USD | <b>Platinum</b><br>\$75,000 USD | <b>Platinum</b><br>\$56,000 USD | <b>Platinum</b><br>\$48,000 USD | <b>Platinum</b><br>565,000 ZAR<br>\$32,000 USD  | <b>Platinum</b><br>\$41,000 USD |  |
| <b>Gold</b><br>L1: \$46,000 USD<br>L2: \$43,000 USD<br>L3: \$40,000 USD   | <b>Gold</b><br>\$38,000 USD     | <b>Gold</b><br>\$70,000 USD     | <b>Gold</b><br>\$20,000 USD       | <b>Gold</b><br>\$31,000 USD     | <b>Gold</b><br>\$40,000 USD     | <b>Gold</b><br>\$33,000 USD     | <b>Gold</b><br>\$52,000 USD     | <b>Gold</b><br>\$38,000 USD     | <b>Gold</b><br>\$28,000 USD     | <b>Gold</b><br>390,000 ZAR<br>\$22,000 USD      | <b>Gold</b><br>\$32,000 USD     |  |
| <b>Silver</b><br>L1: \$31,000 USD<br>L2: \$29,000 USD<br>L3: \$27,000 USD | <b>Silver</b><br>\$22,000 USD   | <b>Silver</b><br>\$53,000 USD   | <b>Silver</b><br>\$13,000 USD     | <b>Silver</b><br>\$22,000 USD   | <b>Silver</b><br>\$27,000 USD   | <b>Silver</b><br>\$22,000 USD   | <b>Silver</b><br>\$33,500 USD   | <b>Silver</b><br>\$23,000 USD   | <b>Silver</b><br>\$17,000 USD   | <b>Silver</b><br>283,000 ZAR<br>\$16,000 USD    | <b>Silver</b><br>\$23,000 USD   |  |
| <b>Bronze</b><br>L1: \$18,500 USD<br>L2: \$17,000 USD<br>L3: \$15,500 USD | <b>Bronze</b><br>\$16,000 USD   | <b>Bronze</b><br>\$25,000 USD   | <b>Bronze</b><br>\$8,500 USD      | <b>Bronze</b><br>\$11,000 USD   | <b>Bronze</b><br>\$19,000 USD   | <b>Bronze</b><br>\$17,000 USD   | <b>Bronze</b><br>\$22,000 USD   | <b>Bronze</b><br>\$15,000 USD   | <b>Bronze</b><br>\$10,000 USD   | <b>Bronze</b><br>169,000 ZAR<br>\$9,500 USD     | <b>Bronze</b><br>\$16,000 USD   |  |
| <b>N/A</b>  |                                 |                                 | <b>Accelerator</b><br>\$4,000 USD | <b>N/A</b>                      |                                 |                                 |                                 |                                 |                                 | <b>Accelerator</b><br>67,000 ZAR<br>\$3,800 USD | <b>N/A</b>                      |  |
| <b>ATP</b><br>\$5,500 USD   | <b>ATP</b><br>\$4,000 USD       | <b>ATP</b><br>\$7,000 USD       | <b>ATP</b><br>\$3,500 USD         | <b>ATP</b><br>\$5,200 USD       | <b>ATP</b><br>\$6,500 USD       | <b>N/A</b>                      | <b>ATP</b><br>\$6,000 USD       | <b>ATP</b><br>\$4,000 USD       | <b>ATP</b><br>\$3,400 USD       | <b>ATP</b><br>62,000 ZAR<br>\$3,500 USD         | <b>ATP</b><br>\$4,500 USD       |  |
| <b>Industry</b><br>\$6,000 USD  | <b>N/A</b>                      | <b>Industry</b><br>\$7,000 USD  | <b>N/A</b>                        |                                 |                                 |                                 | <b>Industry</b><br>\$13,000 USD | <b>N/A</b>                      |                                 |   |                                 |  |

<sup>1</sup> Price excludes local tax (VAT). Excluding Johannesburg (billed in ZAR) – all 2025 AWS Summits in EMEA will be priced and billed in USD

<sup>2</sup> The 2025 Paris Summit partner expo will be hosted across 3 levels within the Summit venue. Package level denotes which level on which the respective sponsorship booth will be located (ie. L2 denotes a sponsor booth on level 2)

## 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 Summit city to be eligible to purchase add-ons in that city.

To request an Add-On, click on “Become a Sponsor”. In the form, select “Already Sponsoring, Requesting Add-Ons” then select your desired Add-On packages.

Add-Ons are available on a first come, first served basis and will be released within respective Summit sponsorship prospectuses by **January 14**.



aws SUMMIT

FORTINET

Advanced AI/ML-powered  
Security for all your  
Deployments

# 2025 EMEA Summit 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 co-branding on all Summit badge lanyards:

| City      | Price         |
|-----------|---------------|
| Paris     | \$ 11,000 USD |
| Amsterdam | \$ 6,000 USD  |
| London    | \$ 28,000 USD |
| Poland    | \$ 3,000 USD  |
| Dubai     | \$ 5,000 USD  |
| Tel Aviv  | \$ 14,000 USD |

| City         | Price         |
|--------------|---------------|
| Stockholm    | \$ 6,000 USD  |
| Hamburg      | \$ 15,000 USD |
| Madrid       | \$ 12,000 USD |
| Milan        | \$ 8,000 USD  |
| Johannesburg | 100,000 ZAR   |
| Zurich       | \$ 4,000 USD  |



[CONTACT US](#) to explore EMEA or multi-Summit bundled lanyard add-on opportunities!

