

# 2025 AWS Summit Hamburg Sponsorship Prospectus

**June 5, 2025**

**Messe Hamburg**



## 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](#)



# 2025 AWS Summit Hamburg Overview

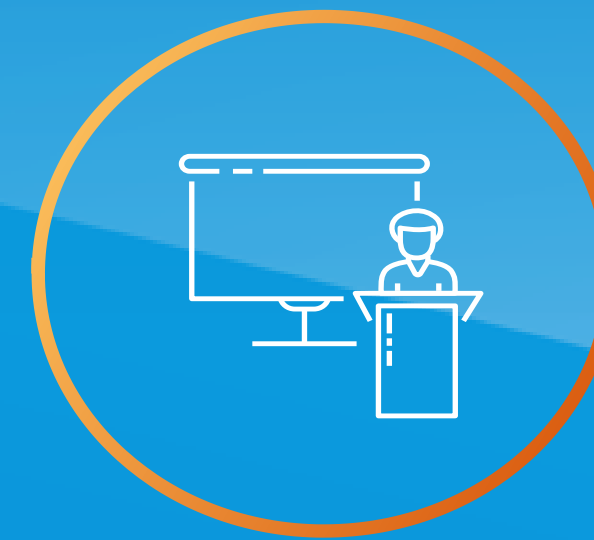
Off to new shores - due to high customer and partner demand we're moving our lighthouse event to Hamburg in 2025. AWS Summit Hamburg will be a 1-day event, welcoming 131 sponsors and 13.000+ attendees



**131**  
Sponsors



**40K+**  
Square Meters of  
Expo Space



**60+**  
Sponsored  
Speaking  
Opportunities



**10+**  
Add-On  
Opportunities



# 2025 AWS Summit Hamburg Overview

The 2025 AWS Summit Hamburg will host an integrated AWS and Partner expo that groups sponsor booths into central event themes; otherwise known as '**clusters**'. Helping customers navigate their experience onsite, sponsor booths will be allocated to the following clusters\* at Summit Hamburg:

## Cluster 1: Industry Solutions

Planned AWS Activations include:

- AWS for Industries Pavilion

## Cluster 4: Digital Sovereignty and Governance

Planned AWS Activations include:

- European Sovereignty Cloud
- Security

## Cluster 2: Emerging Technologies

Planned AWS Activations include:

- GenAI Hub (hands on labs /demos)
- Data & Analytics

## Cluster 5: Empowering Builders

Planned AWS Activations include:

- Sustainability Hub
- Ask an Architect
- Training and Certification

## Cluster 3: Modernization and Migration

Planned AWS Activations include:

