aws SUMMIT ONLINE

HONG KONG

SPONSORSHIP OPPORTUNITIES 2021

Table of Contents

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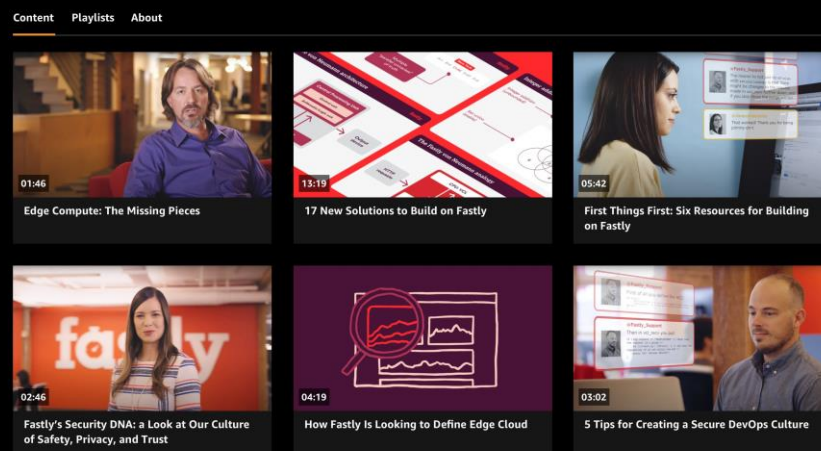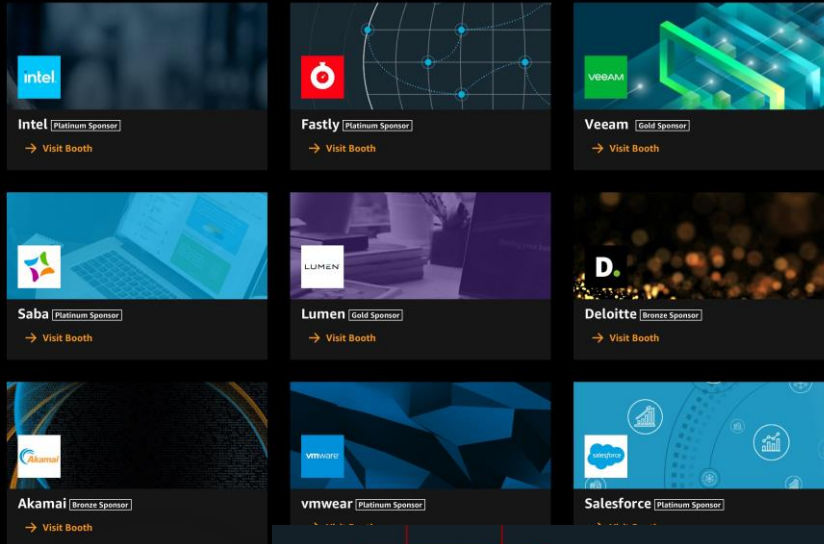
AWS Online Summits are virtual events that bring the cloud computing community together to connect, collaborate, and learn about AWS. Held in key regions around the world, they attract technologists from all industries and skill levels who want to discover how AWS can help them innovate quickly and deliver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

With Hong Kong online summit 2021, the only online summit in Greater China Region, more than 4,600 customers will be joining us online to seek solutions, content, and hands-on learning opportunities from AWS and our Partners.
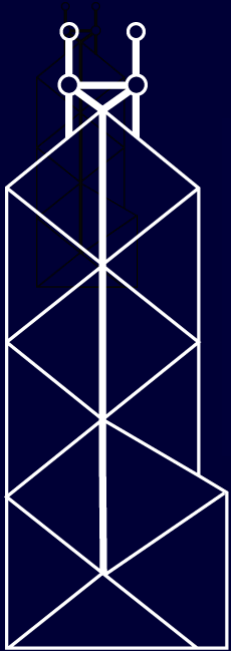
Don't miss this opportunity to take part in one of the leading cloud computing online events in HONG KONG this year.

