AWS SUMMIT
EMEA

2026 AWS Summit Hamburg Sponsorship Prospectus

May 20, 2026
Messe Hamburg

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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

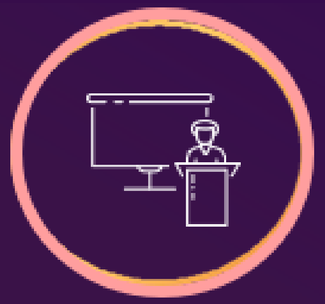
2026 AWS Summit Hamburg Overview



138
Sponsors



40K+
Square Meters of Expo Space



66+
Sponsored Speaking Opportunities



16+
Add-on Opportunities

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

2026 AWS Summit Hamburg Overview

The 2026 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[1] at Summit Hamburg:

Cluster 1: Industry Solutions

Planned AWS Activations include:
- AWS for Industries Pavilion

Cluster 2: Emerging Technologies

Planned AWS Activations include:
- GenAI Pavilion (hands on demos)
- Data & Analytics

Cluster 3: Migration and Modernization

Planned AWS Activations include:
- Migration
- AWS and SAP
- Digital Transformation
- Getting Started on AWS

Cluster 4: Digital Sovereignty, Governance, and Security

Planned AWS Activations include:
- European Sovereign Cloud
- Security
- Public Sector

Cluster 5: Empowering Builders

Planned AWS Activations include:
- Community Lounge
- Tech Talent Area
- Sustainability Hub
- Ask an Architect
- Training and Certification
- AWS Partner Network

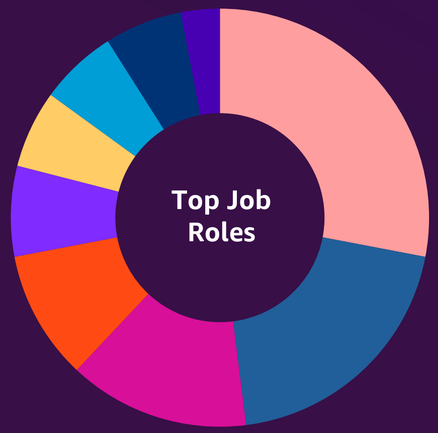
When completing the contract request form, prospective Summit Hamburg sponsors will be required to self-select their preferred cluster(s) – two minimum. AWS will attempt to accommodate all requests and confirm cluster placement by mid-March.

[1] *The 2026 AWS Summit Hamburg remains subject to change*

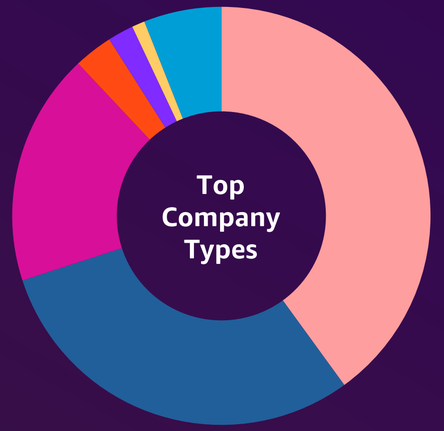
© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Hamburg

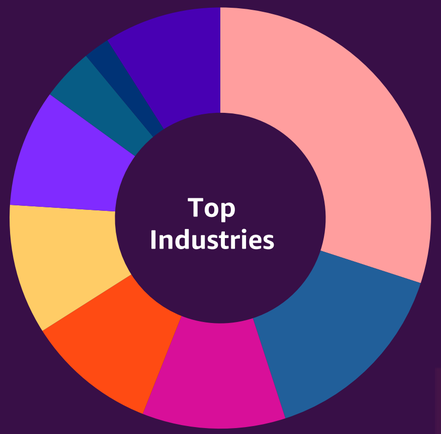
Attendee Insights



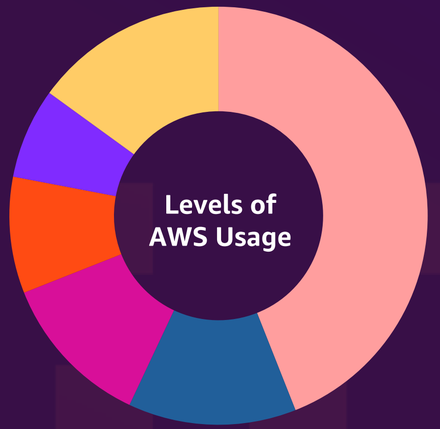
- 28% Developer/Engineer
- 20% IT Professional or Technical Manager
- 14% Sales/Marketing
- 10% IT Executive
- 7% Consultant
- 6% Business Executive
- 6% Entrepreneur (Founder/Co-Founder)
- 6% Solution or Systems Architect
- 3% Other