For example: EMEA North [Amsterdam and Stockholm] or DACH [Hamburg and Zurich]

# Next Steps & FAQs



## HOW TO BECOME A SPONSOR

### Eligibility

Eligibility varies by package type.

AWS Sponsorships are reserved for AWS Partners and select Enterprise Customers. Not an AWS Partner? Learn more [here](#). Questions about your partner type? Log into [AWS Partner Central](#) or [email us](#).

See [slide 7](#) for eligibility criteria.

### Contract

Eligible AWS Partners will be able to request a package through a contract request form beginning January 14, 2025, by clicking on "Become a Sponsor".

Following the submission of the contract form, your contract will be delivered within 5 business days.

### Invoice

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. Payment can be made by check or wire.

### Terms & Conditions

Please review the AWS Global Sponsorship Terms & Conditions [here](#). AWS does not alter or customize Terms & Conditions.

### Execution

Contracts must be signed and fully executed within 14 days of receiving your contract, otherwise package reservation will be released.

# Consent and Lead Sharing

AWS Summit 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, company, job role, industry, company type, and level of AWS usage. This information will be shared with sponsors after each event. Additional details on the lead distribution process will be shared prior to each event.



# 2025 AWS EMEA Summit Lead Master Challenge

## Elevate Your AWS Summit Sponsorship with the Exclusive LMC

Exclusively available to eligible<sup>1</sup> 2025 AWS EMEA Summit Sponsors, amplify your sales pipeline and accelerate toward 2025 goals by leveraging the energy of Summits to drive real business results.

With complimentary participation, engage in activities such as submitting ACE opportunities and completing “missions” designed to drive pipeline. Earn points for every action - the more you engage, the more points you score. Top teams are rewarded with premier recognition and exclusive prizes, including tickets to premium sports events.

Transform your sponsorship into a powerful sales enablement tool. By incentivizing deep attendee engagement, you'll expand your reach, strengthen customer relationships, and close more deals - all while enjoying the benefits of your Summit sponsorship.

Don't miss this exclusive chance to maximize your AWS Summit investment.

<sup>1</sup> Available for Consulting and Technology Partners Only.



# 2025 AWS EMEA Partner Summits

Ancillary to respective AWS Summits, AWS Partner Summits feature content designed to help partners accelerate demand generation, differentiate their business, leverage AWS services to build new solutions, and hear from global and local leaders. Partners can also learn about upcoming AWS strategic objectives, services and programs, and how to best build their business with AWS.

EMEA Partner Summit sponsorship offer opportunities for AWS Partners to deliver value and drive results through brand awareness, thought leadership & networking opportunities to grow sales or educate prospects on future products and services.

See our [2025 EMEA Partner Summit Sponsorship Prospectus](#) to review unique opportunities for AWS Distribution Partners and all other AWS Partners.



## FREQUENTLY ASKED QUESTIONS

### Are there any discounts?

Discounts are not available for AWS event sponsorships. Sponsorship packages are priced at fair market value with sponsorship package pricing reflecting the value of included benefits.

### How can I prepare for sales launch?

Please review the Summit sales launch calendar and understand your company's eligibility. Review what information will be required when requesting a contract so that you are prepared when sales launch.

### What happens after I submit the request form?

Following eligibility and availability review, AWS will reserve the requested sponsorship package and initiate contract creation.

In the scenario that AWS receives an ineligible request, the request will be declined within 5 business days. AWS cannot guarantee future package availability so we recommend partners closely review the eligibility guidelines before submission.

### When is payment due?

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. Payment can be made by check or wire.

### Can I use Marketing Development Funds (MDF) for sponsorship?

No, MDF may not be used to pay your sponsorship fee. See the MDF guidelines in Partner Central for ideas on how to use MDF to augment your AWS Summit Sponsorship.

### Can we change contract information after submitting the form?

Upon receiving a completed contract request form, we will send you a contract within 5 business days. To avoid delays, please make sure to fill in all company information correctly.

## FREQUENTLY ASKED QUESTIONS

### How are exhibitor booths allocated?

AWS allocates booths in order of contract signature. We encourage all sponsors to sign their sponsorship agreements quickly to receive a preferred position.

### How are exhibitor sessions allocated?

AWS will allocate sponsored sessions in the order of session content approval date. This includes session title, abstract, and speaker details.

### Which AWS ‘Seller of Record’ (SOR) do I pay for my Summit Sponsorship?

AWS Summit Sponsorship Packages in EMEA are sold through various AWS SORs which carry unique business entities, collect payment in varying currencies, and apply varying levels of local tax (VAT).