Event Overview

Locations

GREATER CHINA ONLINE SUMMIT
HONG KONG

27 May, 2021

4,600 attendees

View Prospectus

GREATER CHINA SUMMIT
TAIPEI

7-8 July, 2021
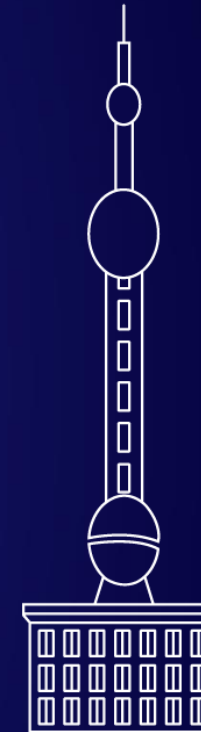
4,800+ attendees

View Prospectus

GREATER CHINA SUMMIT
BEIJING

15 – 16 June 2021

16,000+ attendees

View Prospectus

GREATER CHINA SUMMIT
SHANGHAI

July 2021

7,000+ attendees

View Prospectus

GREATER CHINA SUMMIT
SHENZHEN

August 2021

2,200+ attendees

View Prospectus

Event Overview

Why Sponsor

Connect with a captive audience that is looking to deepen their engagement with AWS and AWS Partners and build your top of the funnel acquisition at scale. These features will be delivered through the Kaltura platform for AWS Global Summits.

Brand awareness and recognition

Sponsor page

Banner Ads

Bumper videos

Push notifications

Content engagement and thought leadership

20 - 30 minute
Video-on-Demand (VOD) Sessions *

Featured content in carousels and recommendation engines

Engagement opportunities such as the ability to integrate a knowledge check or quiz feature

Lead generation and networking opportunities

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

Chat direct with attendees at the event

applicable to Gold sponsor only

Event Overview

Platform

We will be using the Kaltura platform for Global Summit. Content and messaging is delivered at key site merchandising placements in the platform that enable attendees to connect with sponsors.

Site Merchandising Awareness

Sponsor Page

Banner Ads

Bumper videos that play next to content

Push Notifications

Content Engagement

20-30 -Minute Video-on-Demand (VOD) Sessions

Content featured through content carousels and recommendation engines

Opportunity to integrate a Quiz to Engage Attendees

Sponsor Landing Page

Custom Sponsor Page to host content, media and marketing materials

Virtual space for live 1:many demos and presentations

1:1 messaging capabilities

Lead Generation

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

Event Overview

Lead Sharing

Sponsors will receive leads from attendees who both opt-in and actively engage with sponsored content during the virtual event. AWS will only share contact information from those attendees who complete the two-step consent process.

The following attendee information will be shared with sponsors: name, email address, city, state/province, postal code, country, region, phone number, title, and company.
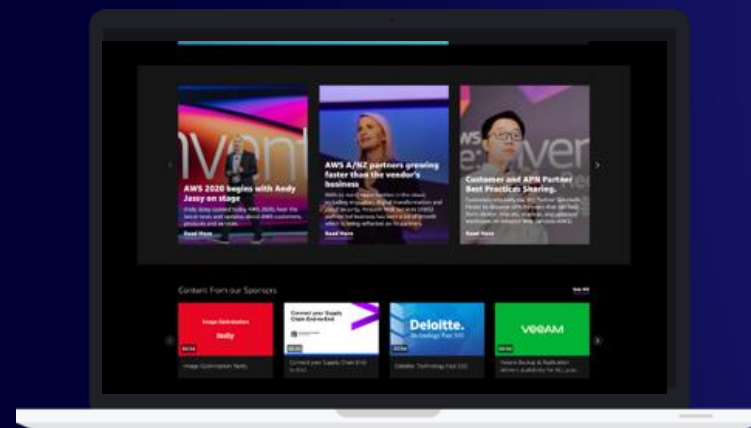
CONTENT ENGAGEMENT

