

# AWS re:Invent

NOV. 27 - DEC. 1, 2023 | LAS VEGAS, NV

**Sponsorship Prospectus**



AWS RE:INVENT 2023

## **Hundreds of AWS Partners. 65,000+ cloud community influencers.**

Exciting announcements and updates. Thousands of learning opportunities. A not-to-be-missed Expo featuring hundreds of AWS Partners. And of course—evening events, including re:Play, a fully-immersive, music + tech festival you'll never forget.

Take advantage of our unique sponsorship opportunities that are tailored specifically to every type of AWS Partner. This is the perfect opportunity to showcase your brand and expertise with customers and industry leaders.



## OVERVIEW

**re:Invent 2023 by the numbers****65,000**expected  
attendees**5**

keynotes

**240+**sponsored  
speaking sessions**500K**sq. ft.  
expo space**450+**sponsorship  
opportunities



## OPPORTUNITIES &amp; BENEFITS

## re:Invent 2023 Sponsorship

### Secure your own booth

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Showcase your brand in our 500K+ sq. ft. Expo—featuring hundreds of AWS Partners.

### Capture high quality leads

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Collect leads from high-quality prospects, giving you access to new potential customers.

### Share your expertise

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Share your insights with the AWS community through 240+ sponsored speaking opportunities.

