

2026 AWS Summit Dubai Sponsorship Prospectus

September 30, 2026
Dubai World Trade Centre



2026 AWS EMEA Summits

Innovation, collaboration, and global representation

AWS Summits are free in-person events held in 30+ strategic locations globally. These events bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. Attendees gain hands-on experience with the latest AWS solutions while enjoying unparalleled networking opportunities. Each summit provides a unique platform for businesses to explore cloud innovations and connect with potential prospects in key markets.

Click [Become a Sponsor](#) to formally request your sponsorship contract.

Sponsorship Benefits

- Direct customer engagement
- Premium brand exposure and recognition
- Speaking opportunities
- ROI-focused packages and add-ons

[Interested in all 2026 AWS Summit Sponsorship opportunities? View global offerings.](#)



2026 AWS EMEA Summits Calendar-at-a-Glance



Paris

Palais des Congrès
April 1
10,000+ attendees

[View Prospectus](#)



London

Excel London
April 22
24,000+ attendees

[View Prospectus](#)



Warsaw

Expo XXI Warsaw
May 6
3,000+ attendees

[View Prospectus](#)



Stockholm

Stockholmsmässan
May 7
5,000+ attendees

[View Prospectus](#)



Hamburg

Messe Hamburg
May 20
10,000+ attendees

[View Prospectus](#)



Amsterdam

RAI Amsterdam
May 27
6,300+ attendees

[View Prospectus](#)



Milan

Fiera Milano
May 28
6,500+ attendees

[View Prospectus](#)



Madrid

IFEMA Madrid
June 4
9,200+ attendees

[View Prospectus](#)



Johannesburg

Gallagher Convention Centre
August 19
8,000+ attendees

[View Prospectus](#)



Zurich

Messe Zürich
September 2
3,500+ attendees

[View Prospectus](#)



Tel Aviv

Tel Aviv Expo
September 10
14,500+ attendees

[View Prospectus](#)



Dubai

Dubai WTC
September 30
5,000+ attendees

[View Prospectus](#)