- Migration and AWS on SAP
- Digital Transformation
- Getting Started on AWS

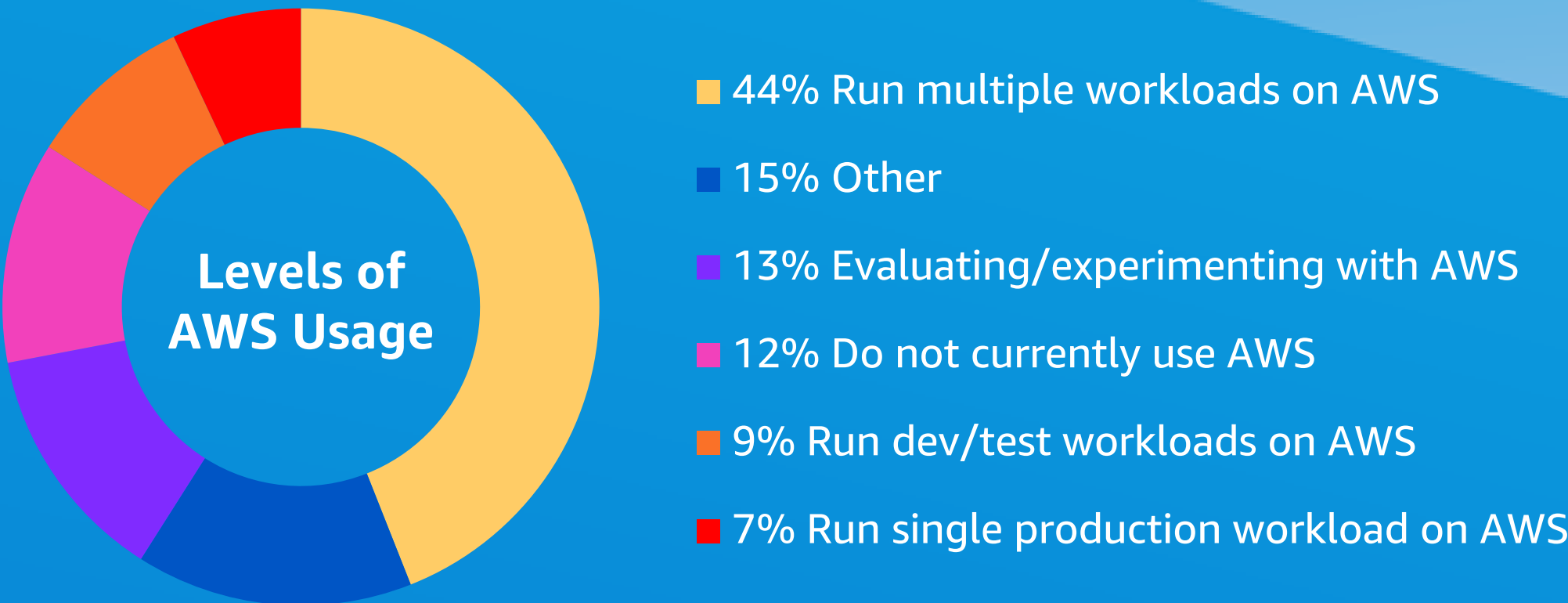
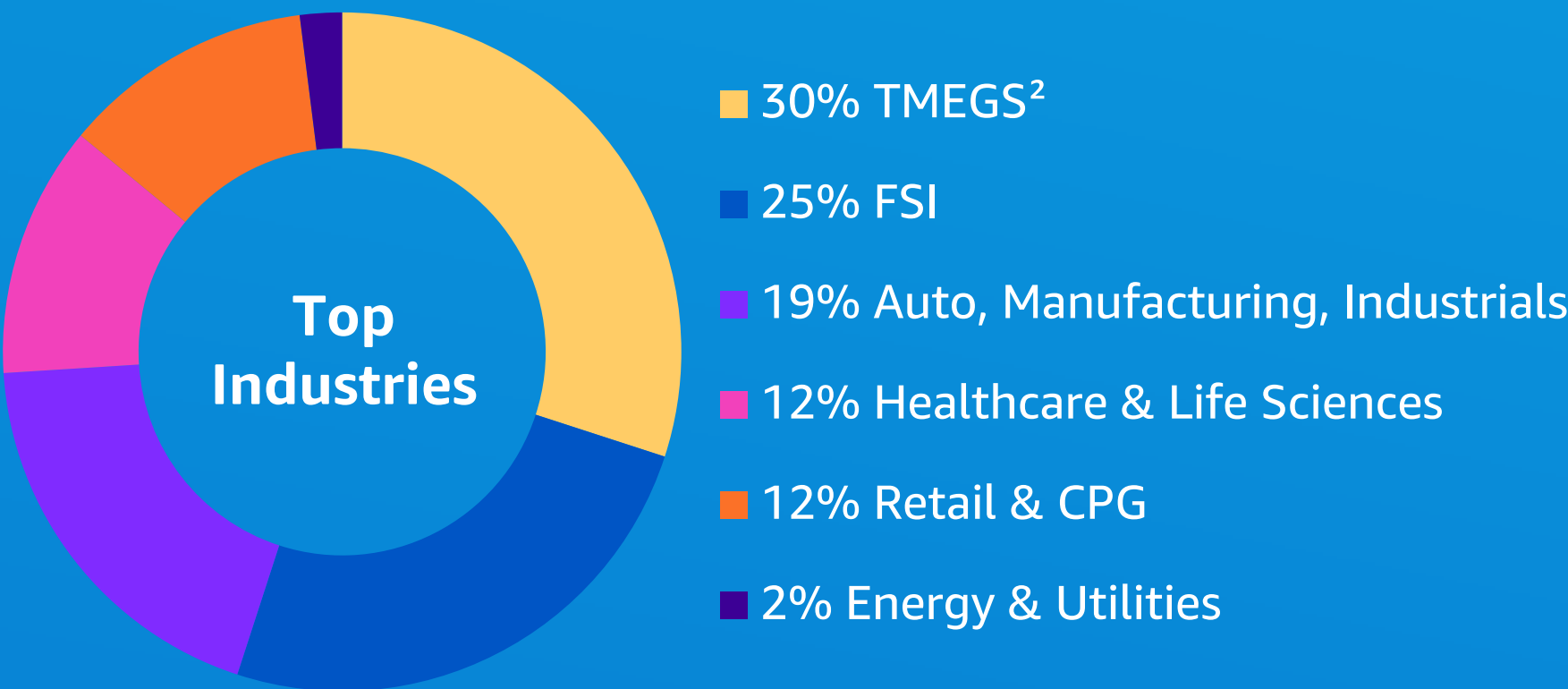
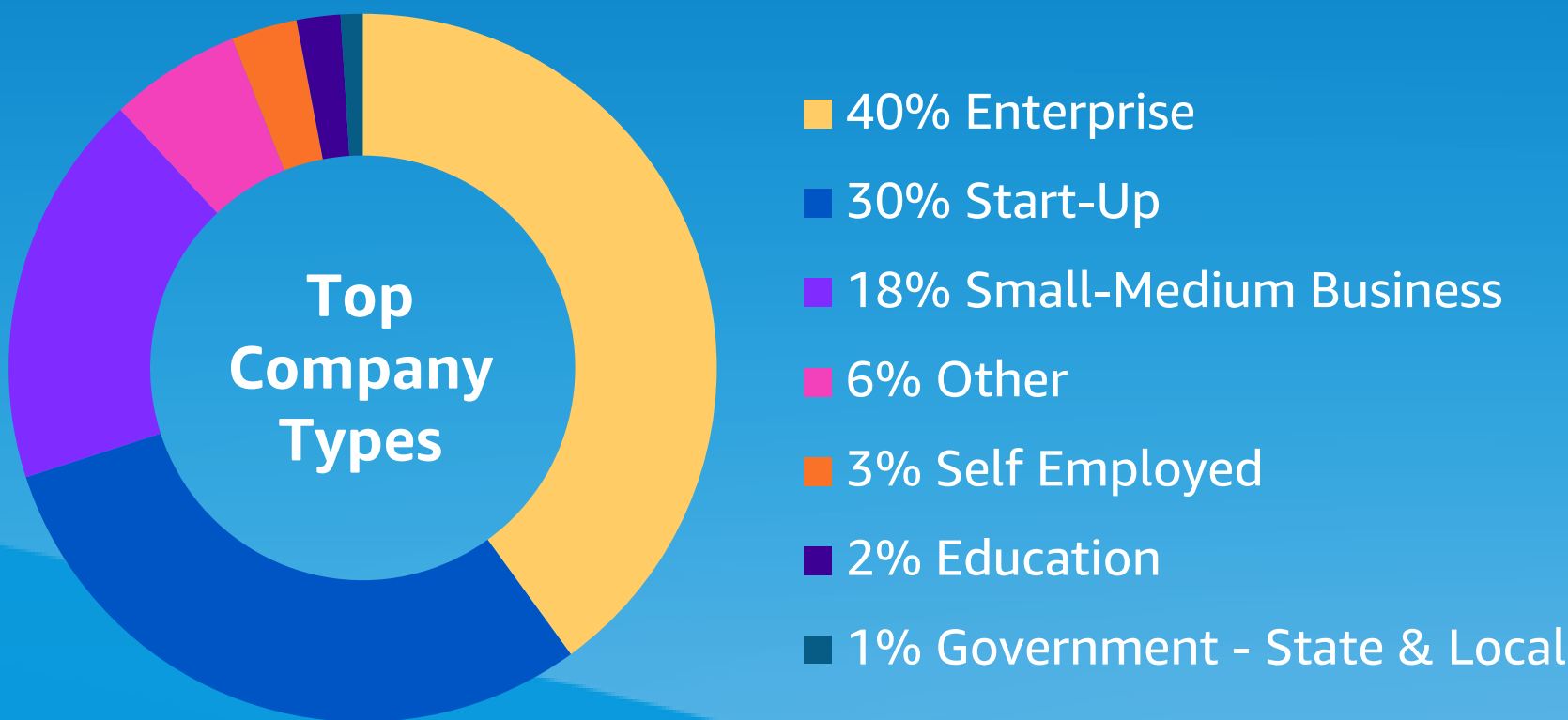
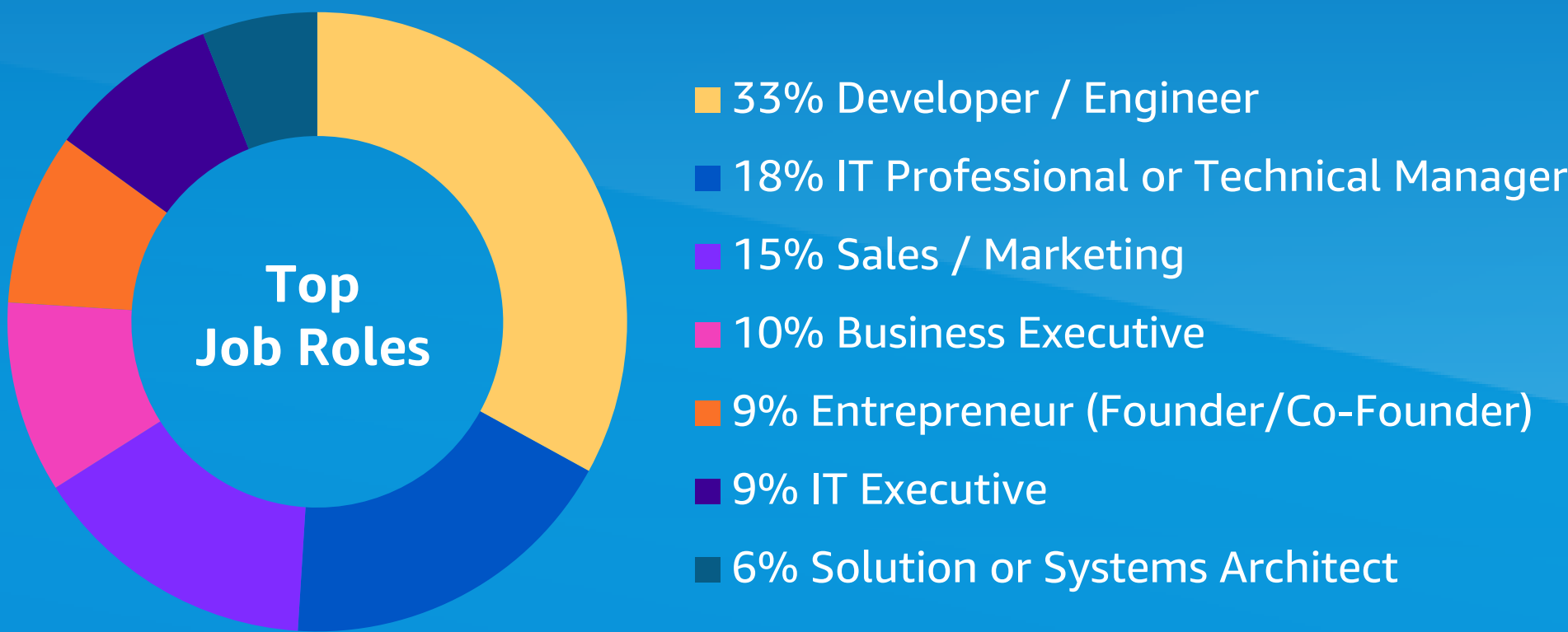
When completing the [contract request form](#), prospective Summit Hamburg sponsors will be required to self-nominate their preferred cluster(s). AWS will seek to accommodate all requests and confirm cluster placement by end-February.

