

2026 AWS Americas Summits Sponsorship Prospectus



2026 AWS 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 Americas Summits Calendar at-a-Glance

North America (NAMER)



Toronto

Metro Toronto Convention Center
June 3
6,300+ attendees



Los Angeles

Los Angeles Convention Center
June 10
5,500+ attendees



New York City

Javits Center
June 17
16,200+ attendees



Washington, DC

Walter E. Washington Convention Center
June 30 - July 1
14,500+ attendees

[View DC-only Prospectus](#)

Latin America (LATAM)



Bogotá

Centro de Convenciones Ágora Bogotá
July 30
4,300+ attendees



Ciudad de México

Centro Citibanamex
August 12
6,900+ attendees



São Paulo

São Paulo Expo
September 3
16,500+ attendees

[View attendee demographics](#)

Timeline and Sales Eligibility

Key Dates	Milestones	Eligible Partners
December 09, 2025	AWS Global Sponsorship Sales Preview	All AWS Partners
January 13, 2026 9:00 AM PT	Wave 1 Sales launch	2025 Summit Platinum+ Sponsors with an active Strategic Collaboration Agreement (SCA)* AWS Generative AI Competency Partners Amazon Bedrock Model Providers
January 15, 2026 9:00 AM PT	Wave 2 Sales Launch	Partners with an active 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 PT	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
January 22, 2026 9:00 AM PT	Wave 4 Sales Launch	Partner Path Confirmed and Enrolled

**both criteria must be met to qualify*



Package Purchase Eligibility

Sponsorship packages have tiered eligibility. Please review this section and ensure your company is eligible for your desired package tier prior to requesting.

Core Sponsorship Packages	
Diamond	All cities: Global & Pan-AMER Emerald Sponsors
Platinum	All cities (except Washington, DC): 2025 Summit Platinum+ Sponsors with an active SCA, Generative AI Competency Partners, Amazon Bedrock Model Providers, Partners with an active SCA or SIL, ISV Accelerate Partners, Global System Integrators (GSIs), Marketplace Seller Prime Enrolled Partners, AWS Competency Partners. Subject to further AWS approval Washington, DC: AWS Partners with a Government, Education, Nonprofit, Public Safety, or Smart City Competency; ISV Accelerate Partners; and AWS Partners with an active SCA
Gold	All cities (except Washington, DC): All AWS Partners Washington, DC: AWS Partners with a Government, Education, Nonprofit, Public Safety, or Smart City Competency; ISV Accelerate Partners; and AWS Partners with an active SCA
Silver	All cities: All AWS Partners
Bronze	All cities: All AWS Partners
Exhibitor	All NAMED Cities: All AWS Partners who are first-time sponsors of a Summit in North America. For Washington, DC, must be a first-time sponsor in Washington, DC All LATAM Cities: All AWS Partners who are first-time sponsors of a Summit in Latin America
Accelerator	All LATAM Cities: All AWS Partners based in the Summit's host country who are first-time sponsors of a Summit in Latin America

Package Purchase Eligibility

Sponsorship packages have tiered eligibility. Please review this section and ensure your company is eligible for your desired package tier prior to requesting.

Specialty Sponsorship Packages	
No Booth	All cities (except Bogotá and Washington, DC): All AWS Partners
Industry	<p>All cities: AWS Partners who meet one of the following criteria: 1/ solution published in the AWS Solutions Library aligned to specified target industry* or 2/ hold an Industry Competency aligned to specified target industry*</p> <p>*Specified Target Industries by Summit:</p> <ul style="list-style-type: none"> • Toronto: Telcom, Financial Services • Los Angeles: Media & Entertainment/Games, Public Sector - State and Local Government/Education • New York: Financial Services, Healthcare & Life Sciences • Washington, DC: Energy & Utilities, Healthcare & Life Sciences • Bogotá: Financial Services, Telcom/Media & Entertainment/Games, Retail & Consumer Goods • Ciudad de México: Financial Services, Telcom/Media & Entertainment/Games, Retail & Consumer Goods • São Paulo: Financial Services, Automotive Manufacturing, Retail & Consumer Goods
ATP	All cities: Active AWS Training Partners (ATP)
Small Business	Washington, DC: AWS Think Big for Small Business Partners or AWS Partners with an SBA-designation (verifiable at dsbs.sba.gov)