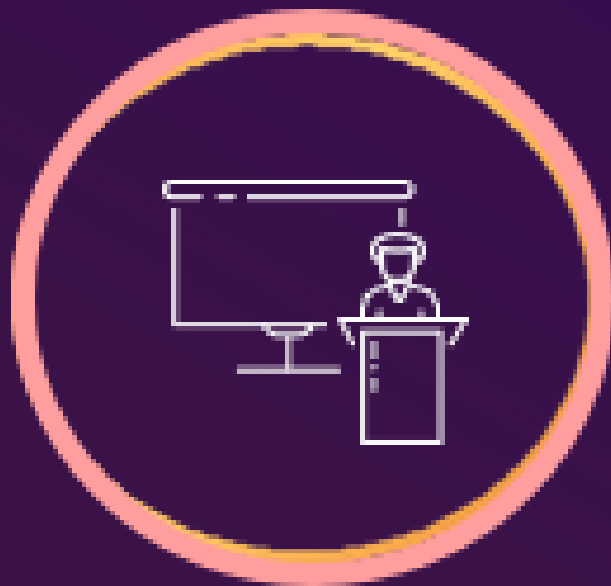
2026 AWS Summit Dubai Overview



55
Sponsors



10.8K+
Square Meters of
Expo Space

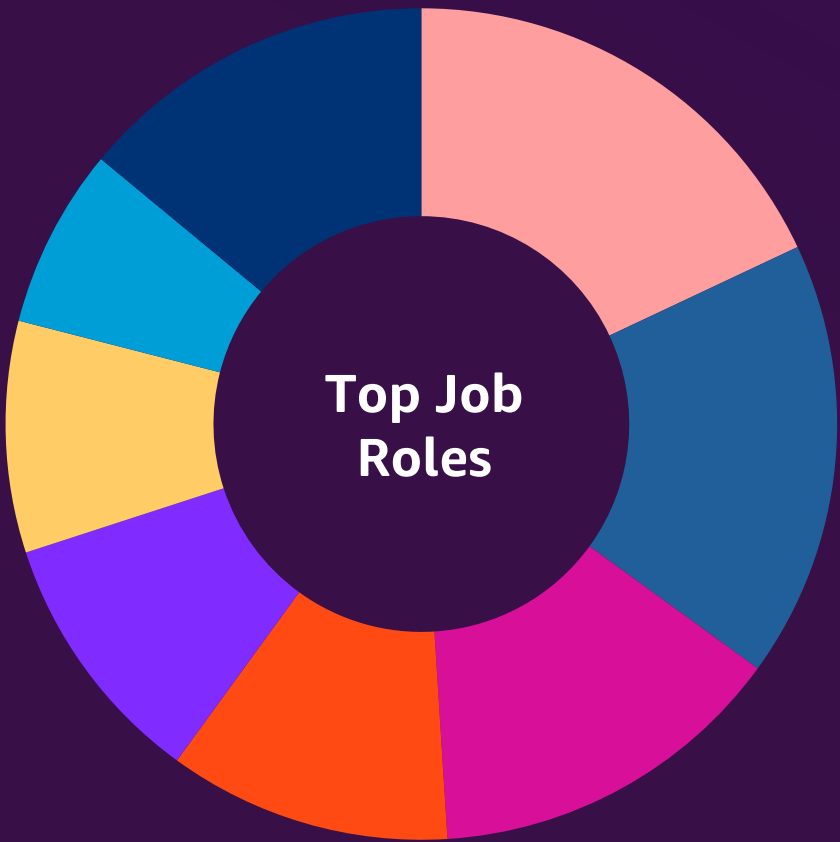


25+
Sponsored
Speaking
Opportunities

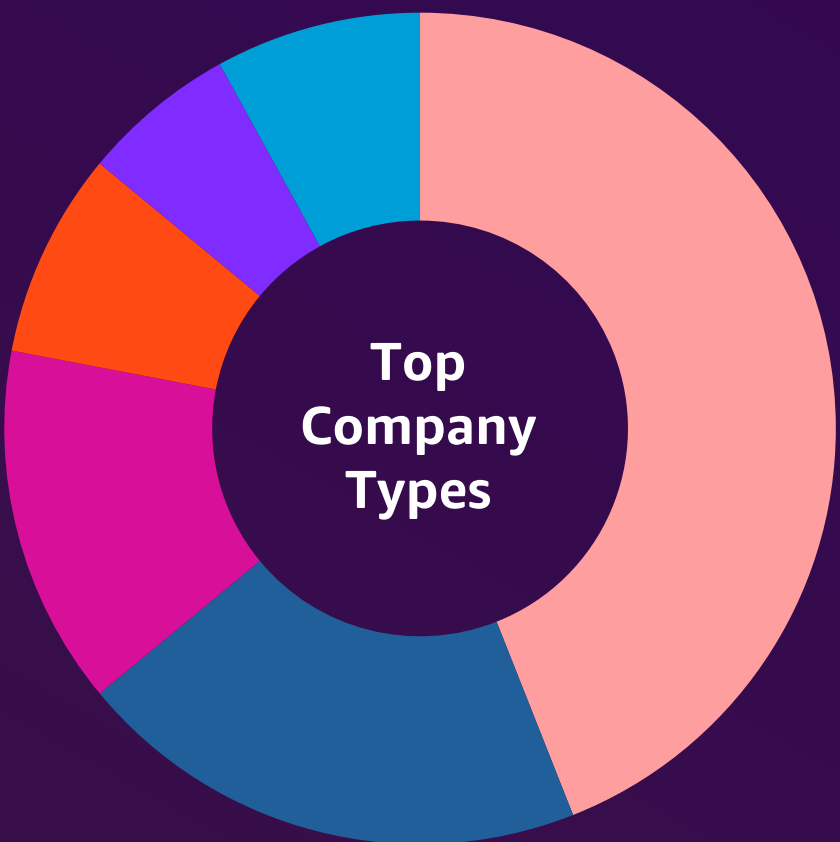


5+
Add-on
Opportunities

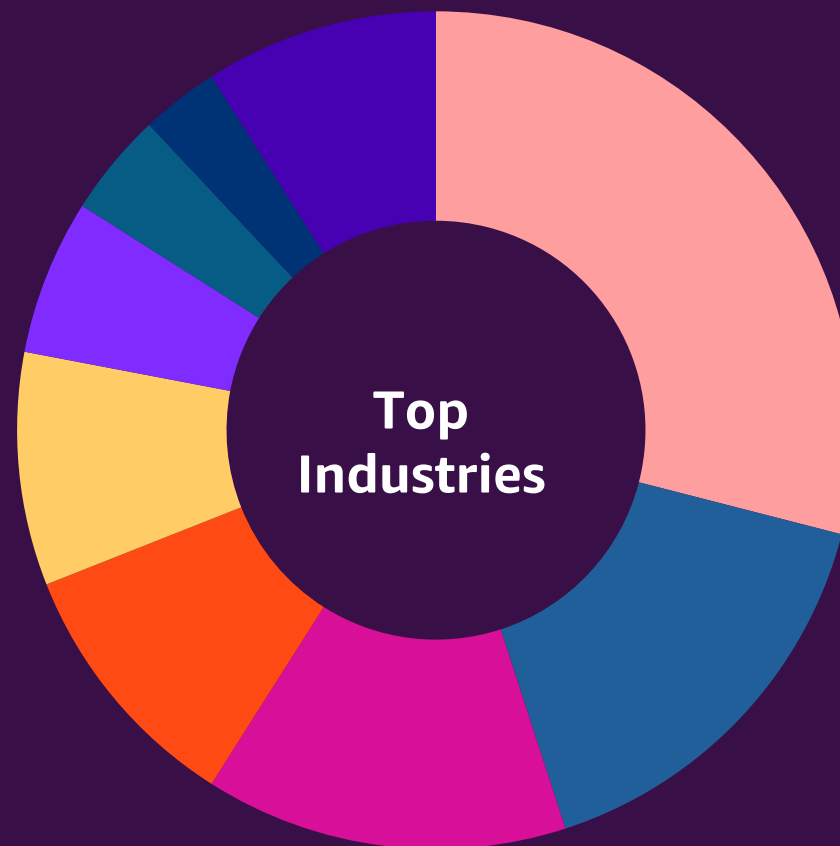
Dubai
Attendee Insights



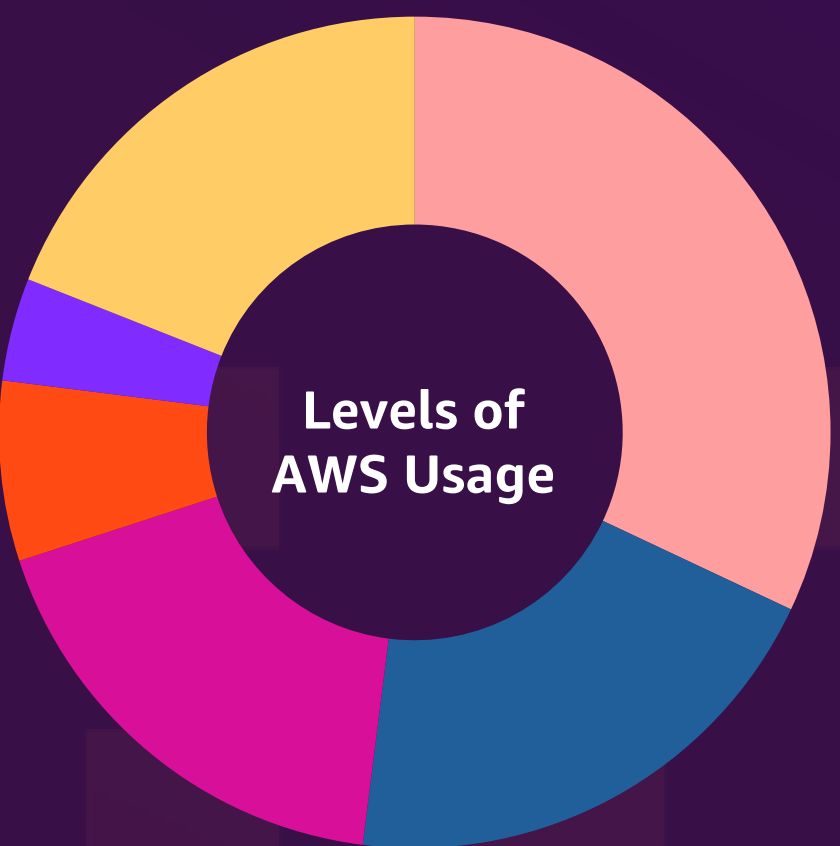
- 18% Sales/Marketing
- 17% IT Professional or Technical Manager
- 14% Business Executive
- 11% Developer/Engineer
- 10% Entrepreneur (Founder/Co-Founder)
- 9% IT Executive
- 7% Solution or Systems Architect
- 14% Other



- 44% Enterprise
- 20% Small-Medium Business
- 14% Start-Up
- 8% Government - State & Local
- 6% Education
- 8% Other



- 29% Software and Internet
- 16% FSI
- 14% Retail & CPG
- 10% TMEGS
- 9% Professional Services
- 6% Auto, Manufacturing, Industrials
- 4% Healthcare & Life Sciences
- 3% Energy & Utilities
- 9% Other



- 32% Run multiple production workloads on AWS
- 20% Do not currently use AWS
- 18% Evaluating/experimenting with AWS
- 7% Run dev/test workloads on AWS
- 4% Run a single production workload on AWS
- 19% Other

Expected attendee demographic data is based on actual 2025 AWS Summit Dubai attendees.

EMEA Summit Sponsorship Sales Timeline & Partner Eligibility

Key Dates	Milestones	Eligible Partners
December 09, 2025	AWS Global Sponsorship Sales Preview	All AWS Partners
January 13, 2026 9:00 AM CET	Wave 1 Sales launch	2025 Summit Platinum+ Alumni Sponsors with an active Strategic Collaboration Agreement (SCA)* AWS Generative AI Competency Partners Amazon Bedrock Model Providers <i>*both criteria must be met to qualify</i>
January 15, 2026 9:00 AM CET	Wave 2 Sales Launch	AWS Partners with an active Strategic Collaboration Agreement (SCA) or Strategic Investment Letter (SIL) ISV Accelerate Partners Global System Integrators (GSIs) Marketplace Seller Prime Enrolled Partners 2025 Summit Alumni Sponsors AWS Competency Partners
