

2026 Europe, Middle East, and Africa (EMEA) Summits

Sponsorship Sales Preview



2026 AWS EMEA 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 EMEA Summits Calendar-at-a-Glance



Paris

Palais des Congrès
April 1
10,000+ attendees

[View Prospectus](#)



London

Excel London
April 22
24,000+ attendees

[View Prospectus](#)



Warsaw

Expo XXI Warsaw
May 6
3,000+ attendees

[View Prospectus](#)



Stockholm

Stockholmsmässan
May 7
5,000+ attendees

[View Prospectus](#)



Hamburg

Messe Hamburg
May 20
10,000+ attendees

[View Prospectus](#)



Amsterdam

RAI Amsterdam
May 27
6,300+ attendees

[View Prospectus](#)



Milan

Fiera Milano
May 28
6,500+ attendees

[View Prospectus](#)



Madrid

IFEMA Madrid
June 4
9,200+ attendees

[View Prospectus](#)



Johannesburg

Gallagher Convention Centre
August 19
8,000+ attendees

[View Prospectus](#)



Zurich

Messe Zürich
September 2
3,500+ attendees

[View Prospectus](#)



Tel Aviv

Tel Aviv Expo
September 10
14,500+ attendees

[View Prospectus](#)



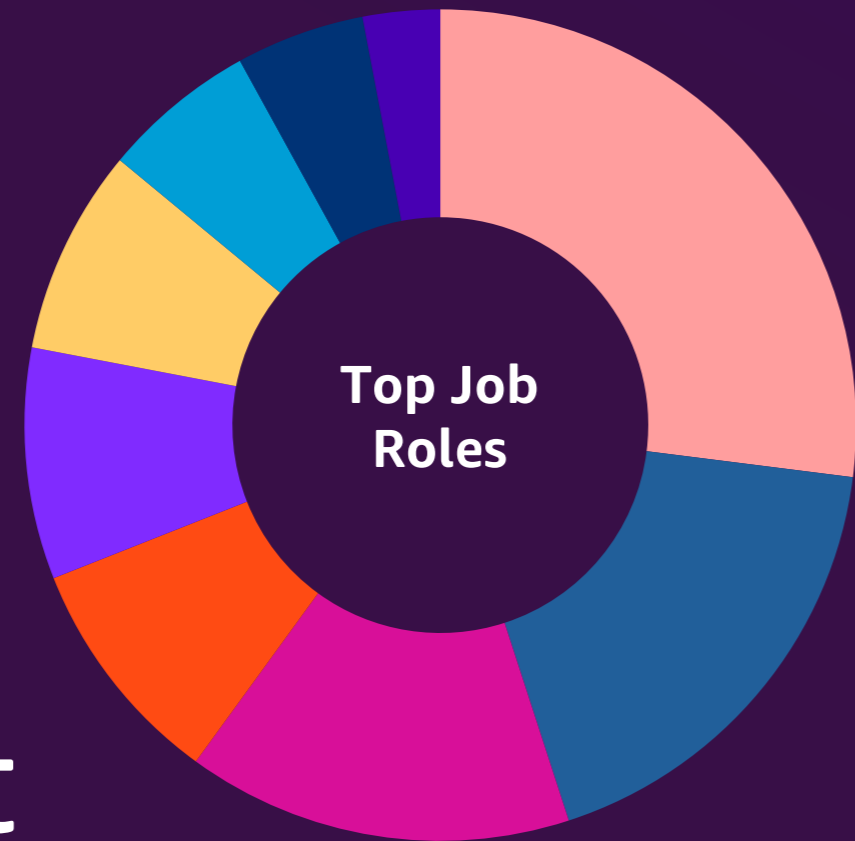
Dubai

Dubai WTC
September 30
5,000+ attendees

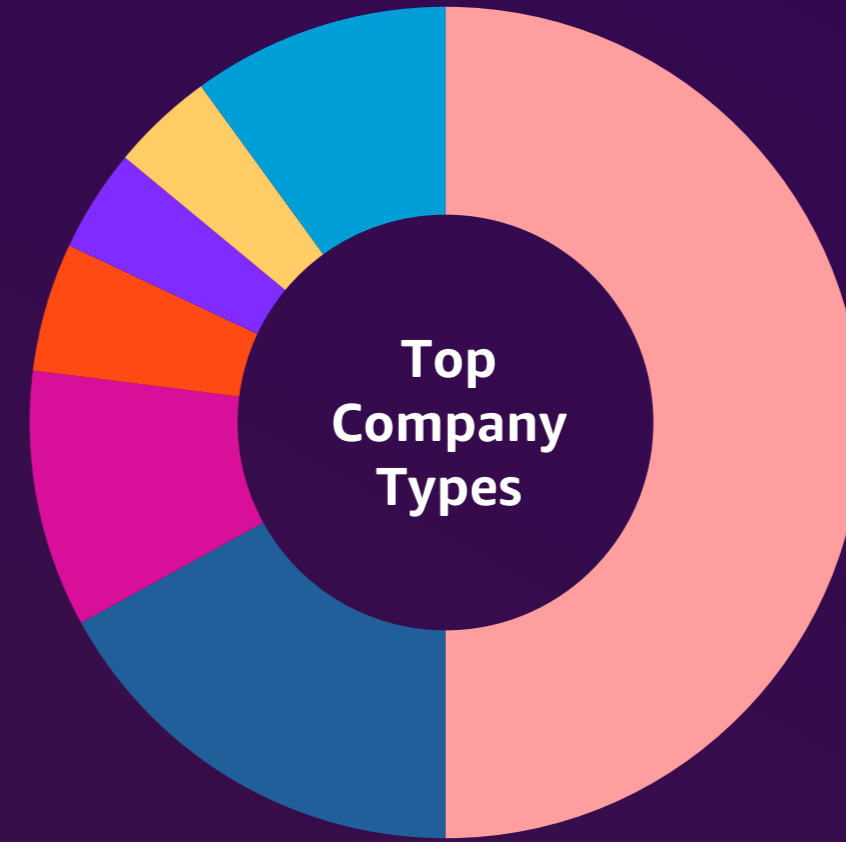
[View Prospectus](#)

