



**aws SUMMIT
BEIJING**

**19-20 August | China National Convention
Centre**

SPONSORSHIP OPPORTUNITIES 2021

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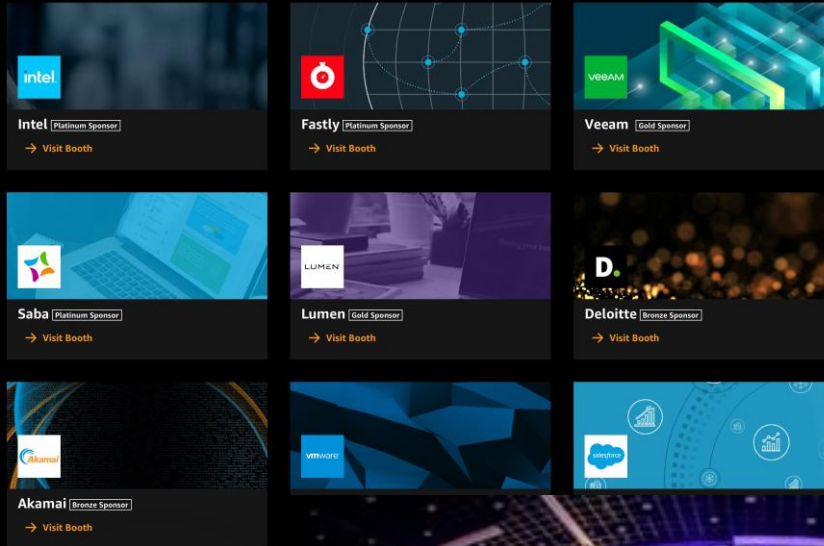
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Sign Up

Event Overview

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Sponsors

[All Tiers](#)

AWS Summits are events that bring the cloud computing community together to connect, collaborate, and learn about AWS. Held in key regions around the world, they attract technologists from all industries and skill levels who want to discover how AWS can help them innovate quickly and deliver flexible, reliable solutions at scale.

With 4 physical summits and 1 online summit lined up across GREATER CHINA REGION (GCR), more than 34,600+ customers will be joining us from offline to online to seek solutions, content, and hands-on learning opportunities from AWS and our Partners.

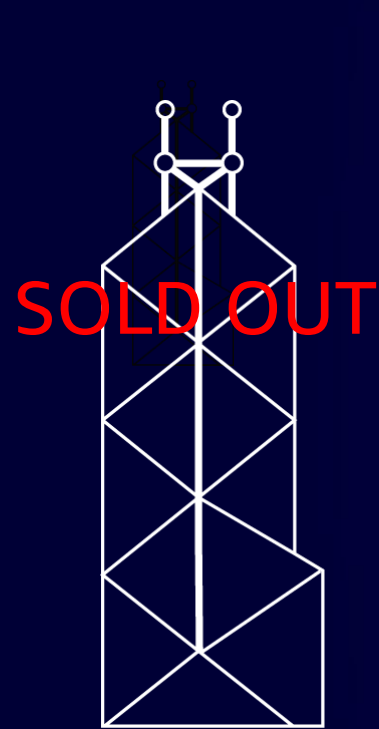
Don't miss this opportunity to take part in one of the leading cloud computing physical and online events in GREATER CHINA REGION this year.



Event Overview

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Locations



GREATER CHINA ONLINE SUMMIT

HONG KONG

27 May, 2021

4,600 attendees

[View Prospectus](#)



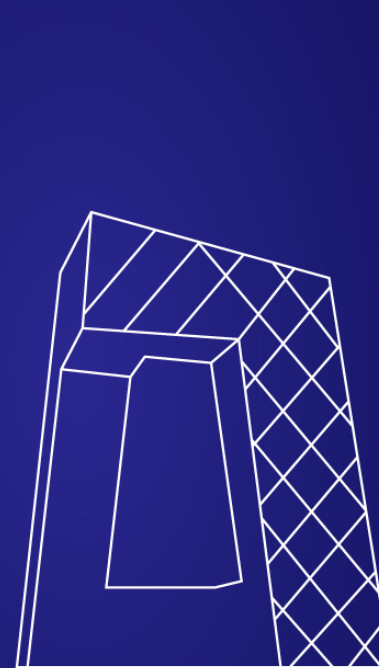
GREATER CHINA SUMMIT

TAIPEI

14-15 July, 2021

4,800+ attendees

[View Prospectus](#)



