

The image features a solid orange background with a faint, semi-transparent cityscape of Madrid in the background. In the center, there are several overlapping, semi-transparent white geometric shapes, including a large diamond and a rectangle. The text 'AWS' is positioned above the word 'SUMMIT', which is enclosed in a white rectangular border. To the right of this border, the date '2 June' and the location 'Madrid' are separated by a vertical line.

AWS

S U M M I T

2 June | Madrid

2016 Global AWS Summit Locations



Whether you are **new to the cloud or an experienced user**, you will learn something new at an AWS Summit. These events, held around the world, are designed to educate new customers about the AWS platform and offer existing customers deep technical content to be more successful with AWS.

Asia Pacific

Auckland
Beijing
Kuala Lumpur
Manila
Mumbai
Seoul
Singapore
Sydney
Taipei
Tokyo

Europe - Middle East - Africa

Amsterdam
Berlin
Istanbul
London
Madrid
Milan
Paris
Stockholm
Tel Aviv

Latin America – South America

Bogota
Buenos Aires
Lima
Mexico City
Rio De Janeiro
Santiago
Sao Paulo

US

Chicago
New York
Santa Clara

AWS Summits are an excellent opportunity to partner with Amazon Web Services to **highlight the global impact of cloud computing**. As a sponsor, you can **generate leads** for your business by showcasing products and services to a highly eager and enthusiastic base of AWS customers and prospects. The Partner and solutions expo will be a dedicated area with multiple networking opportunities to **engage with attendees**. Plus, sponsorship of AWS Summits include abilities to **promote your brand** through keynote acknowledgement, logo display and sponsorship recognition in various event communications.

AWS Summit **Madrid**

- Date: June 2nd 2016
- Location: Kinopolis Madrid
- Agenda format: Keynote by Dr. Werner Vogels, 3/4 Tracks, Expo Hall
- Targeted Audience: All levels
- Targeted Company Size: All
- Verticals: All
- Attendees Expected: 1,000