EMEA Summit

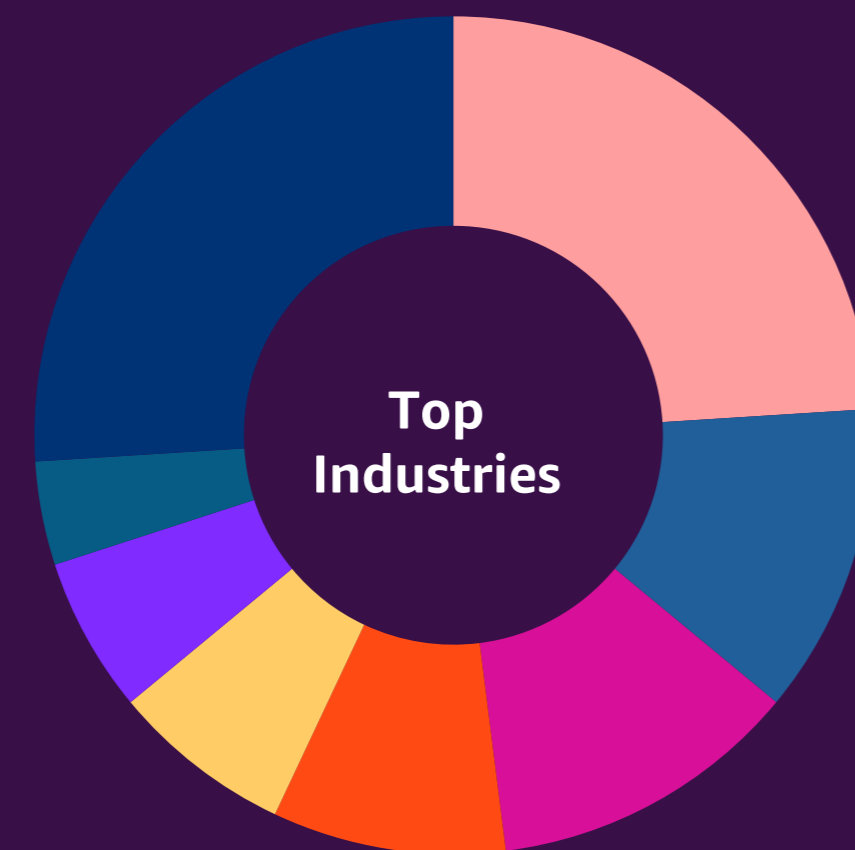
Attendee Insights



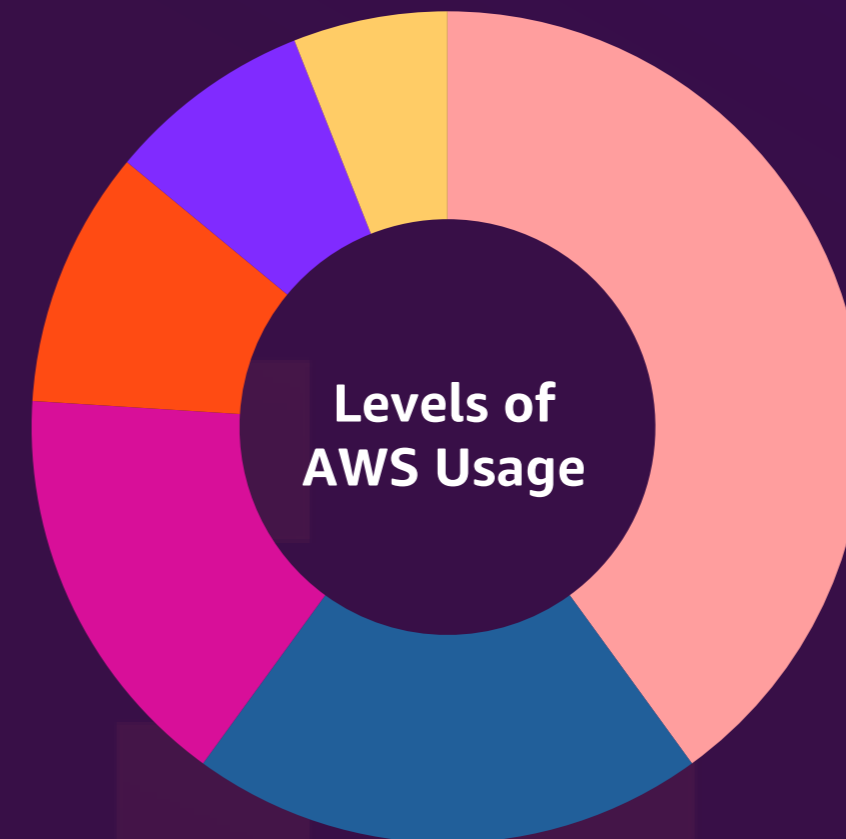
- 27% Developer / Engineer
- 18% IT Professional or Technical Manager
- 11% IT Executive
- 9% Solution or Systems Architect
- 9% Sales / Marketing
- 8% Business Executive
- 6% Advisor/Consultant
- 5% Entrepreneur
- 3% Other



- 50% Enterprise
- 17% Small-Medium Business
- 10% Start-Up
- 5% Education
- 4% Self-Employed
- 4% Government - State & Local
- 10% Other



- 24% Software & Internet
- 12% Retail and CPG
- 12% Financial Services
- 9% TMEGS
- 7% Professional Services
- 6% Healthcare & Life Sciences
- 4% Energy & Utilities
- 26% Other



- 40% Run multiple production workloads
- 20% Do not use AWS today
- 16% Evaluating/experimenting with AWS
- 10% Other
- 8% Run dev/test workloads on AWS
- 6% Run a single production workload

Expected attendee demographic data is based on actual 2025 AWS EMEA Summit attendees.