- 40% Enterprise
- 30% Start-Up
- 18% Small-Medium Business
- 3% Self Employed
- 2% Education
- 1% Government - State & Local
- 6% Other



- 30% Software and Internet
- 15% Auto, Manufacturing, Industrials
- 11% TMEGS
- 10% Retail & CPG
- 10% FSI
- 9% Professional Services
- 4% Healthcare & Life Sciences
- 2% Energy & Utilities
- 9% Other



- 44% Run multiple workloads on AWS
- 13% Evaluating/experimenting with AWS
- 12% Do not currently use AWS
- 9% Run dev/test workloads on AWS
- 7% Run single production workload on AWS
- 15% Other

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

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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 **both criteria must be met to qualify*
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 **both criteria must be met to qualify*
January 22, 2026 9:00 AM CET	Wave 4 Sales Launch	Partner Path Confirmed and Enrolled

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Hamburg Summit Sponsorship Package Purchase Eligibility^

Global + Emerald	Global and Pan-EMEA Emerald Summit sponsorship packages available to eligible AWS partner by Invitation only.
Diamond **Platinum** **Gold**	2025 Summit Platinum+ Alumni Sponsors AWS Generative AI Competency Partners Amazon Bedrock Model Providers 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 **Bronze**	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 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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Sponsorship Packages & Pricing







© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

2026 AWS Summit Hamburg Sponsorship Pricing

Diamond	$97,000 USD
Platinum	$76,000 USD
Gold	$53,000 USD
Silver	$34,000 USD
Bronze	$23,000 USD
Industry - Auto	$23,000 USD
ATP	$6,200 USD

2026 AWS Summit Hamburg sponsorship packages are sold by Amazon Web Services EMEA SARL *(SOR shown in FAQs) and exclude VAT (+17% - per SOR FAQs)*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Hamburg Summit Sponsorship Package Benefits

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze	Industry	ATP
Booth Space (includes graphics production, furniture, flooring, lighting)	32sqm customizable booth [2]	25sqm customizable booth [2]	15sqm turnkey booth (non-customizable)	9sqm turnkey booth (non-customizable)	4sqm turnkey booth (non-customizable)	Pod/4sqm	3sqm turnkey booth (non-customizable)
Monitors Included in Turnkey Booth	4	3	2	1	1	1	1
Dedicated Meeting Space (within Booth)	√						
Complimentary Lead Retrieval Device Rental(s)	7	5	3	2	1	1	1
Sponsor Event Passes	15	10	8	6	4	4	4
Staff Lunch	15	10	8	6	4	4	4
30 Minute Breakout Session	√	√				30min on Industry stage	
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	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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Diamond Sponsorship | $97,000 USD

Exhibitor Elements

- 32sqm turnkey customizable booth, including:
  - Furniture, flooring, lighting, graphics production, lockable cabinet
  - Four (4) 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 space (within booth)
- 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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Platinum Sponsorship | $76,000 USD

Exhibitor Elements

- 25sqm turnkey customizable booth, including:
  - Furniture, flooring, lighting, graphics production, lockable cabinet
  - Three (3) 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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Gold Sponsorship | $53,000 USD

Exhibitor Elements

- 15sqm 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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Silver Sponsorship | $34,000 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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Bronze Sponsorship | $23,000 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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Industry – Automotive Sponsorship | $23,000 USD

Exhibitor Elements

- 4sqm demo pod, 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 devices – option to purchase additional device rentals
  - Wi-Fi
- Four (4) Sponsor event passes
- Four (4) Staff Lunch

Thought Leadership

- One (1) 30- minute dedicated speaking session on Industry stage

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

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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Training Partner (ATP) Sponsorship | $6,200 USD

Exhibitor Elements

- 3sqm 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

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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

2026 AWS EMEA Summit Sponsorship Pricing[1]-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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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.