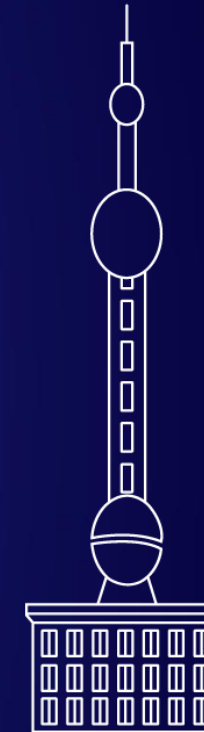
GREATER CHINA SUMMIT

BEIJING

19-20 August 2021

15,000+ attendees

[View Prospectus](#)



GREATER CHINA SUMMIT

SHANGHAI

July 21-22 2021

10,000+ attendees

[View Prospectus](#)



GREATER CHINA SUMMIT

SHENZHEN

Sept 15 2021

1,500+ attendees

[View Prospectus](#)

Event Overview

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Why Sponsor



Brand awareness and recognition

Sponsor page

At Keynotes

Social Media Channels

Banner Ads

Content engagement and thought leadership

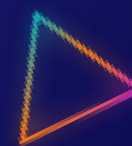
20 -30 minute live event sessions

Content featured at the booth

Opportunity to engage AWS customers at physical event

Lead generation and networking opportunities

Contact information from attendees that opt-in to share their contact information with Sponsor



Physical Summits Lead Sharing

Sponsors will receive complimentary lead capture device(s) as part of their sponsorship package (number of complimentary devices vary based on sponsorship package). These devices provide you the ability to scan attendee badges at your booth and therefore collect attendee information.

All attendee badges have language on them notifying attendees that if they allow their badge to be scanned by a sponsor, they are providing AWS with consent to share their contact information with that specific sponsor.

AWS will only share attendee contact information with a sponsor if that sponsor scanned that attendees badge.

The following attendee information will be shared with sponsors: name, email address, address (including street address, city, state, postal code, and country), phone number, title, and company. This information will be shared with sponsors after each event.

Attendee Demographics (Beijing)



Top Job Role

34%

IT Professional

21%

Sales & Marketing

14%

Developer/Engineer

13%

IT Executive

6%

Solution Architect



Top Industries

36%

Computer & Electronics

18%

Software & Internet

5%

Financial Services

5%

Manufacturing

5%

Professional Services



Company Type

60%

Enterprise

23%

Small-Medium Business

7%

Government

Platinum (Beijing)

\$ 50,000 USD

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Awareness and promotion

- Company logo, website link and 50 words company description on website
- Company logo featured within event venue, on attendee badge and at keynote
- Company logo on email direct marketing invitation, reminder and post event thank you email
- Co branded eDM invitation
- Customized co-branded promotional digital poster with registraion QR code push through AWS Social Channels and Summits Promotion
- Short sponsors logo exposure teaser video on AWS TikTok
- 60 seconds partner video to be looped in between breakout sessions

Speaking opportunities

- 45min (Super Session - first session after they keynotes)
- 1* Speaker pass

Sponsor presence

- Exhibition Booth * (booth size to be advised)
- Rotation ad at Mini theater during break time at Expo + Rotation ad on Monitor at Expo
- 8* Exhibitor passes
- WIFI - spot at Booth Expo

Lead generation

- 2* Complimentary Lead Capture Devices

VIP engagement

- 1* Sponsor dedicated Meeting Room 4-6 people in size
- 2* Executive Customer Luncheon Seats

Post Event

- Post Event Report



Gold (Beijing)

\$ 30,000 USD

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- Company logo on email direct marketing invitation, reminder and post event thank you email
- Customized co-branded promotional digital poster with registration QR code push through AWS Social Channels and Summits Promotion
- Short sponsors logo exposure teaser video on AWS TikTok
- 60 seconds partner video to be looped in between breakout sessions