Sponsor content is featured through content carousels and recommendation engines. Any customer views of sponsored videos will be considered as a lead.
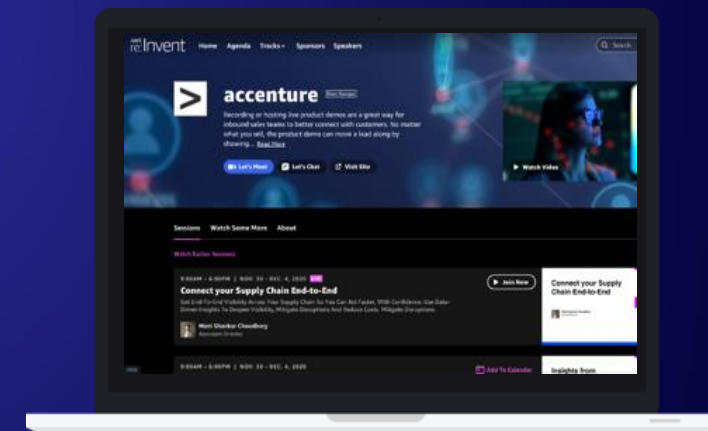
SPONSOR PAGE LEAD OPPORTUNITIES

Attendees engage with sponsors through content on their dedicated sponsor page.

Attendee Demographics（Hong Kong）
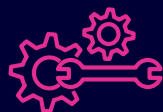
Top Job Role

28%
IT Professional

17%
Developer/Engineer

8%
Business Executive

8%
Sales & Marketing

6%
IT Executive

Top Industries

14%
Financial Services

10%
Software & Internet

6%
Computers & Electronics

6%
Telecommunications

5%
Professional Services

Company Type

41%
Enterprise

17%
Small-Medium Business

8%
Startup

7%
Education

Gold (Hong Kong Online Summit)
$ 20,000 USD

Awareness and promotion

- Logo placement on event platform and event website (sponsor listing page)
- Logo inclusion in AWS keynote presentation
- Logo inclusion in one pre-event email (to be determined by AWS)
- Sponsored session placement on AWS Summit Online platform home page carousel
- Feature two (2) banner ads across the AWS Summit Online platform
- Feature two (2) 15-second bumper videos adjacent to AWS sessions
- One (1) push notification message (links to sponsor landing page)
- Customized customer attendee kit
- Access APN Marketing Central campaign assets (banner ads and demand generation assets),
  Applicable to Select Tier Partner and above

Speaking opportunities

- 20-30min (exact session length TBC)) pre-recorded video-on-demand (VOD) breakout session.
  Video production included

Sponsor presence

- Sponsor landing page (booth) with opportunity to customize header and welcome video
- Upload up to nine (9) pieces of media and marketing materials on sponsor landing page
- Opportunity to integrate one (1) quiz into marketing materials
- Opportunity for live 1:many demos and presentations
- 1:1 messaging capabilities

Lead generation

- Contact information from attendees who engage with sponsor content and who are opted-in to sharing contact information with sponsors

Post Event

- Post Event Report

Silver (Hong Kong Online Summit)
$ 10,000 USD

Awareness and promotion

- Logo placement on event platform and event website (sponsor listing page)
- Logo inclusion in AWS keynote presentation
- Logo inclusion in one pre-event email (to be determined by AWS)
- Feature one (1) banner ad across the AWS Summit Online platform
- Access APN Marketing Central campaign assets (banner ads and demand generation assets), Applicable to Select Tier Partner and above

Sponsor presence

- Sponsor landing page (booth) with opportunity to customize header and welcome video
- Upload up to six (6) pieces of media and marketing materials on sponsor landing page
- Opportunity to integrate one (1) quiz into marketing materials
- Opportunity for live 1:many demos and presentations
- 1:1 messaging capabilities

Lead generation

- Contact information from attendees who engage with sponsor content and who are opted-in to sharing contact information with sponsors

Post Event

- Post Event Report

Add-On's
(Marketing Promotion Opportunities)