*\* The 2025 AWS Summit Hamburg remains subject to change*



# 2025 AWS Summit Hamburg

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



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

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



## ABOUT SPONSORSHIP

# Why sponsor an AWS EMEA Summit in 2025?

Our packages and add-on opportunities are designed to deliver value and drive results for partners at all stages of their AWS partner journey. Whether you are seeking a developer audience, looking to generate leads and grow sales, or have a new product to feature, there is a sponsorship solution for you.

After reviewing the benefits and inclusions available at each level, click [Become a Sponsor](#) to formally request your sponsorship contract.



## Brand Awareness & Recognition

- Sponsor booth with brand exposure to engage face to face with attendees
- Website and onsite brand recognition
- Keynote recognition

## Content Engagement & Thought Leadership

- Standalone breakout session opportunity
- Joint breakout session with AWS or customer opportunity
- Partner spotlight session opportunity

## Lead Generation & Networking Opportunities

- Opportunities to engage with key customers and prospectus



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

\* with an active solution.





EMEA SPONSORSHIP PACKAGE TIERS AND ELIGIBILITY

Global + Emerald	Global and Pan-EMEA Emerald Summit sponsorship packages available to eligible AWS Partners by invitation only.
Diamond	2024 EMEA Summit Platinum+ Alumni Sponsors GenAI Competency Partners Foundational Model Partners Partners with an active Strategic Collaboration Agreement (includes: SCA, SIL, re:Stack, or re:Scale) Premier Tier Partners Global System Integrators (GSIs)
Platinum	
Gold	
Silver	All AWS Partners* Select AWS Customers
Bronze	
ATP	
Industry	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





# 2025 AWS Summit Hamburg Sponsorship Pricing

Diamond	\$94,000 USD
Platinum	\$75,000 USD
Gold	\$52,000 USD
Silver	\$33,500 USD
Bronze	\$22,000 USD
ATP	\$6,000 USD
Industry	\$13,000 USD



2025 AWS Summit Hamburg Sponsorship Package Benefits	Diamond	Platinum	Gold	Silver	Bronze	ATP	Industry
Booth Space (includes graphics production, furniture, flooring, lighting)	32sqm customizable <sup>3</sup> booth	25sqm customizable <sup>3</sup> booth	15sqm turnkey booth (non-customizable)	9sqm turnkey booth (non-customizable)	4sqm turnkey booth (non-customizable)	3sqm turnkey booth (non-customizable)	4sqm booth located in the AWS for Automotive and Manufacturing Zone
Monitors Included in Turnkey Booth	3	2	2	1	1	1	1
Dedicated Meeting Room	✓						
Complimentary Lead Retrieval Device Rental(s)	7	5	3	2	1	1	1
Sponsor Event Passes	15	10	8	6	4	4	6
30 Minute Breakout Session	1	1					1
15 Minute Partner Spotlight Session <sup>1</sup>	1		1				
ExecLeaders at EMEA Summits Passes <sup>2</sup>	2	2					
Website and Mobile App Recognition	✓	✓	✓	✓	✓	✓	✓
Keynote Recognition	Company Logo	Company Logo	Company Logo	Company Name	Company Name	Company Name	Company Name
Access to Demographic Audience Reports (Pre and Post Event)	✓	✓	✓	✓	✓	✓	✓
Advance Access to Registrant Company List	✓	✓	✓				
Option to Purchase Add-Ons	✓	✓	✓	✓		✓	✓

<sup>1</sup> Spotlight Sessions will be held in the Spotlight Theatre (located within the AWS Summit Partner Expo).

<sup>2</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>3</sup> Booth customization available for Diamond and Platinum sponsors only. Incurred customization cost to be paid by requesting sponsor.

<sup>4</sup> Partner pods will be positioned alongside respective industry verticals within the AWS for Industries Pavilion.



Diamond Sponsorship | \$94,000 USD

Exhibitor Elements

- 32sqm turn-key customizable booth, including:
  - Furniture, flooring, lighting, graphics production
  - Three (3) wall-mounted monitors with power, laptop not included
  - Seven (7) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- Dedicated meeting room
- 15 Sponsor Event Passes
- 15 Staff Lunch

Thought Leadership

- One (1) 30-minute Breakout session
- One (1) 15-minute Partner Spotlight session
- 2 Speaker Passes
- 2 ExecLeaders Event Passes

Awareness & Promotion

- Website and Mobile App Brand Recognition
- Logo placement at the Keynote session
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Advance access to registrant company list (no other information will be provided)
- Demographic audience reports - pre and post sponsored event

Diamond sponsorship packages are available to 2024 EMEA Summit Platinum+ Alumni Sponsors, GenAI Competency Partners, Foundational Model Partner, Partners with a Strategic Collaboration Agreement (includes: SCA, SIL, re:Stack, or re:Scale), Premier Partners, and Global System Integrators.