### Network in lounges

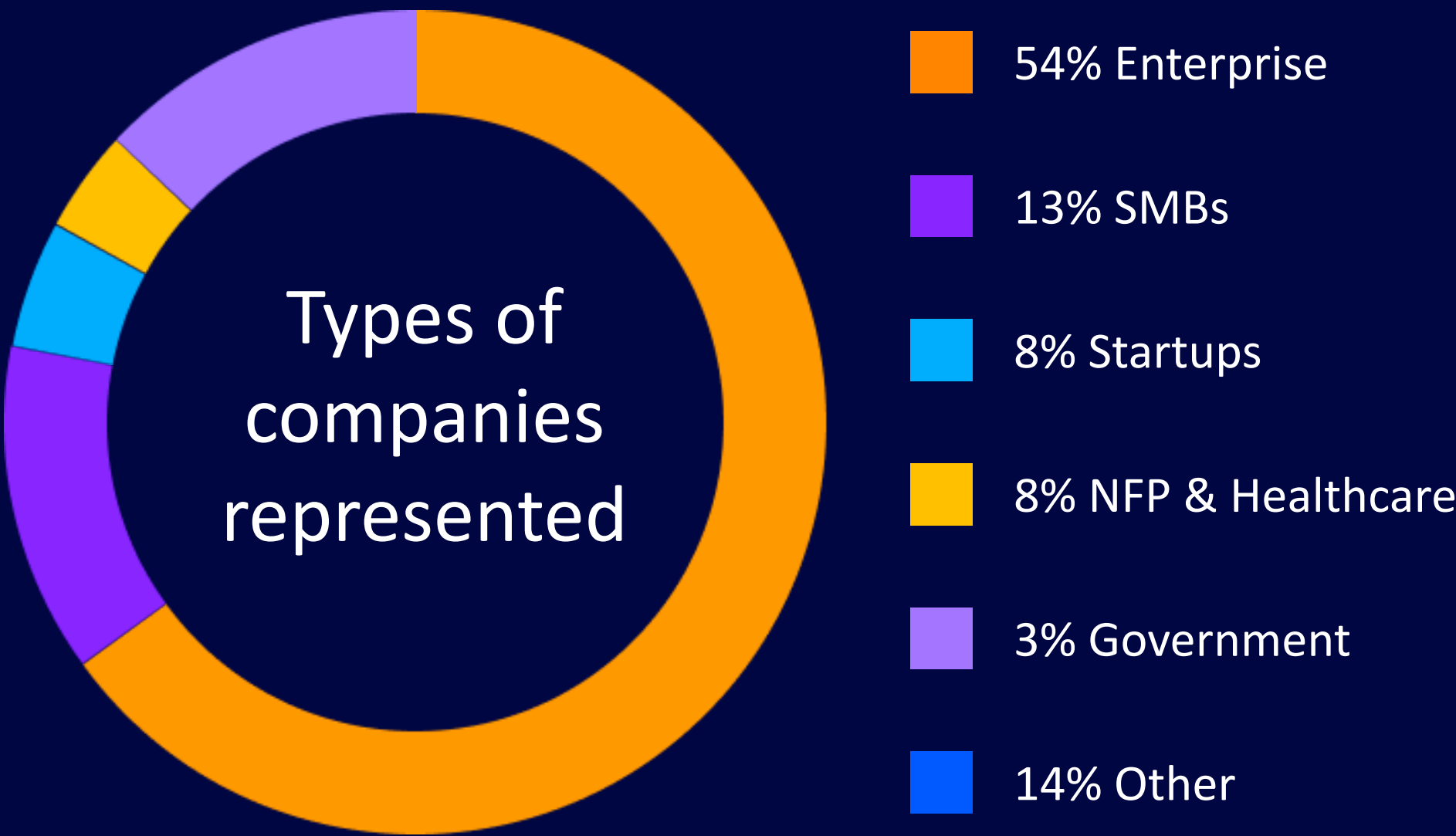
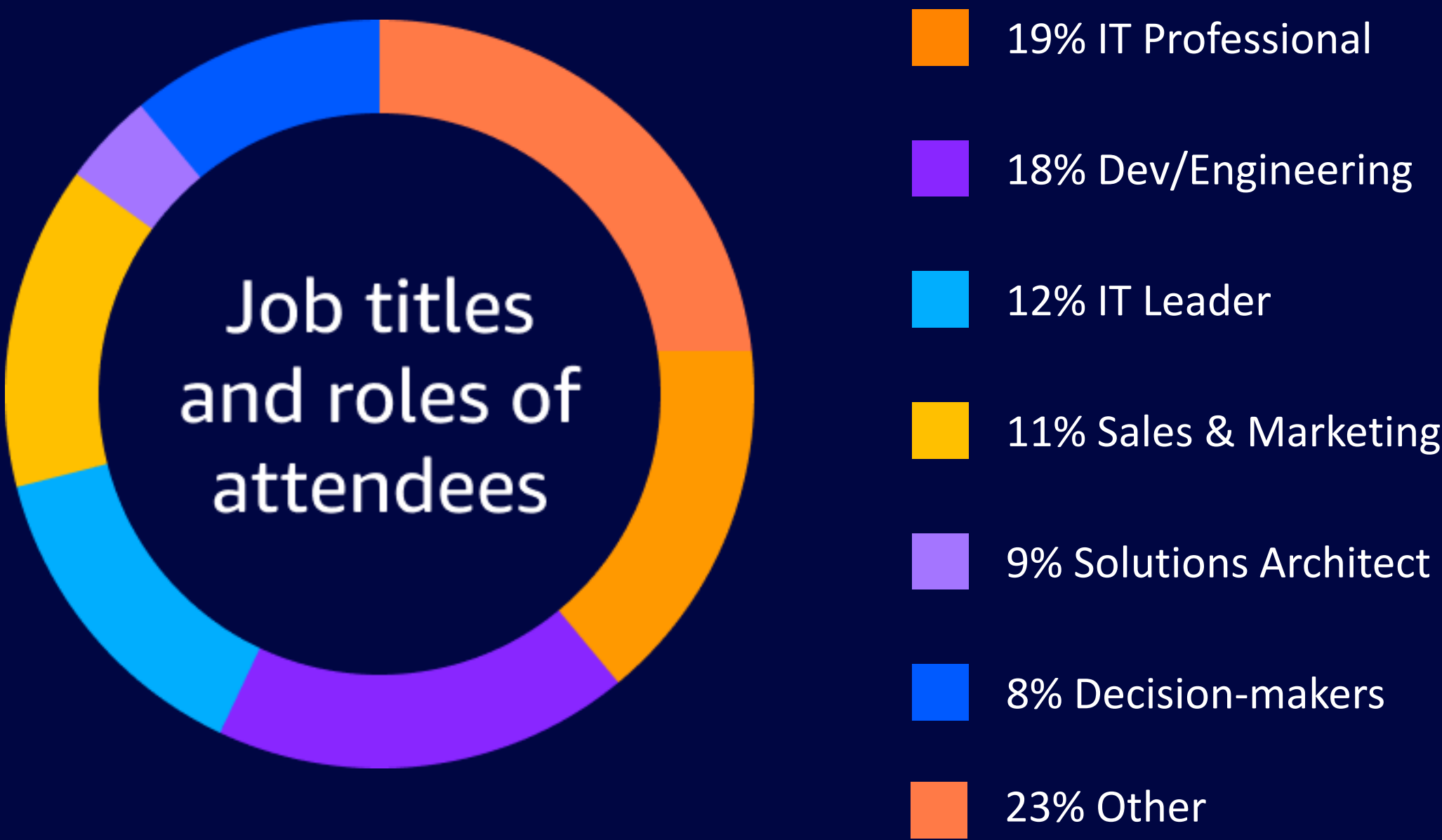
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Build connections with AWS and industry leaders and form valuable partnerships.