Sponsorship Package Prices

North America

Summit Cities	Core Sponsorship Packages						Specialty Sponsorship Packages			
	Diamond*	Platinum	Gold	Silver	Bronze	Exhibitor	No Booth	Industry	ATP	Small Business
Toronto**	\$118,000 USD -\$ \$164,857 CAD	\$86,000 USD -\$ \$120,150 CAD	\$53,000 USD -\$ \$74,046 CAD	\$32,000 USD -\$ \$44,707 CAD	\$23,000 USD -\$ \$32,133 CAD	\$15,500 USD -\$ \$21,655 CAD	\$21,000 USD -\$ \$ 29,339 CAD	\$28,000 USD -\$ \$39,118 CAD	\$6,000 USD -\$ \$8,382 CAD	N/A
Los Angeles	\$128,000 USD	\$100,000 USD	\$63,000 USD	\$35,000 USD	\$24,000 USD	\$15,500 USD	\$21,000 USD	\$28,000 USD	\$6,000 USD	N/A
New York	\$178,000 USD	\$144,000 USD	\$93,000 USD	\$52,000 USD	\$34,000 USD	\$19,500 USD	\$27,000 USD	\$38,000 USD	\$9,000 USD	N/A
Washington, DC	\$195,000 USD	\$145,000 USD	\$105,00 USD	\$68,000 USD	\$40,000 USD	\$25,000 USD	N/A	\$45,000 USD	\$12,500 USD	\$12,500 USD

*Available to Global & Pan-AMER Emerald Sponsors Only

**Payment will be collected in CAD for Canadian-based partners only

Sponsorship Package Prices

Latin America

Summit Cities	Core Sponsorship Packages							Specialty Sponsorship Packages		
	Diamond*	Platinum	Gold	Silver	Bronze	Exhibitor	Accelerator	No Booth	Industry	ATP
Bogotá**	\$49,000 USD - \$183,667,820 COP	\$44,000 USD - \$164,926,205 COP	\$29,500 USD - \$110,575,524 COP	\$19,500 USD - \$73,092,295 COP	\$14,000 USD - \$52,476,520 COP	\$7,000 USD - \$26,238,260 COP	\$4,500 USD - \$16,867,452 COP	N/A	\$14,000 USD - \$52,476,520 COP	\$3,000 USD - \$11,244,968 COP
Ciudad de México***	\$72,000 USD - \$1,316,804 MXN	\$63,000 USD - \$1,152,203 MXN	\$45,000 USD - \$823,002 MXN	\$22,000 USD - \$402,356 MXN	\$15,000 USD - \$274,334 MXN	\$9,000 USD - \$164,600 MXN	\$7,000 USD - \$128,022 MXN	\$16,000 USD - \$292,623 MXN	\$20,000 USD - \$365,779 MXN	\$6,500 USD - \$118,878 MXN
São Paulo	\$150,000 USD	\$120,000 USD	\$56,500 USD	\$40,000 USD	\$28,000 USD	\$15,000 USD	\$12,500 USD	\$19,000 USD	\$28,000 USD	\$9,000 USD

*Available to Global & Pan-AMER Emerald Sponsors Only

**Payment will be collected in COP for Colombian-based partners

***Payment will be collected in MXN, unless USD is requested at the time of contracting.

Core Sponsorship Package Benefits

Sponsorship Benefits	Diamond*	Platinum	Gold	Silver	Bronze	Exhibitor	Accelerator
Booth Space North America	30'x30' Custom or 20'x20' Turnkey	20'x20' Turnkey (or 20'x20 Custom, DC only)	10'x20' Turnkey	10'x10' Turnkey	6'x6' Turnkey	Turnkey Kiosk	N/A
Latin America	36m ² Turnkey	36m ² Turnkey	18m ² Turnkey	9m ² Turnkey	4m ² Turnkey	1m ² Turnkey	1m ² Turnkey
Monitors Included in Turnkey Booth	4	4	2	1	1	1	1
Lead Retrieval Device Rental(s)	4	4	3	2	2	1	1
Sponsor Event Passes	20	20	15	10	5	5	5
Ability to Host F&B in Booth (AWS approval required)	✓	✓	✓				
10'x10' Private Meeting Room or Expo Passport Program Inclusion	✓	✓					
Executive Summit** Passes New York, Ciudad de México, & São Paulo	2	2					
Speaking Sessions Toronto, New York, Los Angeles	(2) 60-min. Breakout (NY & LA), (1) 60-min Breakout (TOR) & (1) 15-min. Partner Spotlight (NY, LA, TOR)	(1) 30-min. Breakout & (1) 30-min. Partner Theater					
Washington, DC	(1) 60-min. Breakout	(1) 60-min. Breakout	(1) 30-min. Breakout or (2) 15-min. Partner Theater	(1) 15-min. Partner Theater			
Ciudad de México, São Paulo	(1) 60-min. Breakout & (1) 15-min. Partner Spotlight	(1) 30-min. Breakout & (1) 30-min. Partner Theater					
Bogotá	(1) 60-min. Breakout	(1) 30-min. Breakout & (1) 30-min. Partner Theater					

[Learn more about packages](#)

*Available to Global & Pan-AMER Emerald Sponsors Only
**Formerly known as ExecLeaders