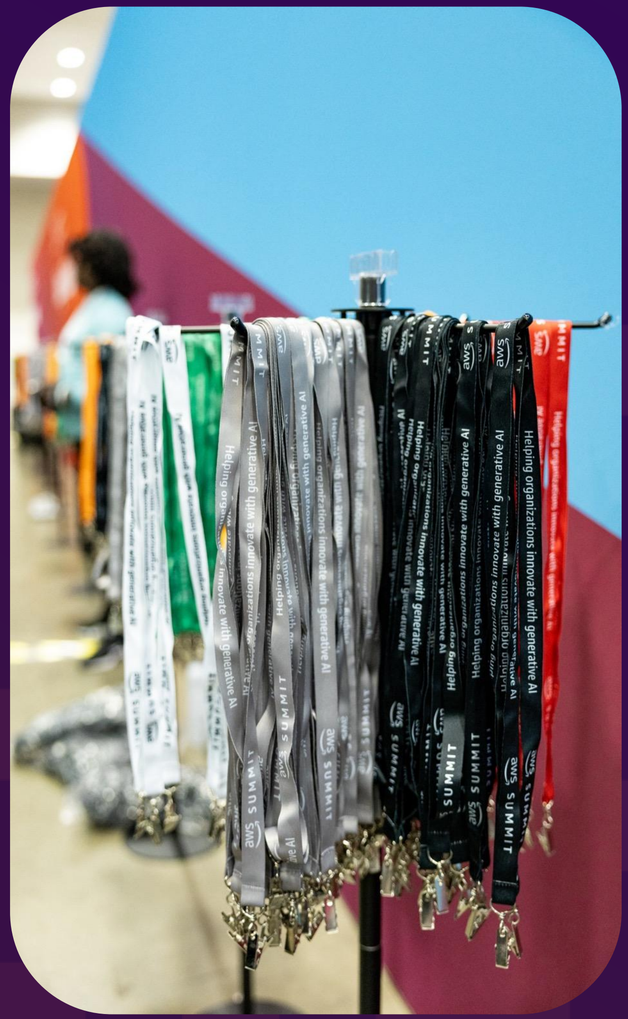
© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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
Hamburg	$14,000 USD



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Summit Expo Passport Program

Join as part of the AWS Summit Expo Passport Program to elevate attendee engagement and to drive more traffic to your booth.

Attendees will pick up a sticker card around the Summit expo and collect stickers from participating booths to redeem a free AWS branded gift*.

Sponsors branding and booth number will be visible on the card.



Price	Quantity	Deadline
$4,000 USD	10	15 April

* Per sponsor 250 items are calculated

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Hostess Shirt

As a sponsor, you'll have the exclusive opportunity to feature your logo on the official AWS Summit Hamburg hostess shirt – worn by more than 80 event staff members who engage directly with thousands of attendees throughout the venue.

Back: Your graphic (one color) approx. 20x20cm
Front: AWS Event Branding including 80+ hostess t-shirts



Price	Quantity	Deadline
$10,000 USD	1	15 April

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Barista – Coffee Bar



Bring energy and aroma to the Expo!

A professional barista will prepare a variety of coffee specialties and attract a steady stream of visitors. Attendees can enjoy a coffee in exchange for a scanned lead – creating a simple and effective way to connect.

Benefits included:

- Branding of the barista station with a display stand (1m × 2.5m)
- Branded coffee cups (individual sponsor design)
- Position within the Expo, ideally close to your booth
- Hostess for lead scanning + lead scanner
- Operating hours: 08:00 - 17:00
- Price includes all services and ingredients for the event day

Price	Quantity	Deadline
$14,000 USD	4	15 April

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Cloud Wheel

Take attendees on a journey into the AWS Cloud – and let your brand rise with them.

Benefits included:
- One (1) closed cabin with individual logo branding
- Lead sharing: all visitor leads from rides in your branded cabin*
- Fast Lane access for quicker boarding as a sponsor
- Space for up to 4–6 people
- Operating hours: 10:30 – 18:00





Price	Quantity	Deadline
$5,000 USD	15	15 April

* Cabin allocation cannot be guaranteed. Guests will be assigned to cabins upon arrival.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Crêpes Bike Station





Draw attendees with the irresistible aroma of freshly baked crêpes!
The Crêpes Bike Station, located in the Expo Hall, offers a fun and effective way to generate leads and boost your brand visibility.

Benefits included:

- 500 freshly baked crêpes with sweet toppings
- One scanned lead per crêpe
- Branded display stand (1m × 2.5m)
- Branded napkins
- Full service included
- Operating hours: 11:00 - 17:00 (or while supplies last)

Price	Quantity	Deadline
$14,000 USD	3	15 April

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Waffle Bike Station

Draw attendees with the irresistible aroma of freshly baked waffles!
The Waffle Bike Station, located in the Expo Hall, offers a fun and effective way to generate leads and boost your brand visibility.

