AWS Enterprise Summit Frankfurt 2016
Partner Sponsorship Opportunities

30\textsuperscript{th} June 2016 - Congress Center, Frankfurt
AWS Enterprise Summit Overview

• An AWS 1-day event in Germany for Technical decision makers, IT professionals and partners who want to learn and engage with AWS on cloud computing.
• Opportunity to interact with thought-leaders, AWS executives, customers and product experts.
• Presentations by AWS Executives and Experts, about cloud computing and how AWS is driving innovation to help businesses achieve growth.
• Engage in conversations with AWS leaders during business and technical sessions and discover how AWS has become an IT game changer.
Why Sponsor the AWS Enterprise Summit?

• Premier event to showcase products and services to a large base of AWS prospects and customers
• Excellent opportunity to partner with Amazon Web Services to highlight the global impact of Cloud Computing
• Partner and Solutions Expo area with dedicated exhibit space.
• Multiple networking opportunities with up to 1000 attendees
• Speaking opportunity for Awareness and Gold sponsors. Subject to approval by AWS.
• Keynote acknowledgement, logo display and sponsorship recognition in various event communication.
Event Location: Congress Center Frankfurt
Sponsorship Booth Placements
Partner Sponsorship Opportunities

- Speaking opportunity Breakout (customer case study only). Subject to approval by AWS.
- Exhibition Space 5x2m
- Flag in front of the venue (5x1.5m)
- Wifi branding
- One-time inclusion of sponsor message in pre-event e-mail sent to registered attendees. Date to be determined by AWS. Content to be approved by AWS.
- Sponsor logo placement in keynote
- Sponsor logo placement on event registration page
- Scan-to-Lead App

€ 25,000
Partner Sponsorship Opportunities

✓ Speaking opportunity Breakout
  (customer case study only). Subject to approval by AWS.

✓ Exhibition Space 5x2m
  Including presentation desk, 2 chairs, electrical drop and carpet

✓ One-time inclusion of sponsor message in
  pre-event e-mail sent to registered
  attendees.
  Date to be determined by AWS. Content to be approved by AWS.

✓ Sponsor logo placement in keynote

✓ Sponsor logo placement on event
  registration page

✓ Scan-to-Lead App

€ 11,000

SOLD OUT
Partner Sponsorship Opportunities

✓ Exhibition Space 4x2m
  Including presentation desk, 2 chairs, electrical drop and carpet
✓ Sponsor logo placement in printed agenda
✓ Sponsor logo placement on event registration page
✓ Scan-to-Lead App

SILVER

€ 8.500

SOLD OUT
Partner Sponsorship Opportunities

- Exhibition Space 3x2m
  Including presentation desk, 2 chairs, electrical drop and carpet
- Sponsor logo placement on event registration page
- Scan-to-Lead App

€ 6.500
Exhibition Equipment

e.g. Silver 4x2m
For Gold or Bronze only the carpet size changes
Partner Sponsorship Opportunities

STAND ALONES

- **Lanyards** (Lanyards provided by sponsor) - €2,500
- **Coffee break** - €1,500
- **Lunch** - €2,500
- **Room Sponsor keynote** - €3,500
- **Room Sponsor breakout** - €2,500
- **Get together** - €2,500
- **Chairdrop keynote** (collateral provided by sponsor) - €1,500
## Partner Sponsorship Opportunities

### OVERVIEW

<table>
<thead>
<tr>
<th>Sponsorship Highlights</th>
<th>AWARENESS</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunity Breakout (customer case study only). Subject to approval by AWS.</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exhibition Space</td>
<td>Lounge Area</td>
<td>5x2m*</td>
<td>4x2m*</td>
<td>3x2m*</td>
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<tr>
<td>Including presentation desk, 2 chairs, electrical drop and carpet</td>
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<td>Flag in front of the venue (5x1.5m)</td>
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<td>WiFi branding</td>
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<td>Sponsor logo placement on event registration page</td>
<td>Yes</td>
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<td>Sponsor Name on event registration page</td>
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<td>Yes</td>
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<tr>
<td>Scan-to-Lead App</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tr>
</tbody>
</table>

| Cost              | € 25,000 | € 11,000 | € 8,500 | € 6,500 |

*Allocation on a first come, first serve basis*
Thank You!

For more information on sponsorship please contact the AWS Germany GmbH Marketing Team
Anja Blank: blanka@amazon.de
Michaela Kagerer: kagerer@amazon.de

Note:
- AWS reserves the right to accept or decline the sponsorship offer.
- Preference to sponsorships is given to members of APN Network.
- All prices are listed are inclusive of VAT.
- Sponsorship Payments must be made prior to the event.