EMEA Summit Sponsorship Sales Timeline & Partner Eligibility

| Key Dates | Milestones | Eligible Partners |
|---|--------------------------------------|---|
| December 09, 2025 | AWS Global Sponsorship Sales Preview | All AWS Partners |
| January 13, 2026 9:00 AM CET | Wave 1 Sales launch | 2025 Summit Platinum+ Alumni Sponsors with an active Strategic Collaboration Agreement (SCA)* AWS Generative AI Competency Partners Amazon Bedrock Model Providers <i>*both criteria must be met to qualify</i> |
| January 15, 2026 9:00 AM CET | Wave 2 Sales Launch | AWS Partners with an active Strategic Collaboration Agreement (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 CET | 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 <i>*both criteria must be met to qualify</i> |
| January 22, 2026 9:00 AM CET | Wave 4 Sales Launch | Partner Path Confirmed and Enrolled |

EMEA Summit Sponsorship Package Purchase Eligibility[^]

| | |
|----------------------------|--|
| Global + Emerald | Global and Pan-EMEA Emerald Summit sponsorship packages available to eligible AWS partner by Invitation only. |
| Diamond[^] | 2025 Summit Platinum+ Alumni Sponsors AWS Generative AI Competency Partners Amazon Bedrock Model Providers AWS Partners with an active Strategic Collaboration Agreement (SCA) or Strategic Investment Letter (SIL) ISV Accelerate Partners Global System Integrators (GSIs) Marketplace Seller Prime Enrolled Partners AWS Competency Partners |
| Platinum | |
| Gold | |
| Silver | 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 Partner Path Confirmed and Enrolled |
| Bronze | |
| Accelerator | Johannesburg: Select AWS Partners and Customers headquartered in Africa (excluding South Africa) who have not previously sponsored the Johannesburg Summit. Warsaw: Select AWS Partners and Customers headquartered in Central Eastern Europe who have not previously sponsored an AWS Summit in Poland. |
| Industry | Paris, London, Hamburg: AWS Partners who either 1/have a solution published in the AWS Solutions Library aligned to target industry, or 2/hold an AWS industry Competency aligned to target industry. |
| ATP | AWS Training Partners with active services available within host Summit country. |

[^]Additional eligibility criteria may be applied for select Summit sponsorship packages. Please see respective Summit prospectuses for clarity.



Standard¹ EMEA Summit Sponsorship Package Benefits

| Sponsorship Benefits | Diamond | Platinum | Gold | Silver | Bronze | Accelerator | ATP |
|--|---------------------------------------|---------------------------------------|--|---------------------------------------|---------------------------------------|--------------------------------|---------------------------------------|
| Booth Space (includes graphics production, furniture, flooring, lighting) | 32sqm customizable ³ booth | 25sqm customizable ³ booth | 15sqm turnkey booth (non-customizable) | 9sqm turnkey booth (non-customizable) | 4sqm turnkey booth (non-customizable) | Turnkey pod (non-customizable) | 4sqm turnkey booth (non-customizable) |
| Monitors Included in Turnkey Booth | 3 | 2 | 2 | 1 | 1 | 1 | 1 |
| Dedicated Meeting Room/Space | ✓ | | | | | | |
| Complimentary Lead Retrieval Device Rental(s) | 7 | 5 | 3 | 2 | 1 | 1 | 1 |
| Sponsor Event Passes | 15 | 10 | 8 | 6 | 4 | 2 | 4 |
| 30 Minute Breakout Session | ✓ | ✓ | | | | | |
| 15 Minute Lightning Session² | ✓ | | ✓ | | | | |
| Website and Mobile App Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Keynote Recognition | Company logo | Company logo | Company logo | Company name | Company name | Company name | Company name |
| Access to Demographic Audience Reports (Pre and Post Event) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Advanced Access to Registrant Company List | ✓ | ✓ | ✓ | | | | |
| Option to Purchase Add-Ons | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |

¹ Standard benefits may differ across each EMEA Summit in 2026. Please refer to respective Summit sponsorship prospectus (linked on slide 3) to confirm unique location inclusions.

² Not available in Tel Aviv. Lightning Sessions will be held in AWSome or Lightning Theatres (located within the AWS Summit Partner Expo).

³ Booth customization available for Diamond and Platinum sponsors only. Incurred customization cost to be paid by requesting sponsor.