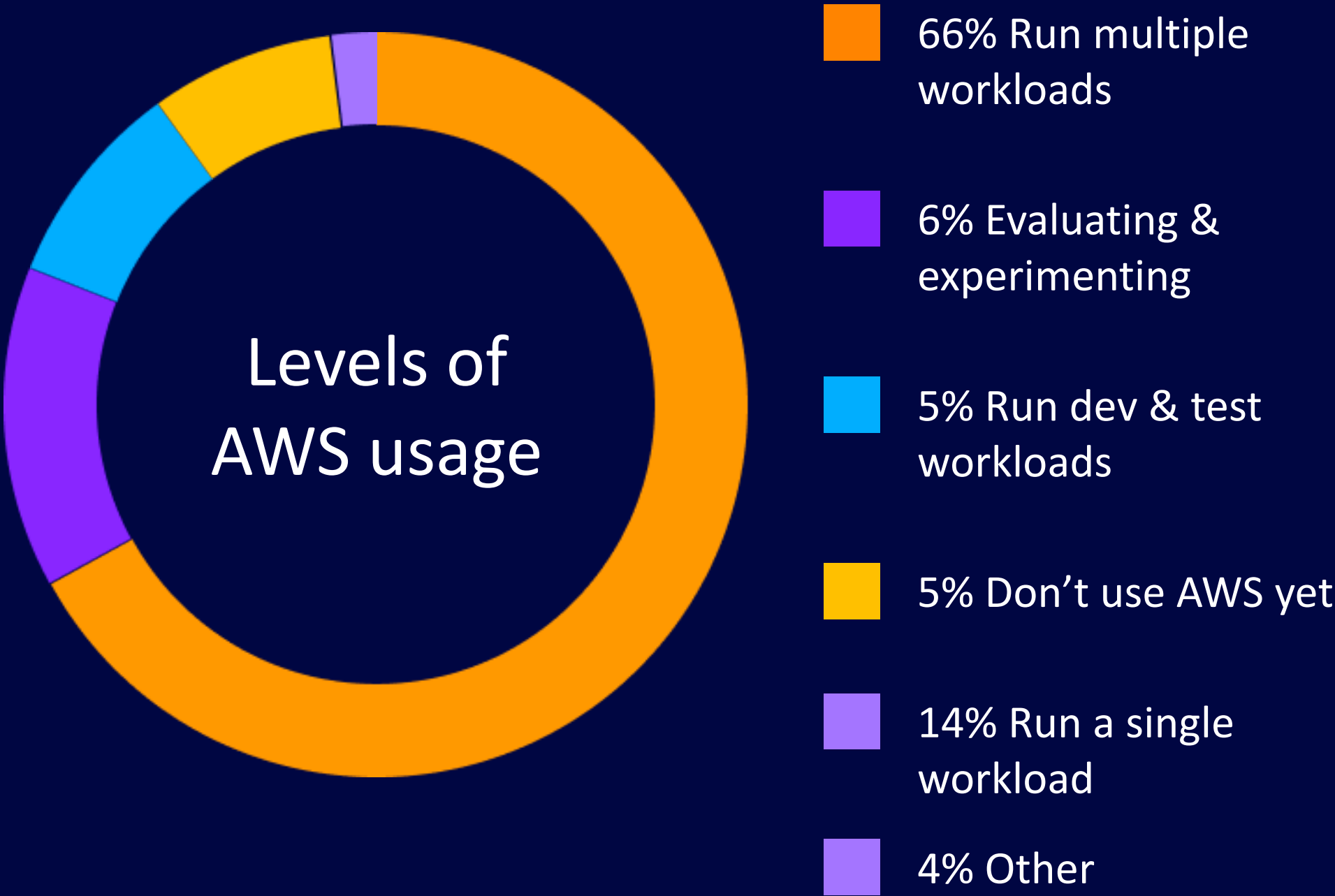
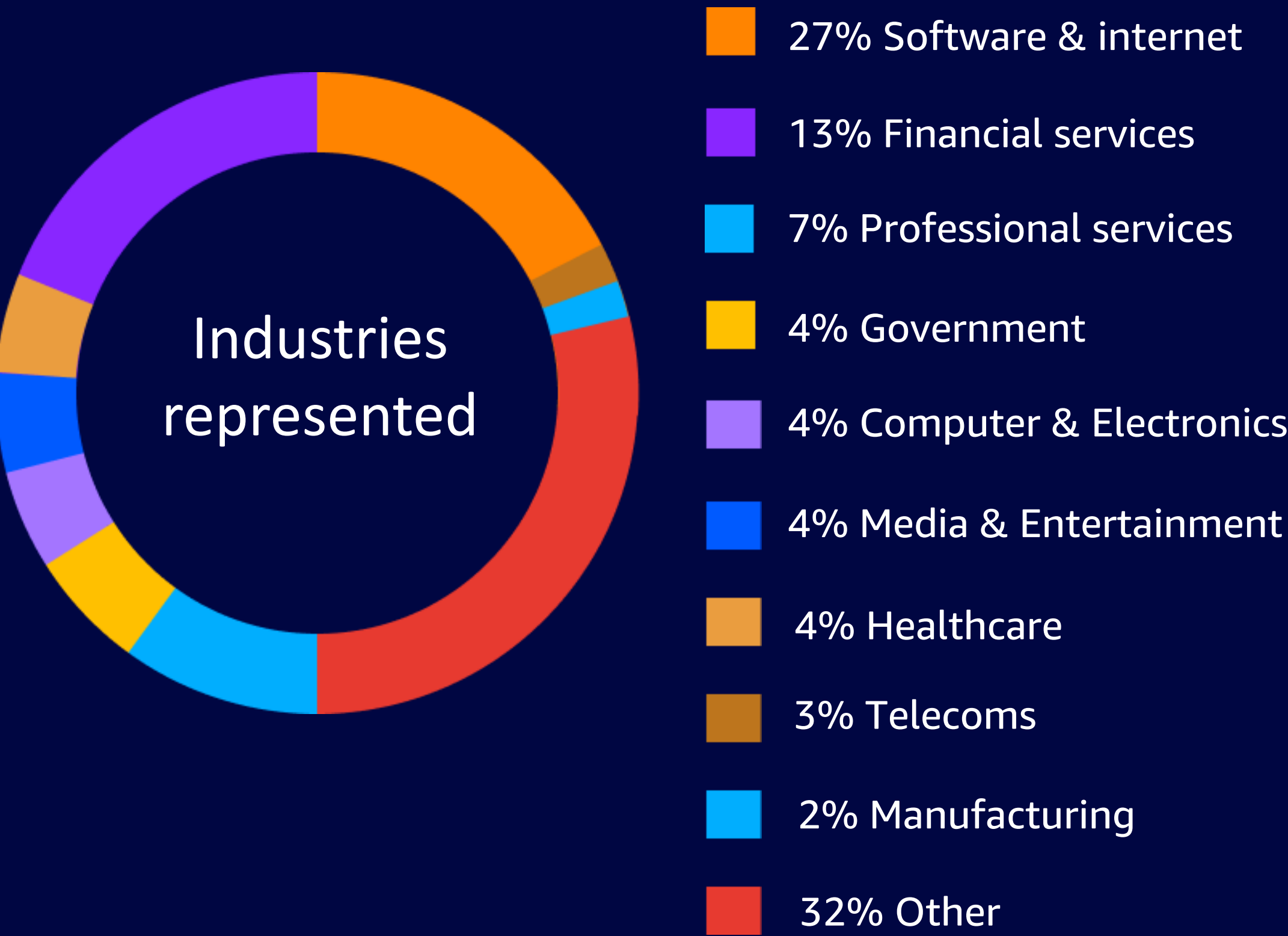
AUDIENCE