Excluding Johannesburg (ZAR) – all 2025 AWS Summits in EMEA will be contracted and billed in USD.



## Platinum Sponsorship | \$75,000 USD

### Exhibitor Elements

- 25sqm turn-key customizable booth, including:
  - Furniture, flooring, lighting, graphics production
  - Two (2) wall-mounted monitors with power, laptop not included
  - Five (5) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 10 Sponsor Event Passes
- 10 Staff Lunch

### Thought Leadership

- One (1) 30-minute Breakout session
- 2 Speaker Passes
- 2 ExecLeaders Event Passes

### Awareness & Promotion

- Website and Mobile App Brand Recognition
- Logo placement at the Keynote session
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

### Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

### Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Advance access to registrant company list (no other information will be provided)
- Demographic audience reports - pre and post sponsored event

Platinum sponsorship packages are available to 2024 EMEA Summit Platinum+ Alumni Sponsors, GenAI Competency Partners, Foundational Model Partner, Partners with a Strategic Collaboration Agreement (includes: SCA, SIL, re:Stack, or re:Scale), Premier Partners, and Global System Integrators.

Excluding Johannesburg (ZAR) – all 2025 AWS Summits in EMEA will be contracted and billed in USD.



Gold Sponsorship | \$52,000 USD

Exhibitor Elements

- 15sqm turn-key booth, including:
  - Furniture, flooring, lighting, graphics production
  - Two (2) wall-mounted monitors with power, laptop not included
  - Three (3) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 8 Sponsor Event Passes
- 8 Staff Lunch

Thought Leadership

- One (1) 15-minute Partner Spotlight session
- 2 Speaker Passes

Awareness & Promotion

- Website and Mobile App Brand Recognition
- Logo placement at the Keynote session
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Advance access to registrant company list (no other information will be provided)
- Demographic audience reports - pre and post sponsored event



Silver Sponsorship | \$33,500 USD

Exhibitor Elements

- 9sqm turn-key booth, including:
  - Furniture, flooring, lighting, graphics production
  - One (1) wall-mounted monitor with power, laptop not included
  - Two (2) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 6 Sponsor Event Passes
- 6 Staff Lunch

Awareness & Promotion

- Website and Mobile App Brand Recognition
- Keynote recognition: Sponsor company name
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Demographic audience reports - pre and post sponsored event

Silver sponsorship packages are available to all AWS Partners with an active AWS solution and select AWS Customers  
Excluding Johannesburg (ZAR) – all 2025 AWS Summits in EMEA will be contracted and billed in USD.



## Bronze Sponsorship | \$22,000 USD

### Exhibitor Elements

- 4sqm turn-key booth, including:
  - Furniture, flooring, lighting, graphics production
  - One (1) wall-mounted monitor with power, laptop not included
  - One (1) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 4 Sponsor Event Passes
- 4 Staff Lunch

### Awareness & Promotion

- Website and Mobile App Brand Recognition
- Keynote recognition: Sponsor company name
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

### Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

### Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Demographic audience reports - pre and post sponsored event



## AWS Training Partner (ATP) Sponsorship | \$6,000 USD

### Exhibitor Elements

- 3sqm turn-key booth, including:
  - Furniture, flooring, lighting, graphics production
  - One (1) wall-mounted monitor with power, laptop not included
  - One (1) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 4 Sponsor Event Passes
- 4 Staff Lunch

### Awareness & Promotion

- Website and Mobile App Brand Recognition
- Keynote recognition: Sponsor company name
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

### Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

### Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Demographic audience reports - pre and post sponsored event



Industry Sponsorship | \$13,000 USD

Automotive, Manufacturing and Industrial

Exhibitor Elements

- 4sqm booth located in the AWS for Automotive and Manufacturing Zone:
  - Furniture, flooring, lighting, graphics production
  - One (1) wall-mounted monitor with power, laptop not included
  - One (1) complimentary lead retrieval devices - option to purchase additional device rentals
  - Wi-Fi
- 6 Sponsor Event Passes
- 6 Staff Lunch

Thought Leadership

- One (1) 30-minute Breakout session in AWS for Automotive and Manufacturing Zone

Awareness & Promotion

- Website and Mobile App Brand Recognition
- Keynote recognition: Sponsor company name
- APN Marketing Central Assets
- AWS Competency Promotion (Partner Badges)

Sponsorship Enablement

- Access to a centralized exhibitor resource centre (ERC)
- Ongoing planning support including group weekly conference calls

Attendee Engagement

- Ability to invite customers & prospects to sponsored event (per capacity allowance, AWS has discretion on registration capacity limitations)
- Demographic audience reports - pre and post sponsored event

Industry sponsorship packages are exclusively available to 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.  
Excluding Johannesburg (ZAR) – all 2025 AWS Summits in EMEA will be contracted and billed in USD.