Review the grid for payment details for each AWS Summit. To commence the SOR onboarding process, please notify AWS at the time of contract request form submission that ‘Vendor Onboarding’ is required.

| AWS SOR           | Amazon Web Services EMEA SARL   | Amazon Web Services EMEA SARL (Israel Branch) | Amazon Web Services EMEA SARL (Dubai Internet City Branch) | Amazon Web Services South Africa Pty Ltd | Amazon Web Services EMEA SARL (Swiss branch) |
|-------------------|---|---|--|--|--|
| 2025 AWS Summits  | Paris, Amsterdam, London, Stockholm, Hamburg, Madrid, Milan, and Warsaw | Tel Aviv                                      | Dubai  | Johannesburg                             | Zurich                                       |
| Accepted Currency | USD   | USD   | USD  | ZAR                                      | USD  |
| VAT Applied       | 0% for partners located outside LX.<br>+17% for partners located in LX. | +18%  | +5%  | +15%                                     | +8.1%  |

## PLANNED<sup>1</sup> 2025 AWS SPONSORSHIP PROGRAMS IN EMEA

Beyond the Summit Program, AWS in EMEA anticipate hosting the following sponsorship programs in 2025<sup>2</sup>:

| Event Program   | Planned Locations (Country; Date)   | Resources <sup>3</sup>  |
|---|---|---|
| <b>AWS Partner Summits</b>                            | Excluding Tel Aviv, held alongside all 2025 AWS EMEA Summits (11 total)   | <a href="#">2025 Partner Summit Prospectus</a>  |
| <b>AWS Cloud Day</b>                                  | <b>Athens</b> (GR; Sep/Oct), <b>Dublin</b> (IE; Sep), <b>France</b> (Nov) <b>Prague</b> (CZ; Oct), <b>Portugal</b> (Oct), <b>Riyadh</b> (KSA; Sep), and <b>Turkey</b> (Oct).  | <a href="#">Athens 2023</a> , <a href="#">Dublin 2024</a> , <a href="#">Prague 2024</a> , <a href="#">Portugal 2024</a> , <a href="#">Turkey 2024</a> |
| <b>AWS at Third-Party Industry Events<sup>4</sup></b> | <b>ADIPEC</b> (AE; Nov), <b>Cannes Lion</b> (FR; Jun), <b>Digital Transformation World</b> (DK; Jun), <b>GITEX AI Everything</b> (AE; Feb) <b>GITEX Europe</b> (DE; May), <b>GITEX Global</b> (AE; Oct), <b>Hannover Messe</b> (DE; Apr), <b>IAA Mobility</b> (DE; Sep), <b>IBC</b> (NL; Sep), <b>LEAP</b> (KSA; Feb), <b>Mobile World Congress</b> (ES; Mar), <b>SiGMA</b> (MT; Jun), <b>VivaTech</b> (FR; Jun). | <a href="#">2025 Consolidated AWS Global Industry Sponsorship Prospectus</a>  |
| <b>AWS-led Industry Events</b>                        | <b>Energy and Utilities Day</b> (UK; Sep), <b>FSI Forum Hamburg</b> (DE; Jun), <b>FSI Symposium London</b> (UK; Jun), <b>Manufacturing Day</b> (UK; Sep) <b>Manufacturing and Industrial Symposium</b> (DE; Q3), <b>Media and Entertainment Symposium</b> (UK; Jun), <b>Retail and Consumer Goods Symposium</b> (UK; Jun).  | <a href="#">2025 Consolidated AWS Global Industry Sponsorship Prospectus</a>  |
| <b>AWS GenAI and/or Data Events</b>                   | <b>AWS GenAI Lofts:</b> Berlin (DE; Mar), Dubai (AE; Feb), Dublin (IE; Oct), Tel Aviv (IL; Oct), London (UK; Mar–Oct), Manchester (UK; Sep), and Paris (FR; Oct).<br><b>AWS GenAI and Data Days:</b> Germany (DE; Mar–Oct), Iberia, Kilkenny (IE; Mar), London (UK; Oct), and Manchester (UK; Nov).   | N/A – net new.  |
| <b>Public Sector</b>                                  | <b>Brussels Symposium</b> (BE; Mar), <b>Public Sector Day Roma</b> (IT; Oct).   | <a href="#">Brussels 2025</a> , <a href="#">Roma 2024</a>   |

<sup>1</sup> Planned 2025 programs remain subject to confirmation and change. AWS is sharing this plan to help partners effectively manage FY25 budget.

<sup>2</sup> Collectively categorized as Field Sponsorship Programs, each individual program may carry a unique set of partner eligibility criteria.

<sup>3</sup> Helpful resources include access to 2023-24 sponsorship prospectuses for reference to historical sponsorship pricing and event details

<sup>4</sup> AWS at 3P Industry sponsorship opportunities offer partners the opportunity to co-present alongside AWS at third-party events. Sponsorship may be MDF-eligible.

# Thank you

We look forward to working with you!

## Questions?

Contact us at [awssummit-sponsorship-emea@amazon.com](mailto:awssummit-sponsorship-emea@amazon.com)

Contact Us