January 20, 2026 9:00 AM CET	Wave 3 Sales Launch	Partner Path Confirmed or Enrolled with an active AWS Marketplace listing* Partner Path (Software, Hardware, Service) Differentiated Training/Distributor Path Validated Global Startup Partners Select AWS customers <i>*both criteria must be met to qualify</i>
January 22, 2026 9:00 AM CET	Wave 4 Sales Launch	Partner Path Confirmed and Enrolled

Dubai Summit Sponsorship Package Purchase Eligibility^

Global + Emerald	Global and Pan-EMEA Emerald Summit sponsorship packages available to eligible AWS partner by Invitation only.
Diamond	Exclusively available to AWS Partners with an active Strategic Collaboration Agreement within the Middle East.
Platinum	2025 Summit Platinum+ Alumni Sponsors AWS Generative AI Competency Partners Amazon Bedrock Model Providers
Gold	AWS Partners with an active Strategic Collaboration Agreement (SCA) or Strategic Investment Letter (SIL) ISV Accelerate Partners Global System Integrators (GSIs) Marketplace Seller Prime Enrolled Partners AWS Competency Partners
Silver	Partner Path Confirmed or Enrolled with an active AWS Marketplace listing* Partner Path (Software, Hardware, Service) Differentiated Training/Distributor Path Validated
Bronze	Global Startup Partners Select AWS customers Partner Path Confirmed and Enrolled
Accelerator	Johannesburg: Select AWS Partners and Customers headquartered in Africa (excluding South Africa) who have not previously sponsored the Johannesburg Summit. Warsaw: Select AWS Partners and Customers headquartered in Central Eastern Europe who have not previously sponsored an AWS Summit in Poland.
Industry	Paris, London, Hamburg: 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.
ATP	AWS Training Partners with active services available within host Summit country.