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
Attendees 9,500	Attendees 5,500	Attendees 24,000	Attendees 3,000	Attendees 4,500	Attendees 12,000	Attendees 5,300	Attendees 13,000	Attendees 10,000	Attendees 7,000	Attendees 8,000	Attendees 3,500
PACKAGES											
Diamond L1: \$96,000 USD L2: \$91,000 USD	Diamond \$60,000 USD	Diamond \$122,000 USD	Diamond \$38,000 USD	Diamond \$55,000 USD	Diamond \$76,000 USD	Diamond \$60,000 USD	Diamond \$94,000 USD	Diamond \$67,000 USD	Diamond \$64,000 USD	Diamond 800,000 ZAR \$45,000 USD	Diamond \$51,000 USD
Platinum L1: \$68,000 USD L2: \$64,000 USD	Platinum \$53,000 USD	Platinum \$98,000 USD	Platinum \$29,000 USD	Platinum \$44,000 USD	Platinum \$60,000 USD	Platinum \$51,000 USD	Platinum \$75,000 USD	Platinum \$56,000 USD	Platinum \$48,000 USD	Platinum 565,000 ZAR \$32,000 USD	Platinum \$41,000 USD
Gold L1: \$46,000 USD L2: \$43,000 USD L3: \$40,000 USD	Gold \$38,000 USD	Gold \$70,000 USD	Gold \$20,000 USD	Gold \$31,000 USD	Gold \$40,000 USD	Gold \$33,000 USD	Gold \$52,000 USD	Gold \$38,000 USD	Gold \$28,000 USD	Gold 390,000 ZAR \$22,000 USD	Gold \$32,000 USD
Silver L1: \$31,000 USD L2: \$29,000 USD L3: \$27,000 USD	Silver \$22,000 USD	Silver \$53,000 USD	Silver \$13,000 USD	Silver \$22,000 USD	Silver \$27,000 USD	Silver \$22,000 USD	Silver \$33,500 USD	Silver \$23,000 USD	Silver \$17,000 USD	Silver 283,000 ZAR \$16,000 USD	Silver \$23,000 USD
Bronze L1: \$18,500 USD L2: \$17,000 USD L3: \$15,500 USD	Bronze \$16,000 USD	Bronze \$25,000 USD	Bronze \$8,500 USD	Bronze \$11,000 USD	Bronze \$19,000 USD	Bronze \$17,000 USD	Bronze \$22,000 USD	Bronze \$15,000 USD	Bronze \$10,000 USD	Bronze 169,000 ZAR \$9,500 USD	Bronze \$16,000 USD
N/A			Accelerator \$4,000 USD	N/A						Accelerator 67,000 ZAR \$3,800 USD	N/A
ATP \$5,500 USD	ATP \$4,000 USD	ATP \$7,000 USD	ATP \$3,500 USD	ATP \$5,200 USD	ATP \$6,500 USD	N/A	ATP \$6,000 USD	ATP \$4,000 USD	ATP \$3,400 USD	ATP 62,000 ZAR \$3,500 USD	ATP \$4,500 USD
Industry \$6,000 USD	N/A	Industry \$7,000 USD	N/A				Industry \$13,000	N/A			

<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)

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## 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 Summits 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 on **January 14**.



aws SUMMIT

FORTINET  
Advanced AI/ML-powered  
Security for all your  
Deployments



# 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
Hamburg	\$15,000 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]





# Hostess Shirts

Co-branded staff shirts for AWS Summit Hamburg hostesses.

Back: Sponsors graphic (one color)

Sleeves: Sponsor logo (one color)

Front: AWS Event Branding including 60+ hostess t-shirts



Price	Quantity	Deadline
\$12,000 USD	1	4 April





# Passport Program

Join the AWS Summit Hamburg Passport program to increase attendee engagement and drive more visitors to the sponsor's booth.

Attendees will receive a sticker card in the form of a postcard at the Summit and can collect stickers at the sponsor's booth. Once attendees have collected all the stickers from sponsors participating in the Passport Program, they will receive a free gift or edible treat.

The Passport program includes a place on the postcard made for this purpose, as well as sufficient stickers which you can hand out to visitors.

Price	Quantity	Deadline
\$5,000 USD	10	4 April



# Barista Coffee Bar

A professional barista will be on site to make all kinds of coffee and attract a permanent queue. Attendees can choose a coffee specialty in exchange for a scanned lead.

Price includes all services and ingredients for the event day.  
Position within the Expo, if possible, as close as possible to your booth.

The package is completed by:

- Branding of the barista station (back wall in event design + company logo)
- Branded coffee cups (individual sponsor design)
- Hostess for lead scanning + lead scanner

Price	Quantity	Deadline
\$14,000 USD	4	4 April





# Closing Networking Reception

Make your brand visible to all attendees during the networking reception at the AWS Hamburg Summit.

The package includes:

- Branding of catering stations used for the closing networking reception
- company logo on cups and napkins
- 30-minute early access to networking drinks:  
Delivery of alcoholic and non-alcoholic beverages to your stand 30 minutes before the official start of the networking reception.  
Additional leads can thus be generated directly at the stand.
- mention in agenda-related media + digital advertisement screen
- Audio announcements that you are sponsoring the reception

Price	Quantity	Deadline
\$30,000 USD	1	4 April







# CLOUD WHEEL

Lift your customers up into the AWS Cloud and join their cloud journey!