Madrid | June 2

1,000 Attendees

TRACKS*

Enterprise

Technical

Services

Startup*

Agenda*

Registration & Breakfast | 9:00 – 10:30

Partner & Solutions Expo | 9:00 – 17:45

Werner's Keynote | 10:30 – 12:00

Security Keynote | 12:30 – 13:15

Lunch in **Partner & Solutions Expo** | 13:15 – 14:30

Breakout Session | 14:30 – 15:15

Breakout Session | 15:30 – 16:15

Breakout Session | 16:30 – 17:15

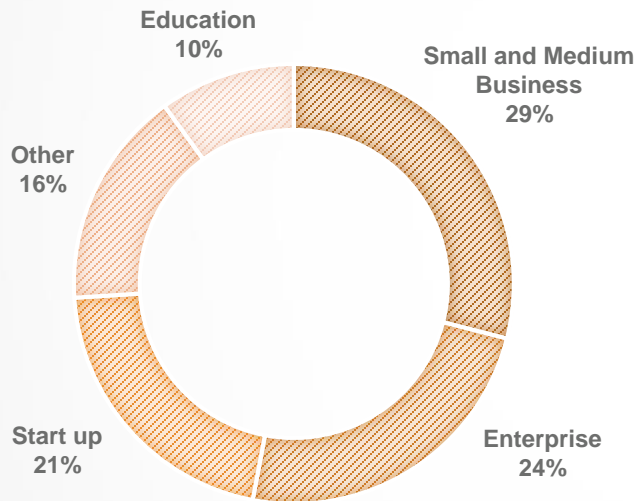
Closing Keynote | 17:30 – 18:00

Cocktail Reception | 18:00 – 19:30

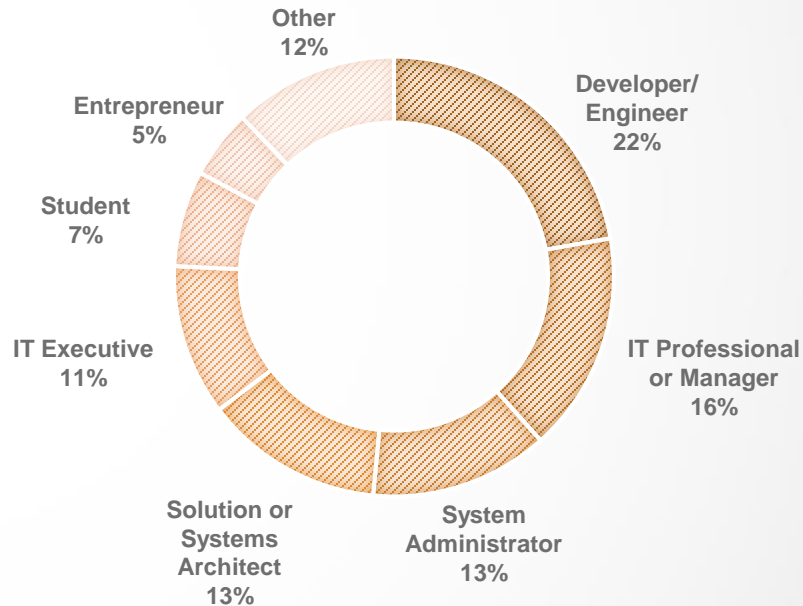
Exhibitor Move-Out | 19:00 – 20:00

**Subject to Change*

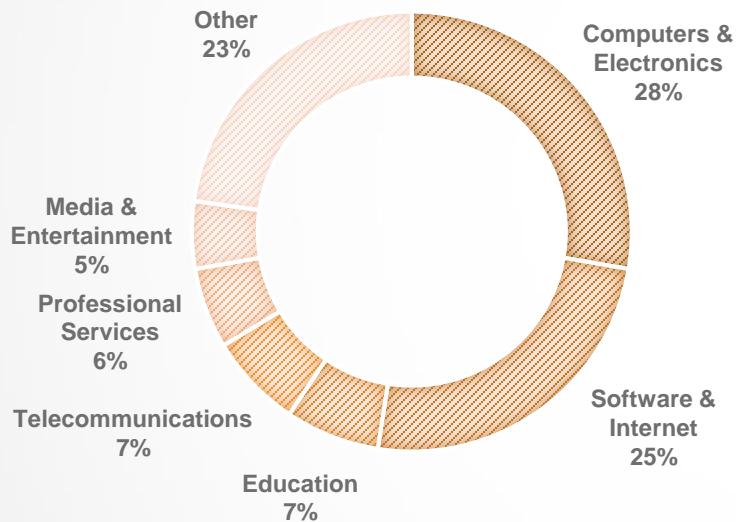
Company Type



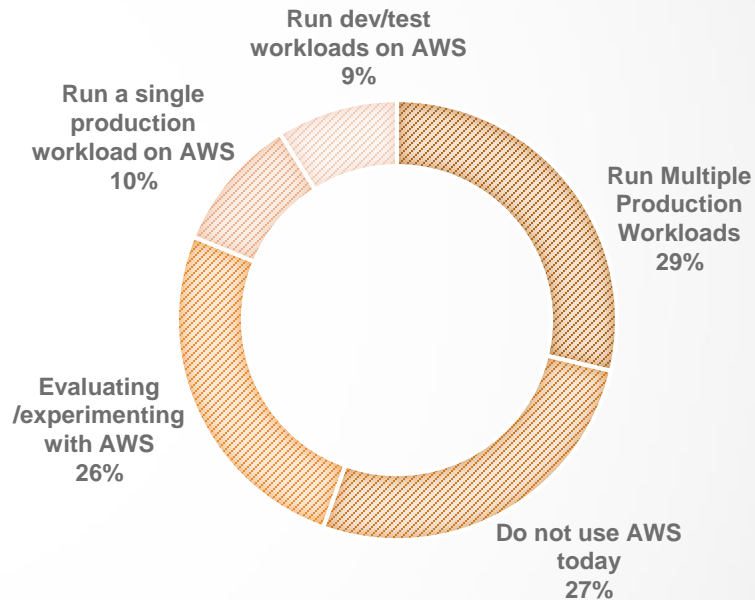
Job Role



Top Industries



Level of AWS Usage



AWS

S U M M I T

Sponsorship Packages

Sponsorship Packages Overview



	Platinum	Gold	Silver
Exhibitor Elements			
Exhibit	Turn-key booth	Turn-key booth	Turn-key booth
Complimentary Wi-Fi	✓	✓	✓
Complimentary Lead Retrieval Device(s)	2	1	1
LED Screen	✓	✓	
Marketing and Promotion			
Website Recognition	✓	✓	✓
Opportunity to issue Press Release	✓	✓	✓
On-site Signage Recognition	✓	✓	✓
Track Sponsorship		✓	
Keynote Recognition	✓	✓	✓
Email Templates and Promotional Collateral	✓	✓	✓
Premier Elements			
5 Customer Invitations to Werner Exec Breakfast	✓		
Premiere Placement Onsite	✓	✓	
20 Minute Session with customer (Subject to availability)	✓		
Ad in Pre-Event Email	✓	✓	

Platinum Sponsorship Benefits



Madrid

June 2

€35,000

1,000 Attendees

Exhibitor Elements

- Turnkey Booth
- LED Screen
- Complimentary Wi-Fi
- 2x Complimentary Lead Scanners (Full Name, Company, Title, Email, City/State, Country)
- 8x Staff Passes

Premier Elements

- 5 Customer Invitations to Werner Exec Breakfast
- Premiere placement onsite
- 20 Minute Session with customer (Subject to availability)
- Ad in Pre-event Email