^Additional eligibility criteria may be applied for select Summit sponsorship packages. Please see respective Summit prospectuses for clarity.



Sponsorship Packages & Pricing



2026 AWS Summit Dubai Sponsorship Pricing

Diamond*	\$57,000 USD
Platinum	\$47,000 USD
Gold	\$35,000 USD
Silver	\$23,000 USD
Bronze	\$14,000 USD
ATP	\$5,500 USD

* Exclusively available to AWS Partners with an active Strategic Collaboration Agreement within the Middle East. Subject to AWS approval.

2026 AWS Summit Dubai sponsorship packages are sold by Amazon Web Services EMEA SARL (Dubai Internet City Branch) (SOR shown in FAQs) and exclude VAT (+5% - per SOR FAQs)

Dubai Summit Sponsorship Package Benefits

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze	ATP
Booth Space (includes graphics production, furniture, flooring, lighting)	32sqm customizable booth ²	25sqm customizable booth ²	18sqm turnkey booth (non-customizable)	9sqm turnkey booth (non-customizable)	4sqm turnkey booth (non-customizable)	Pod - w/o flooring1.2m X2.4mH wall with 42' screen and lockable cabinet
Monitors Included in Turnkey Booth	3	2	2	1	1	1
Dedicated Meeting Room	√					
Complimentary Lead Retrieval Device Rental(s)	7	5	3	2	1	1
Sponsor Event Passes	15	10	8	6	4	4
Staff Lunch	15	10	8	6	4	4
30 Minute Breakout Session	√	√				
15 Minute Partner Lightning Talk ¹	√		√			
Website and Mobile App Recognition	√	√	√	√	√	√
Keynote Recognition	Company logo	Company logo	Company logo	Company name	Company name	Company name
Access to Demographic Audience Reports (Pre and Post Event)	√	√	√	√	√	√
Advanced Access to Registrant Company List	√	√	√			
Option to Purchase Add-ons	√	√	√	√	√	

¹ Lightning talks will be held in the Partner Theatre (located within the AWS Summit Partner Expo).

² Booth customization available for Diamond and Platinum sponsors only. Incurred customization cost to be paid by requesting sponsor.

Diamond Sponsorship | \$57,000 USD

Exhibitor Elements

- 32sqm turnkey customizable booth, including:
 - Furniture, flooring, lighting, graphics production, lockable cabinet
 - Three (3) wall-mounted monitors with HDMI and USB ports, laptop not included
 - Seven (7) complimentary lead retrieval devices – option to purchase additional device rentals
 - Hardwire internet
- Dedicated meeting room
- Fifteen (15) Sponsor event passes
- Fifteen (15) Staff Lunch

Thought Leadership

- One (1) 30 - minute Breakout session (Customer case study required)
- One (1) 15 - minute Partner lightning talk
- Two (2) speaker passes

Awareness & Promotion

- Website brand recognition
- Mobile app brand recognition
- Logo placement at the Keynote session
- APN marketing central assets
- AWS Competency promotion (Partner badges)
- Sponsor Marketing Toolkit

Sponsorship Enablement

- Access to a centralized exhibitor resource center (ERC)
- Ongoing planning support including individual/ personalized weekly conference calls
- Option to purchase Add-ons

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
- Additional booth promotional materials and booth activities activation *

* Subject to AWS approval

Platinum Sponsorship | \$47,000 USD

Exhibitor Elements

- 25sqm turnkey customizable booth, including:
 - Furniture, flooring, lighting, graphics production, lockable cabinet
 - Two (2) wall-mounted monitors with HDMI and USB ports, laptop not included
 - Five (5) complimentary lead retrieval devices – option to purchase additional device rentals
 - Hardwire internet
- Ten (10) Sponsor event passes
- Ten (10) Staff Lunch

Thought Leadership

- One (1) 30 - minute Breakout session (Customer case study required)
- One (1) speaker pass

Awareness & Promotion

- Website brand recognition
- Mobile app brand recognition
- Logo placement at the Keynote session
- APN marketing central assets
- AWS Competency promotion (Partner badges)
- Sponsor Marketing Toolkit

Sponsorship Enablement

- Access to a centralized exhibitor resource center (ERC)
- Ongoing planning support including group weekly conference calls
- Option to purchase Add-ons

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
- Additional booth promotional materials and booth activities activation *

* Subject to AWS approval



Gold Sponsorship | \$35,000 USD

Exhibitor Elements

- 18sqm turnkey booth, including:
 - Furniture, flooring, lighting, graphics production, lockable cabinet
 - Two (2) wall-mounted monitors with HDMI and USB ports, laptop not included
 - Three (3) complimentary lead retrieval devices – option to purchase additional device rentals
 - Hardwire internet
- Eight (8) Sponsor event passes
- Eight (8) Staff Lunch

Thought Leadership

- One (1) 15 - minute Partner lightning talk
- One (1) speaker pass

Awareness & Promotion

- Website brand recognition
- Mobile app brand recognition
- Logo placement at the Keynote session
- APN marketing central assets
- AWS Competency promotion (Partner badges)
- Sponsor Marketing Toolkit

Sponsorship Enablement

- Access to a centralized exhibitor resource center (ERC)
- Ongoing planning support including group weekly conference calls
- Option to purchase Add-ons

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
- Additional booth promotional materials and booth activities activation *