Core Sponsorship Package Benefits

Sponsorship Benefits	Diamond*	Platinum	Gold	Silver	Bronze	Exhibitor	Accelerator
Keynote Recognition	✓	✓	✓				
On-Site Digital Ad	✓	✓	✓				
Website Brand Recognition	✓	✓	✓	✓	✓	✓	✓
Mobile App Recognition	✓	✓	✓	✓	✓	✓	✓
On-Site Signage Recognition	✓	✓	✓	✓	✓	✓	✓
AWS Sponsor Marketing Toolkit	✓	✓	✓	✓	✓	✓	✓
Access to Sponsor Portal to Manage Deliverables	✓	✓	✓	✓	✓	✓	✓
Option to Purchase Add-ons	✓	✓	✓	✓	✓	✓	✓

[Learn more about packages](#)

*Available to Global & Pan-AMER Emerald Sponsors Only



Specialty Sponsorship Package Benefits

Sponsorship Benefits	No Booth	Industry	ATP	Small Business
Booth Space	N/A	Turnkey Kiosk located within the AWS for Industry Pavilion	Turnkey Kiosk located within the AWS Training & Certifications Pavilion	Turnkey Kiosk
Sessions	(1) 15-minute Partner Spotlight	(1) 30-minute session in the AWS for Industries Theater		
Monitors Included in Turnkey Kiosk		1	1	1
Lead Retrieval Device Rental(s)		1	1	1
Sponsor Event Passes	5	5	5	5
10'x10' Private Meeting Room	✓			
Website Brand Recognition	✓	✓	✓	✓
Mobile App Recognition	✓	✓	✓	✓
On-Site Signage Recognition	✓	✓	✓	✓
AWS Sponsor Marketing Toolkit	✓	✓	✓	✓
Access to Sponsor Portal to Manage Deliverables	✓	✓	✓	✓
Option to Purchase Add-ons	✓	✓	✓	✓

[Learn more about packages](#)

Add-ons

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your core or specialty package presence. Add-ons deliver benefits such as brand awareness, incremental leads, hands-on learning opportunities, digital extensions, and more. Sponsors must purchase a core/specialty package to be eligible to purchase add-ons.

Add-ons can be requested at the time you request a core/specialty sponsorship package. Or, if purchasing at a later date, click “Become a Sponsor,” select “Already Sponsoring, Requesting Add-Ons,” then select your desired add-on packages.

View all offerings:

[2026 AWS Americas Summits Add-On Prospectus](#)



Next Steps

Eligibility

See slides 4-6 for eligibility criteria.

Both the date a sponsorship can be requested, and the level of package that can be requested, vary based on our eligibility criteria. Ensure you only request a package starting at 9:00 AM PT on the date of your eligible wave. Requests received outside of your eligible timeframe will be deemed ineligible and declined. A new request will need to be resubmitted during your eligible window.

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](#).

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 request will be reviewed. If approved, your contract will be delivered within 5 business days.

[\[SAMPLE REQUEST FORM\]](#)

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.

Consent and 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.



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.

[\[SAMPLE REQUEST FORM\]](#)

What is the sponsorship sales webinar?

The sponsorship sales webinar will cover an overview of 2026 AWS Summits, review audience details and package inclusions. The webinar will be held on December 16 in English and December 17 in Portuguese and Spanish. You can register by clicking [here](#).

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 of 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, your request will be reviewed. If approved, your contract will be delivered within 5 business days. To avoid delays, please make sure to fill in all company information correctly.

Frequently Asked Questions

Which AWS ‘Seller of Record’ (SOR) do I pay for my summit sponsorship?

AWS Summit Sponsorship Packages in AMER are sold through various AWS SORs which carry unique business entities, collect payment in varying currencies, and apply varying levels of VAT. Review the grid below for payment details for each AWS Summit.

	2026 SOR	Currency Collected	VAT Applied
Toronto	Amazon Web Services Canada, Inc.	USD CAD (<i>for Canadian based companies only</i>)	+13% <i>for Canadian based companies only</i>
Los Angeles New York City Washington, DC	Amazon Web Services, Inc.	USD	-
Bogotá	Amazon Web Services Colombia SAS	COP	19%
	Amazon Web Services, Inc. (<i>for non-Colombian partners Only</i>)	USD	-
Mexico City	Amazon Web Services México S. de R.L. de C.V.	USD MXN	+16% <i>for Mexican based companies only</i>
São Paulo	Amazon Web Services, Inc.	USD	-

To commence the SOR onboarding process, please notify AWS on your contract request form submission that ‘Vendor Onboarding’ is required.

Thank you!

We look forward to working with you!

Questions?

Contact us here

Or email us at AWSSummit-Sponsorship-Americas@amazon.com