Job titles, roles, and types of companies



AUDIENCE

Top industries and levels of AWS usage





## 2023 PACKAGES &amp; PRICING

**Six sponsorship levels (SOLD OUT)**

The following slides showcase the inclusions across our six core sponsorship packages. Sponsorship packages are currently sold out (Emerald-Showcase) but eligible AWS Partners can add themselves to the waitlist by clicking ‘Sponsor re:Invent’ at the top right-hand corner of this prospectus. If and when a sponsorship package becomes available, we will reach out directly and issue a contract.



SPONSORSHIP BENEFITS		EMERALD SOLD OUT	DIAMOND SOLD OUT	PLATINUM SOLD OUT	GOLD SOLD OUT	BRONZE SOLD OUT	SHOWCASE SOLD OUT
EXHIBITOR BENEFITS	Booth space	Custom 40' x 40'	Custom 30' x 30'	Custom 20' x 20'	Turnkey 10' x 20'	Turnkey 10' x 10'	Kiosk 5' x 5'
	Priority booth selection & location	✓					
	Premium turnkey options available		✓	✓	✓	✓	
	Hanging banner above booth	✓	✓	✓			
	Lead retrieval devices	5	4	3	2	1	1
	Credit for semi-custom booth rental with T3		\$5,000	\$4,000			
THOUGHT LEADERSHIP	60-min breakout session	3	2	1			
	Breakout session in Venetian	2	1				
	Session filmed + added to re:Invent YouTube	✓	✓	✓			
	20-min Lightning Theater session				or meeting space		





SPONSORSHIP BENEFITS		EMERALD SOLD OUT	DIAMOND SOLD OUT	PLATINUM SOLD OUT	GOLD SOLD OUT	BRONZE SOLD OUT	SHOWCASE SOLD OUT
MEETING SPACE	Venetian level 2 meeting room	4 days	2 days				
	Restaurant Buyout (Venetian   Palazzo)*	4 days	1 day				
	Hospitality   parlor suite meeting room	✓	✓	Add-on			
	10'x10' in Meeting Room Center (Venetian L1)			1	or Theater session	Add-on	Add-on
	Ad-hoc meeting space in Exec. Briefing Space						
PASSES & HOTELS	Full conference passes	15	13	11	9	5	3
	Booth staff passes	15	13	11	9	5	3
	Opportunity to buy discounted full passes	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last
	Opportunity to buy extra booth staff passes	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last	Unlimited while supplies last
	Speaker full conference passes	6	4	2			
	Executive summit passes	3	1				
	Dedicated Venetian   Palazzo room block	20	15	10			

\*Incremental investment to sponsorship fee



BRANDING, PROMOTION & SUPPORT

SPONSORSHIP BENEFITS	EMERALD SOLD OUT	DIAMOND SOLD OUT	PLATINUM SOLD OUT	GOLD SOLD OUT	BRONZE SOLD OUT	SHOWCASE SOLD OUT
Expo Digital billboard ad	Custom video	Custom video	Custom static			
Venetian/Palazzo elevator bank ad	✓	✓	Add-on	Add-on	Add-on	Add-on
Ad in breakout session loop	Custom video	Static ad (template)	Static ad (template)			
Event website and mobile app	Custom page	Custom page	Custom page	✓	✓	✓
Inclusion in 2023 sizzle promo video	✓					
Executive gifting catalog for co-branded items	✓	✓	✓			
Opportunity to buy re:Invent cobranded swag	✓	✓	✓	✓	✓	✓
Dedicated 1:1 sponsorship account manager	✓	✓				
Weekly office hours for live Q&A			✓	✓	✓	✓
Access to registered company and press lists	✓	✓	✓	✓		





# Thank you!

[reinvent-sponsorship@amazon.com](mailto:reinvent-sponsorship@amazon.com)