Speaking opportunities

- 20-30min (TBC) (Breakout Session)
- 1* Speaker pass

Sponsor presence

- Exhibition Booth * (booth size to be advised)
- Rotation ad at Mini theater during break time at Expo + Rotation ad on Monitor at Expo
- 5* Exhibitor passes
- WIFI - spot at Booth Expo

Lead generation

- 1* Complimentary Lead Capture Devices

Post Event

- Post Event Report



Silver (Beijing)

\$ 20,000 USD

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Awareness and promotion

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- Company logo featured within event venue, on attendee badge and at keynote
- Company logo on email direct marketing invitation, reminder and post event thank you email
- Short sponsors logo exposure teaser video on AWS TikTok
- 60 seconds partner video to be looped in between breakout sessions

Speaking opportunities

- 20min (Mini Theater Session)
- 1* Speaker pass

Sponsor presence

- Exhibition Booth * (booth size to be advised)
- Rotation ad at Mini theater during break time at Expo + Rotation ad on Monitor at Expo
- 3* Exhibitor passes
- WIFI - spot at Booth Expo

Lead generation

- 1* Complimentary Lead Capture Devices

Post Event

- Post Event Report



Exhibitors* (Beijing)

\$ 10,000 USD

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Awareness and promotion

- Company logo, website link and 50 words company description on website
- Company logo featured within event venue, on attendee badge and at keynote

Sponsor presence

- Exhibition Booth * (booth size to be advised)
- Rotation ad at Mini theater during break time at Expo + Rotation ad on Monitor at Expo
- 2* Exhibitor passes
- WIFI - spot at Booth Expo

Lead generation

- 1* Complimentary Lead Capture Devices

Post Event

- Post Event Report

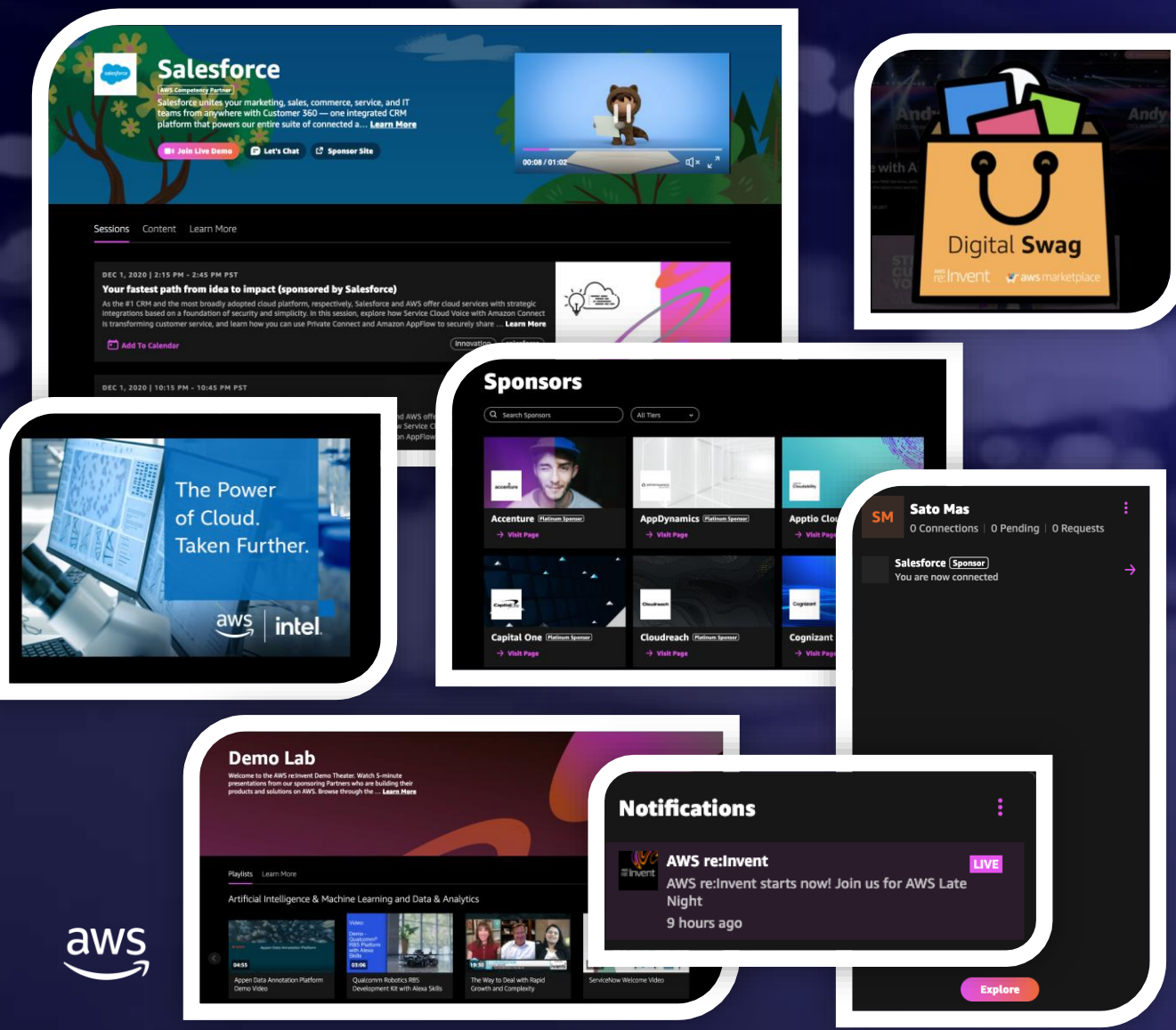
* Exhibitor tier is for Select tier or Registered Tier partner only.