* Subject to AWS approval



Silver Sponsorship | \$23,000 USD

Exhibitor Elements

- 9sqm turnkey booth, including:
 - Furniture, flooring, lighting, graphics production, lockable cabinet
 - One (1) wall-mounted monitor with HDMI and USB ports, laptop not included
 - Two (2) complimentary lead retrieval devices – option to purchase additional device rentals
 - Wi-Fi
- Six (6) Sponsor event passes
- Six (6) Staff Lunch

Awareness & Promotion

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition: Sponsor company name
- APN marketing central assets
- AWS Competency promotion (Partner badges)
- Sponsor Marketing Toolkit

Sponsorship Enablement

- Access to a centralized exhibitor resource center (ERC)
- Ongoing planning support including group weekly conference calls
- Option to purchase Add-ons

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
- Additional booth promotional materials and booth activities activation *

* Subject to AWS approval

Bronze Sponsorship | \$14,000 USD

Exhibitor Elements

- 4sqm turnkey booth, including:
 - Furniture, flooring, lighting, graphics production, lockable cabinet
 - One (1) wall-mounted monitor with HDMI and USB ports, laptop not included
 - One (1) complimentary lead retrieval device – option to purchase additional device rentals
 - Wi-Fi
- Four (4) Sponsor event passes
- Four (4) Staff Lunch

Awareness & Promotion

- Website brand recognition
- Mobile app brand recognition
- Keynote recognition: Sponsor company name
- APN marketing central assets
- AWS Competency promotion (Partner badges)
- Sponsor Marketing Toolkit

Sponsorship Enablement

- Access to a centralized exhibitor resource center (ERC)
- Ongoing planning support including group weekly conference calls
- Option to purchase Add-ons

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
- Additional booth promotional materials and booth activities activation *

* Subject to AWS approval

AWS Training Partner (ATP) Sponsorship | \$5,500 USD

Exhibitor Elements	Awareness & Promotion	Sponsorship Enablement	Attendee Engagement
• Turnkey demo pod including: • One (1) wall-mounted monitor with HDMI and USB ports, laptop not included • One (1) complimentary lead retrieval device – option to purchase additional device rentals • Wi-Fi • Four (4) Sponsor event passes • Four (4) Staff Lunch	• Website brand recognition • Mobile app brand recognition • Keynote recognition: Sponsor company name • APN marketing central assets • AWS Competency promotion (Partner badges) • Sponsor Marketing Toolkit	• Access to a centralized exhibitor resource center (ERC) • Ongoing planning support including group weekly conference calls	• 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 • Additional booth promotional materials and booth activities activation *

** Subject to AWS approval*

2026 AWS EMEA Summit Sponsorship Pricing¹-at-a-Glance

Summit Cities	Diamond	Platinum	Gold	Silver	Bronze	Accelerator	Industry	ATP
Paris ²	Level 1: \$95,000 USD Level 2: \$86,000 USD	Level 1: \$70,000 USD Level 2: \$63,000 USD	Level 1: \$49,000 USD Level 2: \$43,000 USD	Level 1: \$32,000 USD Level 2: \$29,000 USD	Level 1: \$20,000 USD Level 2: \$17,000 USD	NA	\$6,000 USD	\$5,000 USD
London	\$130,000 USD	\$104,000 USD	\$72,000 USD	\$53,000 USD	\$28,000 USD	NA	\$8,000 USD	\$7,000 USD
Warsaw	\$36,000 USD	\$29,000 USD	\$22,000 USD	\$15,000 USD	\$10,000 USD	\$4,000 USD	NA	\$3,500 USD
Stockholm	\$55,000 USD	\$48,000 USD	\$35,000 USD	\$23,000 USD	\$18,000 USD	NA	NA	\$4,500 USD
Hamburg	\$97,000 USD	\$76,000 USD	\$53,000 USD	\$34,000 USD	\$23,000 USD	NA	\$23,000 USD	\$6,200 USD
Amsterdam	\$55,000 USD	\$49,000 USD	\$39,000 USD	\$24,000 USD	\$17,000 USD	NA	NA	\$4,500 USD
Milan	\$65,000 USD	\$49,000 USD	\$29,000 USD	\$18,000 USD	\$11,000 USD	NA	NA	\$3,500 USD
Madrid	\$61,000 USD	\$54,000 USD	\$38,000 USD	\$24,000 USD	\$16,000 USD	NA	NA	\$4,500 USD
Johannesburg	ZAR 722,000 \$42,000 USD	ZAR 532,000 \$31,000 USD	ZAR 412,000 \$24,000 USD	ZAR 292,000 \$17,000 USD	ZAR 173,000 \$10,000 USD	ZAR 69,000 \$4,000 USD	NA	ZAR 60,000 \$3,400 USD
Zurich	\$47,000 USD	\$42,000 USD	\$33,000 USD	\$24,000 USD	\$18,000 USD	NA	NA	\$4,500 USD
Tel Aviv	\$78,000 USD	\$63,000 USD	\$36,000- \$42,000 USD	\$28,000 USD	\$20,000 USD	NA	NA	NA
Dubai	\$57,000 USD	\$47,000 USD	\$35,000 USD	\$23,000 USD	\$14,000 USD	NA	NA	\$5,500 USD

¹ Sponsorship prices exclude local value added tax (VAT). Excluding Johannesburg (billed in ZAR) - all 2026 AWS Summits in EMEA will be priced and billed in USD.