Marketing and Promotion

- Website Recognition: Logo + Link
- On-site Signage Recognition
- Keynote Mention and Logo Recognition
- Email Templates and Promotional Collateral



Stand set up could change

Gold Sponsorship Benefits



Madrid
June 2

€18,000
1,000 Attendees

Exhibitor Elements

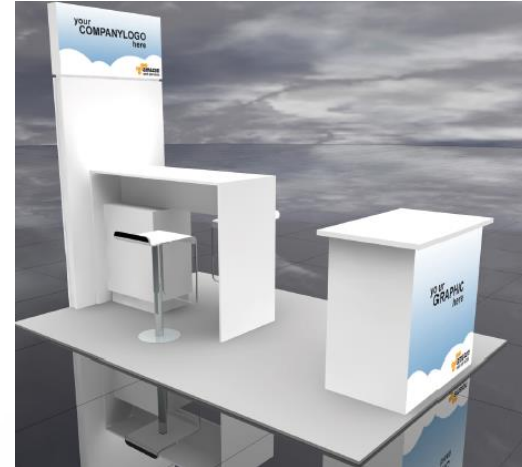
- Turnkey Booth
- LED Screen
- Complimentary Wi-Fi
- 1x Complimentary Lead Scanners
- 6x Staff Passes

Premier Elements

- Ad in Pre-event Email
- Sponsorship of one breakout track
- Premiere placement onsite

Marketing and Promotion

- Website Recognition: Logo + Link
- On-site Signage Recognition
- Keynote Mention and Logo Recognition
- Email Templates and Promotional Collateral



Stand set up could change

Silver Sponsorship Benefits



Exhibitor Elements

- Turnkey Booth
- Complimentary Wi-Fi
- 1x Complimentary Lead Scanners
- 4x Staff Passes

Marketing and Promotion

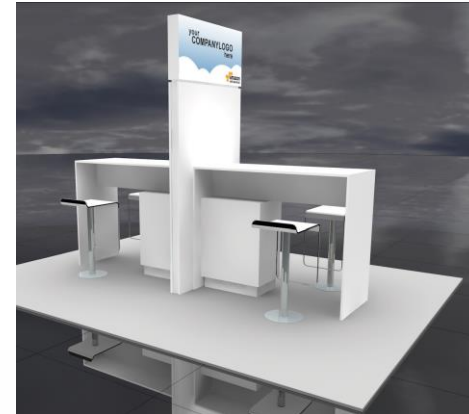
- Website Recognition: Logo + Link
- On-site Signage Recognition
- Keynote Logo Recognition
- Email Templates and Promotional Collateral

Madrid

June 2

€7,500

1,000 Attendees



Stand set up could change

Marketing Promotional Opportunities (MPOs)



Madrid

Exclusive Opportunities

Additional MPOs

€TBD

Have a creative idea not listed? Get in touch with the AWS Team when selecting your package. Idea and contents must be approved by AWS.

Promotion

Charging Stations

5 Available
€3.000

Promote your logo plus 100 characters of custom content, displayed across four 20"x24" signs attached to charging stations in a main area of the event.

Expo Marque

3 Available
€5.000

Boost your presence on the expo floor with custom signage highlighting your sponsorship, including 2 custom meter boards and 3 custom floor clings leading into a expo area.

Wi-Fi Sponsor

Wi-Fi Password Sponsor Name

1 Available
€5.000

Logo inclusion on Event Lanyards

1 Available
€10.000

Catering Sponsorship

Signage of the Catering – Thanking our sponsor

1 Available
€7.500

Coffee cups, Napkins, Sugar Sticks

Logo Placement

1 Available
€7.500

The image features a monochromatic orange background with a faint city skyline. In the center, there is a graphic consisting of several overlapping, semi-transparent diamond shapes. A white rectangular box is superimposed on these shapes, containing the word "SUMMIT" in white, spaced-out, uppercase letters. Above the right side of this box, the letters "AWS" are written in white. To the right of the graphic, the text "The Location" is written in white.

AWS

S U M M I T

The Location

Event Location



The quality of presentations delivered are key to successful AWS events.

The Kinopolis venue offers the latest technology and best audiovisual experience. It is also conveniently located close to the center of Madrid.

- See more at:

<http://www.kinopolisempresas.com/productos/organizacion-eventos-empresas/>



The logo features the word "AWS" in a white sans-serif font positioned above a white rectangular border. Inside this border, the word "SUMMIT" is written in a white, spaced-out, sans-serif font. The entire logo is centered on a background of overlapping, semi-transparent white geometric shapes (triangles and diamonds) that form a larger, abstract diamond shape. The background of the slide is a blurred cityscape with tall buildings, all tinted in a uniform orange color.

AWS

S U M M I T

Thank You and See You Soon!

Contact Us: munozvar@amazon.com