Benefits included:

- 500 freshly prepared waffles
- One scanned lead per waffle
- Branded display stand (1m × 2.5m)
- Branded napkins
- Full service included
- Operating hours: 11:00 - 17:00 (or while supplies last)





Price	Quantity	Deadline
$14,000 USD	3	15 April

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Re-Usable Water Bottles

Make sure the audience stays hydrated! The water bottles printed with your logo will be available at various drinking water stations throughout the venue.

The bottles not only have a practical use but are also a great giveaway for the participants.

Print area: 3cm x 8cm, one color logo

Price	Quantity	Deadline
$5,000 USD	4	15 April



* Includes production costs für 500 bottles.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Closing Networking Reception

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

Benefits included:

- 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 be generated directly at the stand
- Mention in agenda-related media and the digital advertisement screen
- Audio announcements that the reception is sponsored by you





Price	Quantity	Deadline
$20,000 USD	1	15 April

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

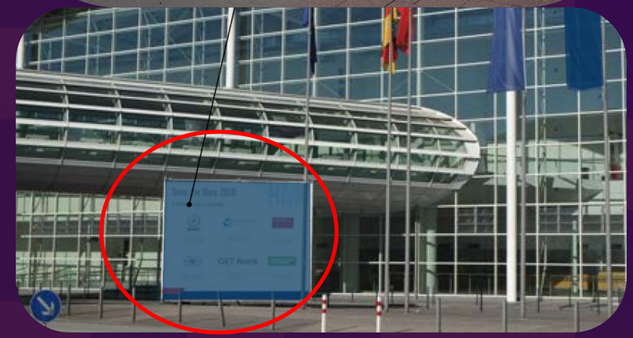
Branding Option: Central Entrance (outdoors)

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

Flags, single-sided
150 x 550 cm (WxH)

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





Option	Price	Quantity	Deadline
Flags	$2,000 USD	5	15 April
Cube	$3,500 USD	1	

* All prices include production, installation and delivery costs

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Branding Option: Central Entrance (indoors)

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

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

Graphic on wall
In the passageway area foyer central entrance and atrium
250 x 350 cm (WxH)

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







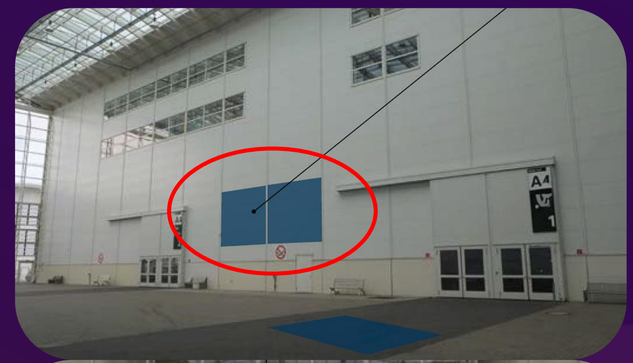
Option	Price	Quantity	Deadline
Floor graphic	$1,000 USD	4	
Graphic on wall	$2,000 USD	2	15 April
Printed strechbanner	$7,000 USD	1	

* All prices include production, installation and delivery costs

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Branding Option: Atrium

Attract attention with a professionally placed advertisement in the atrium.
The atrium serves as a covered connection between Halls A1 and A4.
Halls A2 and A3 can be accessed through the large glass door at the rear. The check-in counters will be located in the Expo Halls A1 and A4.







Magnetic Foil
400 x 400 cm (WxH)

Window Sticker
230 x 140 cm (WxH)

Floor Graphic
250 x 250 cm (WxH)

Option	Price	Quantity	Deadline
Magnetic Foil	$6,000 USD	4	15 April
Window Sticker	$3,000 USD	5	
Floor Graphic	$1,500 USD	4	

* All prices include production, installation and delivery costs

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Branding Option: Escalator



Attract attention with a professionally placed advertisement on the Escalators.

These escalators are located in a prominent position on Level 0 and lead to the lecture and meeting area on Level 1. The price includes a one-sided graphic on the glass.

Format**:** 800 x 65 cm (WxH)

Option	Price	Quantity	Deadline
Escalator	$6,000 USD	1	15 April

* The price includes production, installation and delivery costs

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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.



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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*

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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.

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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

© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS SUMMIT
EMEA

Thank you!

We look forward to working with you!

Questions?

Contact us

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