Book a cabin for meetings, interviews and more and combine business with a special experience at a height of up to 48 meters.

The package includes:

- one (1) closed cabin with logo branding
- Space for up to 4-6 people
- Operating time: 08.00 – 18.00
- Water and soft drinks
- Lead Scanner

The Ferris wheel will be located in the inner courtyard between the four event halls.

Price	Quantity	Deadline
\$6,500	15	9 May



# Branding Option

## Package 1: Hamburg Central Station Summit Venue

Public Video offers a high degree of flexibility thanks to a variety of granular selection and control options, giving you the opportunity to occupy the touchpoints relevant to you even with a small budget and without major wastage.

With the package 1, you can make your presence felt on the numerous screens in and in front of Hamburg Central Station and in the immediate vicinity of the exhibition grounds.

Please find [here](#) all further information on the advertising materials included in package 1.

All prices include production, installation and delivery costs.

Price	Quantity	Deadline
\$26,000 USD	1	4 April



Public Video City Tower – 69x

Public Video Station – 89x

Public Video Infoscreen – 26x



# Branding Option

## Package 2: Hamburg Airport – Summit Venue

Address all those who are traveling to Hamburg by plane. Use the numerous public video screens along the route to the exhibition grounds to get your target group in the mood for the AWS Summit.

Please find [here](#) all further information on the advertising materials included in package 2.

All prices include production, installation and delivery costs.

Price	Quantity	Deadline
\$18,000 USD	1	4 April



Public Video City Tower – 24x



Public Video Roadside – 10x



Public Video Giant Outdoor – 2x



# Branding Option Venue

## Central Entrance (outdoors)

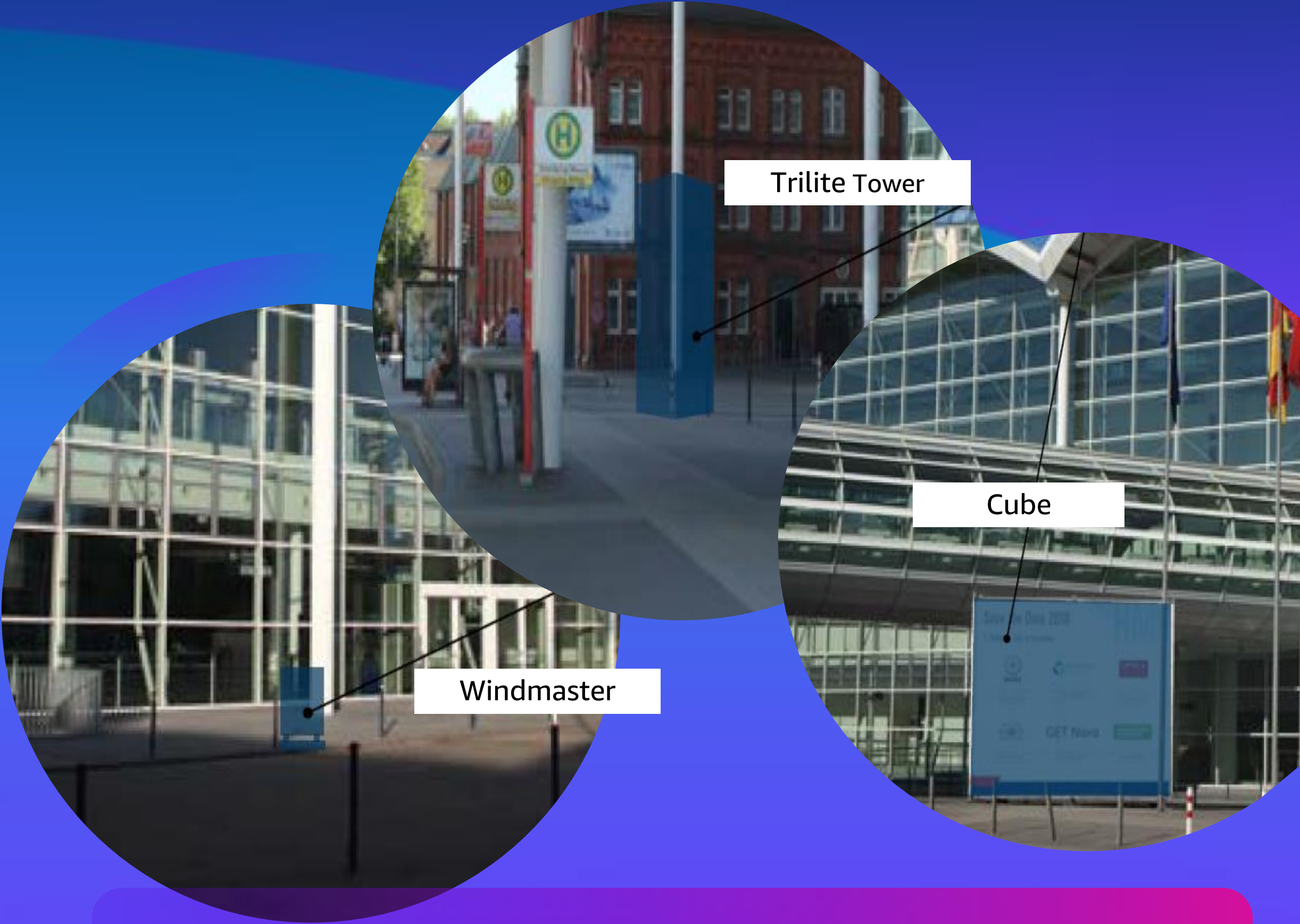
Attract attention with a professionally placed advertisement in front of the central entrance to the AWS Summit Hamburg.