² The 2026 Paris Summit expo will be hosted across 2 levels within the Summit venue. Package level denotes the level on which a respective sponsorship booth will be located (ie. L2 denotes a sponsor booth on level 2)

If you are interested in a “SOLD OUT” package, you can submit a request to be placed on the waitlist by clicking “Become a Sponsor” and submitting the form for your desired waitlisted package. If a packages comes available, we will reach out to you directly.

Add-Ons

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.



2026 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. CONTACT US to explore EMEA or multi-Summit bundled lanyard branding opportunities.

This add-on includes co-branding on all Summit badge lanyards:

City	Price
Dubai	\$15,000 USD



2026 EMEA Summit Sponsored Breakout Session

Bring your content to the AWS Summit main stage! This add-on includes one (1) dedicated 30-minute breakout session located in a hard-walled room, promotion on event agenda and attendee data from those who attend the session.

Benefits include:

- One (1) 30 -minute session in a hard-walled breakout room
- Promotion on the event agenda
- Lead data of all opt-in session attendees

Opportunities available in Dubai: 2

City	Price
Dubai	\$15,000 USD

To view all add-ons available for an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



2026 EMEA Summit AI Calligraphy Generator

This MPO brings a touch of culture and is perfect as an unforgettable giveaway. Whether it's a name, a quote, or a special phrase, watch it transform into beautiful Arabic or English calligraphy that is printed instantly as a one-of-a-kind keepsake for your guests.

This includes unlimited high-quality 4x6 calligraphy prints, touch screen kiosk, a customized user interface and onsite support. Add-on includes 1 lead scanner and 1 host to support activation and capture leads.

Opportunities available: 1 per Summit

City	Price
Dubai	\$8,000 USD

To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



2026 EMEA Summit Calligraphy Writer

This add-on creates a great interactive and personal experience. Guests receive unique, hand-lettered pieces that can be done in Arabic or English. From coffee mugs to postcards and other small goodies. Perfect as an unforgettable giveaway.

This add-on includes a calligrapher, ink, 1500 coffee mugs, 1 lead scanner, and 1 host to support activation and capture leads.

Opportunities available: 1 per Summit

City	Price
Dubai	\$10,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Claw Crane

This add-on creates a great interactive engagement. The claw crane combines entertainment with rewards. The claw crane is fully brandable and can be filled with goodies.

Goodies are not included in the price.
Type of goodies: TBD

Opportunities available: 1 per Summit

City	Price
Dubai	\$8,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Espresso Station

Become the exclusive sponsor for attendees with this espresso station! The station will feature a barista pouring fresh espresso drinks for attendees. The package includes branding and signage in a standalone 10'x10' space within the expo. Leads generated from opted-in attendees will be provided to the sponsor.

This package includes a branded bar, a barista, coffee and other consumables, branded cups and 1 lead scanner.

Opportunities available: 1 per Summit

City	Price
Dubai	\$13,000 USD

To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



2026 EMEA Summit Selfie Booth in Lounge

Attract many Summit visitors to your branded selfie booth in one of the lounges. The selfie booth will be branded for you, combined with local AWS Summit branding. The selfie booth will feature some mirrors for extra fun.

Add-on includes 1 lead scanner and 1 host to support activation and capture leads.

Opportunities available: 1 per Summit

City	Price
Dubai	\$9,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Regional Snack Cart

This MPO will be offering Luqaimat, a traditional Emirati sweet. Luqaimat consists of fried dough balls, crispy on the outside and soft on the inside, served with a sweet syrup. The cart will also include Arabic Gahwa (Arabic coffee) to complement the experience.

This MPO includes cart setup, 100 servings of Luqaimat & Arabic coffee, 1 branded item, catering support, 1 lead scanner and 1 host to support activation and capture leads.

Price for additional servings: TBD

Opportunities available: 1 per Summit

City	Price
Dubai	\$6,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Sneaker Painting/Customization

This MPO offers a premium, dynamic, and memorable experience for all participants. Each pair will be personalized on-site with lettering, logo’s, names or calligraphy-style initials.

This includes 5 artists, all customization materials, coordination, on-site execution and 1 lead scanner. The purchase of the sneakers is not included in the price and will be discussed based on the number you as sponsor would like to proceed with pre-event.

Execution time at the event: TBD

Opportunities available: 1 per Summit

City	Price
Dubai	\$13,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Venue Branding Arena Hall Entrance

Additional visibility through branding on 3 vertical banners located at the entrance to Hall 3.
Each banner measures 0.80 m × 2.70 m × 2.40 m.
The price includes all 3 banners.

Opportunities available: 1 per Summit

City	Price
Dubai	\$16,000 USD



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026

2026 EMEA Summit Venue Branding Shk Saeed Hall 1 Panel

Distinctive branding panels located in the foyer area of the hall that creates coherent and reinforced connections between your brand and the audience.