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.
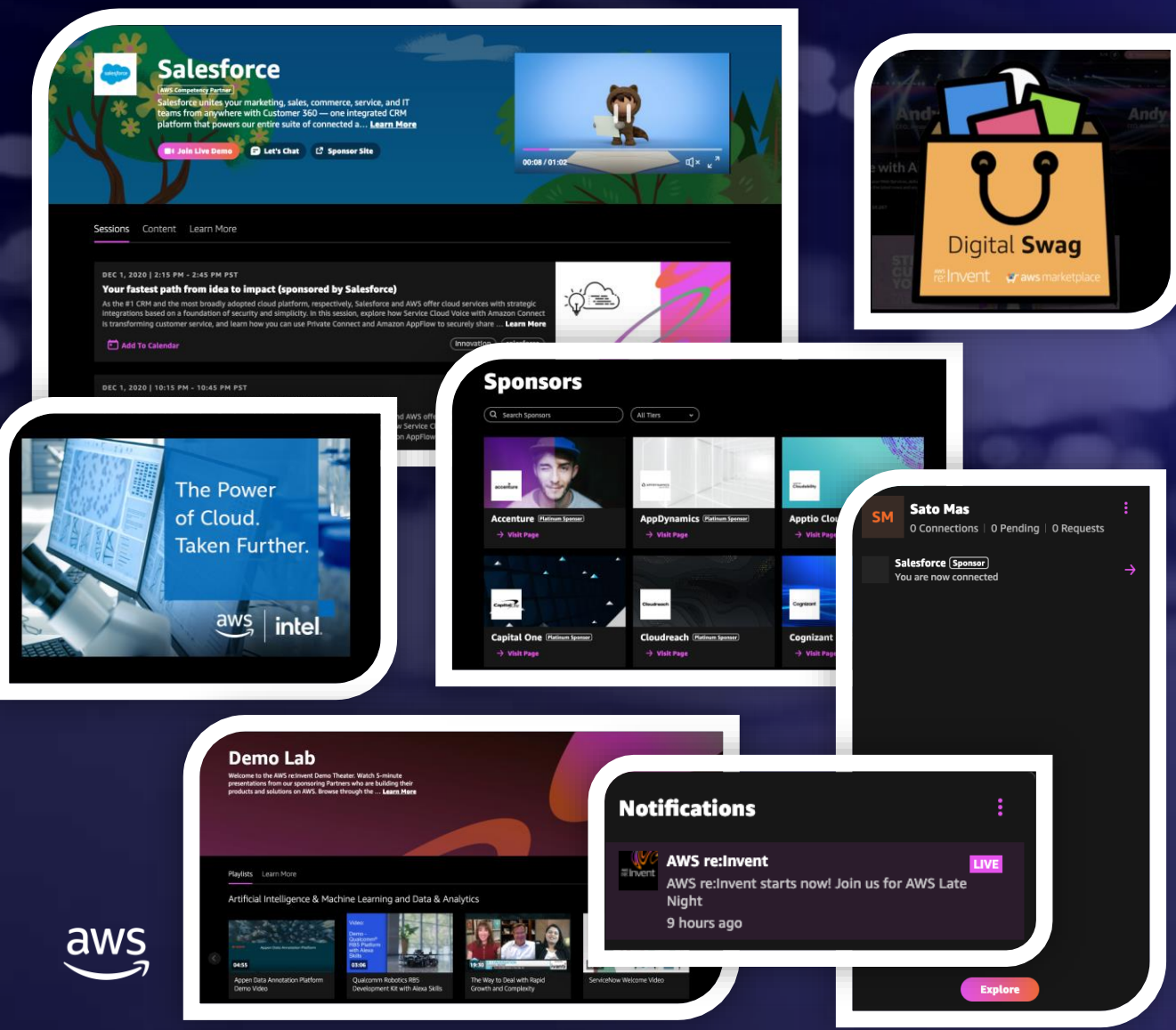
Branding   **Networking & Messaging**   **Content & Attendee Interaction**   **Swag**

We will be releasing the list of MPOs available in early March 2021. For any questions, please contact: awssummit-sponsorship-gcr@amazon.com

FAQ

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.