Add-On's (Marketing Promotion Opportunities)

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Marketing Promotional Opportunities (MPO's) are a la carte enhancements available only to contracted sponsors, that are relevant to each individual AWS Summit program and venue. MPO's are designed to customize and enhance a sponsor's participation through unique engagement, brand awareness, and experience opportunities. MPOs are available on a first come, first serve basis.



Branding

Networking
& Messaging

Content &
Attendee
Interaction

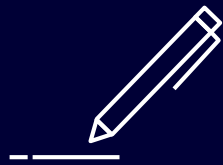
Swag

A list of MPOs are available now. For any questions, please contact:
awssummit-sponsorship-gcr@amazon.com



Who is eligible to sponsor AWS Summits GCR?

AWS sponsorships are reserved for APN Partners and select Enterprise Customers. Not an APN Partner? Learn more here: <https://aws.amazon.com/partners/>. Sponsorships are available on a first come, first serve basis.



How do I sign up to sponsor?

When you're ready to secure your sponsorship, [complete the contract request form](#) and a sponsorship agreement will be sent to you within 2 business days. Still have questions? Email awssummit-sponsorship-gcr@amazon.com to learn more.



Is there a discount for sponsoring multiple summits?

Discounts are available for 2021 AWS Summits GCR sponsorships. [Email us](#) for more information.

Steps to Become an AWS Summit Sponsor



Eligibility

AWS Sponsorships are prioritized for AWS Partner Network (APN) members. To learn more about becoming an APN member, please visit [here](#).

Exhibitor/ Startup tier is only limited to APN select or lower partner tier



Contract Agreement

To request a sponsorship, [complete the contract request form](#)

Contracts are delivered in the order of request. A contract will be sent to your signatory via a DocuSign envelope within 2–3 business days or your request

If your company policy prohibits signing via a DocuSign envelope originated by another company, note this in your contract request and we will send a PDF that you can route for signature



Terms & Conditions

Review the Global Sponsorship [Terms & Conditions](#)

We do not alter or customize Terms & Conditions except for partners that have an MSA with AWS

Our sponsorship package are based on a first-come first-served basis, we will allow the sponsor to select their sponsor booth location by the sponsorship contract signed date