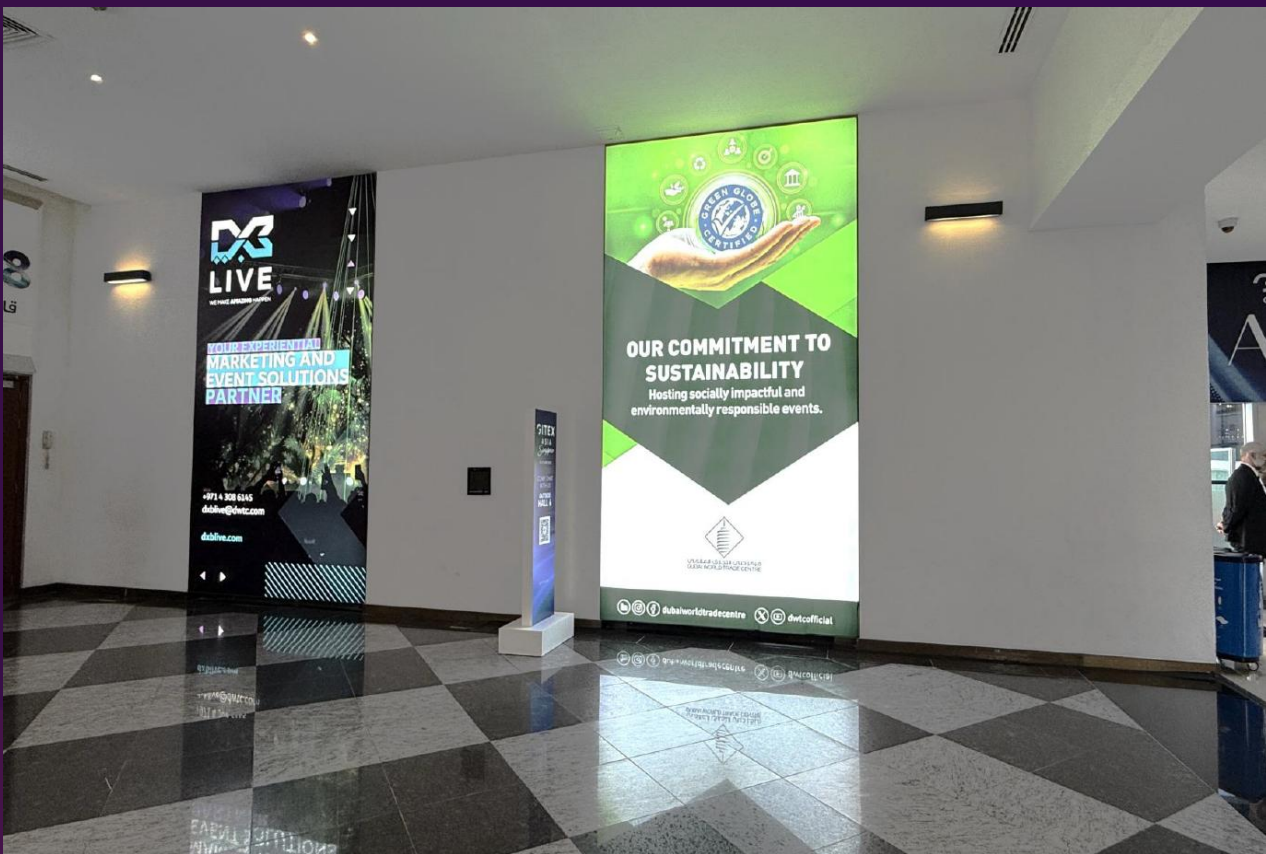
Each panel measures 2.46 m x 5.60 m (W x H)
The price is per unit.

Opportunities available: 4 units

City	Price
Dubai	\$13,000 USD

To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



2026 EMEA Summit Venue Branding Concourse 1

Additional visibility via company brand/logo in combination with event branding on 2 indoor leds of 6 x 6 m when attendees arrive and leave the venue during the AWS Summit Dubai.

Opportunities available: 1 per Summit



City	Price
Dubai	\$13,000 USD

To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



2026 EMEA Summit Venue Branding Shk Saeed Hall 1 Digital

A highly exclusive branding opportunity is available on the digital video wall at the hall entrance, ensuring maximum visibility for all visitors entering the hall.