Sign Up

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
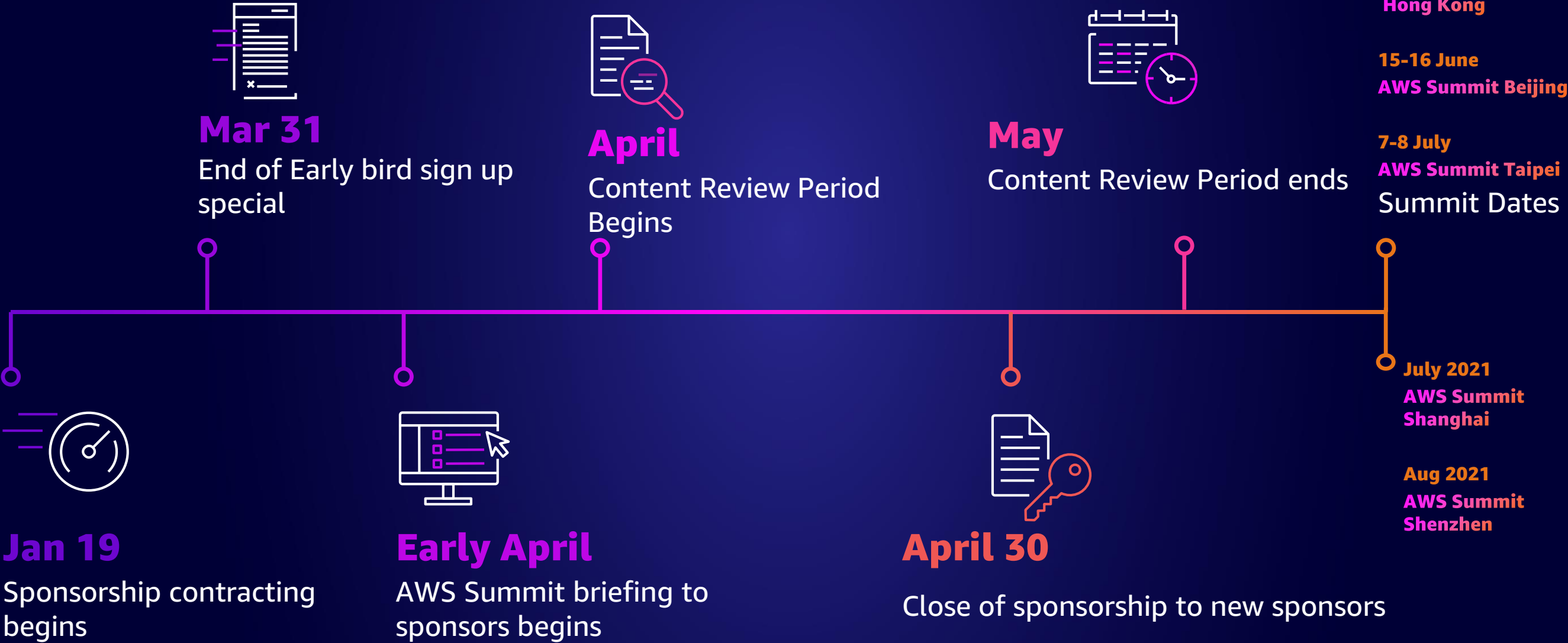
Invoice & Execution

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

Sign Up

Countdown to the Event

Mar 31
End of Early bird sign up special

April
Content Review Period Begins

May
Content Review Period ends

27 May
AWS Summit Online Hong Kong

15-16 June
AWS Summit Beijing

7-8 July
AWS Summit Taipei
Summit Dates

Jan 19
Sponsorship contracting begins

Early April
AWS Summit briefing to sponsors begins

April 30
Close of sponsorship to new sponsors

July 2021
AWS Summit Shanghai

Aug 2021
AWS Summit Shenzhen

Sign Up

AWS Sponsorship Quick Links

Event		Prospectus	How To Sign Up	Contact
AWS SUMMITS	AMERICAS	**Coming soon**		awssummit-sponsorship-americas@amazon.com
	APAC	**Live**		awssummit-sposnsorship-apac@amazon.com
	EMEA	**Coming soon**	Follow the steps on the sign-up page of the prospectus	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

aws