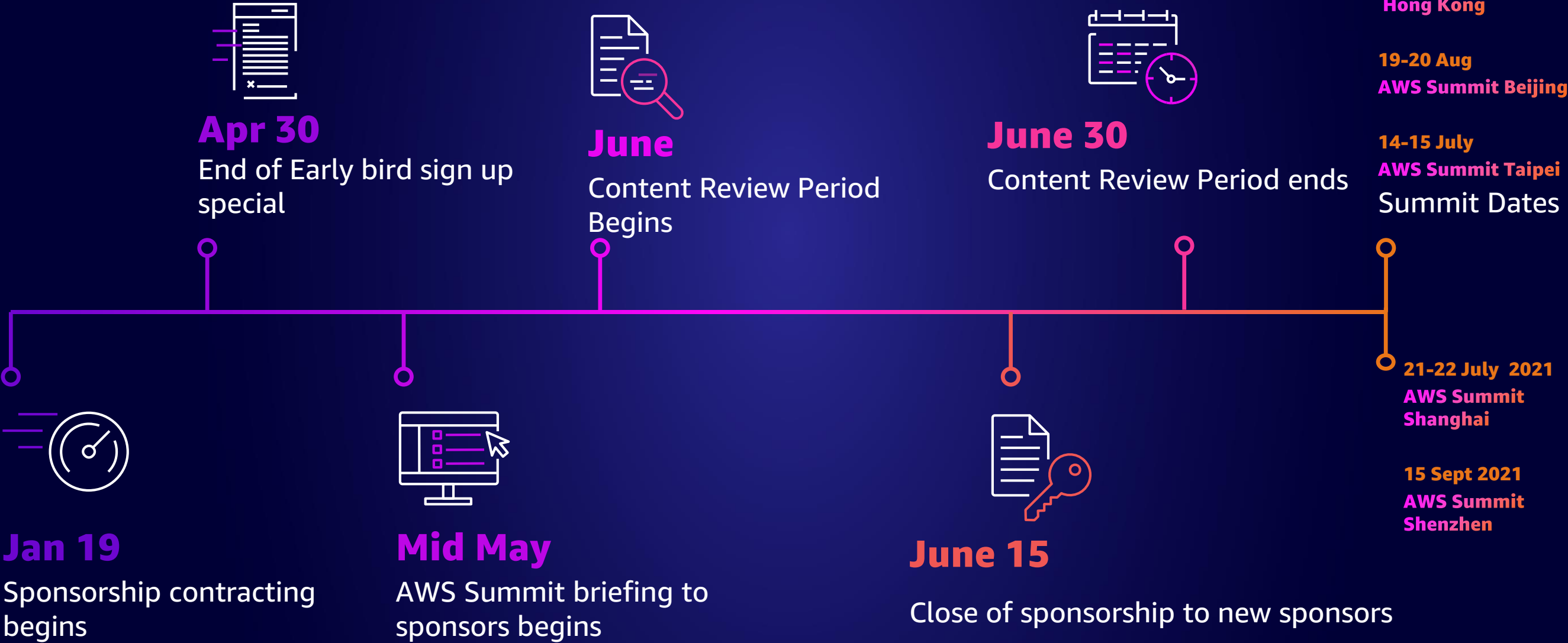
Invoice & Execution

Once the contract is signed by both parties, we 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 via check or wire

Countdown to the Event



AWS Sponsorship Quick Links

| Event | | Prospectus | How To Sign Up | Contact |
|----------------|----------------------|----------------------|--|--|
| AWS SUMMITS | AMERICAS | Coming soon | Follow the steps on the sign-up page of the prospectus | awssummit-sponsorship-americas@amazon.com |
| | APAC | Live | | awssummit-sponsorship-apac@amazon.com |
| | EMEA | Coming soon | | awssummit-sponsorship-emea@amazon.com |
| | GREATER CHINA REGION | Live | | awssummit-sponsorship-gcr@amazon.com |
| | JAPAN | Coming soon | | awssummit-sponsorship-japan@amazon.com |
| | PUBLIC SECTOR | Coming soon | | aws-wwps-sponsorship@amazon.com |
| AWS re:Inforce | | TBC | | reinforce-sponsorship@amazon.com |
| AWS AKO | | INVITATION ONLY | | ako-sponsorship@amazon.com |
| AWS re:Invent | | TBC | | reinvent-sponsorship@amazon.com |
| Amazon re:Mars | | TBC | | remars-sponsorship@amazon.com |



Thank you!

We look forward to working with you.

awssummit-sponsorship-gcr@amazon.com