Timing of slot: TBD

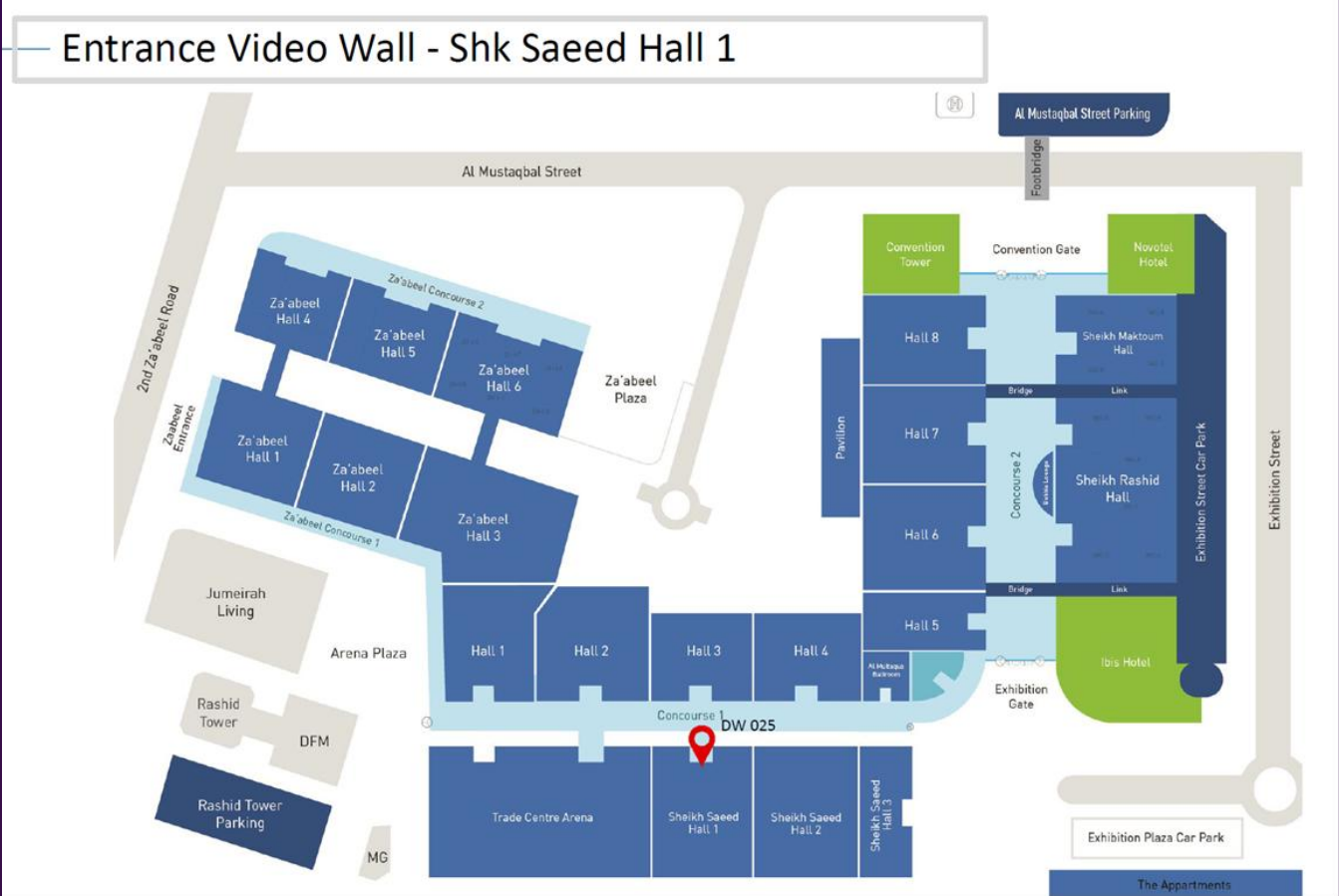
The video wall measures 8 m x 1 m (W x H)

Opportunities available: 1 per Summit

City	Price
Dubai	\$18,000 USD

To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Submission Deadline: May 1, 2026



Consent & 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.

EMEA Summit Lead Retrieval:

Eligible sponsors can export Summit booth and add-on leads in real time. Session leads will be distributed by 10am CET the day after respective Summits. Please note: AWS retains the discretion to withhold leads from any sponsor with an outstanding sponsorship invoice.



2026 AWS EMEA Summit LeadMaster Challenge

Exclusively available to eligible* 2026 AWS EMEA Summit sponsors, the **Summit LeadMaster Challenge** transforms your Summit sponsorship into a business-driving opportunity — rewarding partners for turning leads into results.

By participating, your team will:

- **Earn points** for every submitted and closed opportunity
- **Complete bonus missions** to score extra rewards
- **Compete across EMEA** for recognition, trophies, and prizes worth over €20,000

This year, the **prize structure is bigger and better than ever** — with regional rewards including **over €900 in gift cards** and your choice of premium items such as **speakers, watches, and portable chargers**.

Participation is **complimentary and exclusive** to Summit Sponsors.

Drive engagement. Accelerate your pipeline. Celebrate your success.
Amplify your sponsorship — join the Summit LeadMaster Challenge.

** Available for Consulting and Technology partners only*



2026 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 [**2026 EMEA Partner Summit Sponsorship Prospectus**](#) to review unique opportunities for AWS Distribution Partners and all other AWS Partners



you to our Sponsors
TRAINING
snowflake
MICRO

Next Steps

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 4-5 for EMEA Summit program eligibility criteria. Additional package eligibility criteria may be applied for individual Summits.

Contract

Eligible AWS Partners will be able to request a package through a contract request form beginning January 13, 2026, by clicking on "[Become a Sponsor](#)".

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

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.

Invoice

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

Invoices are sent 90 days prior to each event and are due in NET 60. Invoices sent inside 90 days are due in NET 30 or by the event date, whichever comes sooner. Payment can be made by check or wire.

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.

When is payment due?

Once the contract is signed by both parties, AWS will generate an invoice. Invoices are sent 90 days prior to each event and are due in NET 60. Invoices sent inside 90 days are due in NET 30 or by the event date, whichever comes sooner. 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.

Are there other rules for Summit sponsoring?

Yes, please see the [2026 AWS EMEA Summit Exhibition Rules and Guidelines](#).

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 various Value Added 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.

2026 AWS SOR	2026 AWS Summits	Accepted Currency	VAT Applied (%)
Amazon Web Services EMEA SARL	Paris, London, Warsaw, Stockholm, Hamburg, Amsterdam, Milan, Madrid	USD	0% for partners located outside LX. +17% for partners located in LX.
Amazon Web Services EMEA SARL (Israel Branch)	Tel Aviv	USD or ILS	+18% VAT
Amazon Web Services EMEA SARL (Dubai Internet City Branch)	Dubai	USD	+5% VAT
Amazon Web Services South Africa Pty Ltd	Johannesburg	ZAR	+15% VAT
Amazon Web Services EMEA SARL (Swiss branch)	Zurich	USD	+8.1% VAT



Thank you!

We look forward to working with you!

Questions?

Contact us

Or email us at awssummit-sponsorship-emea@amazon.com