All prices include production, installation and delivery costs.

**Trilite Tower with 4 pcs. Banners**  
126 x 460 cm (WxH)

**Cube, Banner single-sided**  
The two back sides of the cube are available  
539 x 439 cm (WxH)

**Windmaster with double-sided print**  
539 x 439 cm (WxH)



Option	Price	Quantity	Deadline
Trilite Tower	\$9,000 USD	4	4 April
Cube	\$3,000 USD	2	
Windmaster	\$500 USD	6	



# Branding Option Venue

## Central Entrance (indoors)

Attract attention with a professionally placed display in the foyer of the central entrance.

All prices include production, installation and delivery costs.

**Floor graphic** (in the foyer of the main entrance)  
200 x 100 cm (WxH)

**Graphic on wall**  
Passageway area foyer central entrance and atrium  
250 x 350 cm (WxH)

**Printed stretchbanner**  
Ground floor, on the right side of the foyer  
310 x 1000 cm (WxH)



Option	Price	Quantity	Deadline
Floor graphic	\$675 USD	4	4 April
Graphic on wall	\$1,950 USD	2	
Strechbanner	\$13,500 USD	1	



# Branding Option Venue

## Central Entrance indoor

Attract attention with a professionally placed display in the foyer of the central entrance.

All prices include production, installation and delivery costs.

**Printed stretchbanner**  
First floor, direction conference area  
233 x 250 cm (WxH)

**Branding of HMC-boards**  
Escalator Hall A4  
ca. 30 qm



Printed stretchbanner



HMC-boards

Option	Price	Quantity	Deadline
Strechbanner	\$1,800 USD	2	4 April
HMC-boards	\$15,000 USD	1	



# Branding Option Venue

## Atrium

Attract attention with a professionally placed advertisement in the atrium. The atrium acts as a covered connection between halls A1 and A4. Halls A2 and A3 can be reached through the large glass door at the rear.

All prices include production, installation and delivery costs.

**Printed stretchbanner**  
455 x 1370 cm (WxH)

**Hanging banner double-sided**  
200 x 1000 cm (WxH)

Option	Price	Quantity	Deadline
Strechbanner	\$40,000 USD	2	4 April
Hanging banner	\$7,000 USD	4	





# Branding Option Venue

## Atrium

Attract attention with a professionally placed advertisement in the atrium. The atrium acts as a covered connection between halls A1 and A4. Halls A2 and A3 can be reached through the large glass door at the rear.

All prices include production, installation and delivery costs.

**Magnetic foil**  
400 x 400 cm (WxH)

**Floor graphic**  
250 x 250 cm (WxH)

**Window sticker**  
230 x 140 cm (WxH)

Option	Price	Quantity	Deadline
Magnetic foil	\$3,500 USD	4	4 April
Floor graphic	\$2,000 USD	8	
Window sticker	\$1,800 USD	5	







# Founders & Software Bar

Draw attention to yourself with a sponsored "healthy-drink-booth" in the Startup area.

Attendees can choose a food option in exchange for a scanned lead.

### Smoothie bar (Truck)

The package include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

### Lemonade bar (Stand)

The package include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

Option	Price	Quantity	Deadline
Smoothie bar	\$16,000 USD	1	4 April
Lemonade bar	\$13,000 USD	1	



# Food Sponsoring Options

Sweeten the participants' day by inviting them for a sweet treat. In good weather, the food stands will be placed in the courtyard (not on the Sponsor Booth).

Attendees can choose a food option in exchange for a scanned lead.

## Ice Cream Rolls

The catering options include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

## Waffles

The catering options include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

Option	Price	Quantity	Deadline
Ice Cream Rolls	\$14,000 USD	2	4 April
Waffles	\$13,000 USD	2	





# Food Sponsoring Options

Sweeten the participants' day by inviting them for a sweet treat. In good weather, the food stands will be placed in the courtyard (not on the Sponsor Booth).

Attendees can choose a food option in exchange for a scanned lead.

### Popcorn

The catering options include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

### Cotton Candy

The catering options include set-up and dismantling, equipment, support, a flat rate, hostess and lead scanner. Operating hours: 11.30 – 18.00

Option	Price	Quantity	Deadline
Popcorn	\$7,000 USD	1	4 April
Cotton Candy	\$6,000 USD	1	





# 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 Summits 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.



Thank you to our Sponsors  
**ORACLE**  
**TRAVIS**  
**SNOWFLAKE**  
MICRO

EXIT



## 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. +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>
AWS Partner Summits	Excluding Tel Aviv, held alongside all 2025 AWS EMEA Summits (11 total)	<a href="#">2025 Partner Summit Prospectus</a>
AWS Cloud Day	<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>
AWS at Third-Party Industry Events <sup>4</sup>	<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>
AWS-led Industry Events	<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>
AWS GenAI and/or Data Events	<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). <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.
Public Sector	<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