EMEA Summit Industry Sponsorship Package Benefits¹

| Sponsorship Benefits | Paris | London | Hamburg |
|---|--|---|---|
| Price | \$6,000 USD | \$8,000 USD | \$23,000 USD |
| Available Industries | Retail, Media and Entertainment Financial Services, Manufacturing | Financial Services, Energy and Utilities TMEGS ³ , Retail & CPG | Automotive and Manufacturing |
| Pod (located within the AWS for Industries Pavilion)² | ✓ | ✓ | 4sqm booth located in the AWS for Automotive and Manufacturing Zone |
| Monitors Included in Turnkey Booth | 1 | 1 | 1 |
| Breakout session in AWS for Automotive and Manufacturing Zone | | | 1x 30mins |
| Complimentary Lead Retrieval Device Rental(s) | 1 | 1 | 1 |
| Sponsor Event Passes | 4 | 4 | 4 |
| Website and Mobile App Recognition | ✓ | ✓ | ✓ |
| Keynote Recognition | Company name | Company name | Company name |
| Access to Demographic Audience Reports (Pre and Post Event) | ✓ | ✓ | ✓ |
| Option to Purchase Add-Ons | ✓ | ✓ | ✓ |

¹ Standard benefits may differ across each EMEA Summit in 2026. Please refer to respective Summit sponsorship prospectus (linked on slide 3) to confirm unique location inclusions.

² Excluding Hamburg Automotive & Manufacturing packages, Sponsor pods will be positioned alongside the respective Industry within the AWS for Industries Pavilion.

³ Telecommunications, Media, Entertainment, Games, and Sport

2026 AWS EMEA Summit Sponsorship Pricing¹ -at-a-Glance

| Summit Cities | Diamond | Platinum | Gold | Silver | Bronze | Accelerator | Industry | ATP |
|--------------------|--|--|--|--|--|---------------------------|--------------|---------------------------|
| Paris ² | Level 1: \$95,000 USD Level 2: \$86,000 USD | Level 1: \$70,000 USD Level 2: \$63,000 USD | Level 1: \$49,000 USD Level 2: \$43,000 USD | Level 1: \$32,000 USD Level 2: \$29,000 USD | Level 1: \$20,000 USD Level 2: \$17,000 USD | NA | \$6,000 USD | \$5,000 USD |
| London | \$130,000 USD | \$104,000 USD | \$72,000 USD | \$53,000 USD | \$28,000 USD | NA | \$8,000 USD | \$7,000 USD |
| Warsaw | \$36,000 USD | \$29,000 USD | \$22,000 USD | \$15,000 USD | \$10,000 USD | \$4,000 USD | NA | \$3,500 USD |
| Stockholm | \$55,000 USD | \$48,000 USD | \$35,000 USD | \$23,000 USD | \$18,000 USD | NA | NA | \$4,500 USD |
| Hamburg | \$97,000 USD | \$76,000 USD | \$53,000 USD | \$34,000 USD | \$23,000 USD | NA | \$23,000 USD | \$6,200 USD |
| Amsterdam | \$55,000 USD | \$49,000 USD | \$39,000 USD | \$24,000 USD | \$17,000 USD | NA | NA | \$4,500 USD |
| Milan | \$65,000 USD | \$49,000 USD | \$29,000 USD | \$18,000 USD | \$11,000 USD | NA | NA | \$3,500 USD |
| Madrid | \$61,000 USD | \$54,000 USD | \$38,000 USD | \$24,000 USD | \$16,000 USD | NA | NA | \$4,500 USD |
| Johannesburg | ZAR 722,000 \$42,000 USD | ZAR 532,000 \$31,000 USD | ZAR 412,000 \$24,000 USD | ZAR 292,000 \$17,000 USD | ZAR 173,000 \$10,000 USD | ZAR 69,000 \$4,000 USD | NA | ZAR 60,000 \$3,400 USD |
| Zurich | \$47,000 USD | \$42,000 USD | \$33,000 USD | \$24,000 USD | \$18,000 USD | NA | NA | \$4,500 USD |
| Tel Aviv | \$78,000 USD | \$63,000 USD | \$36,000- \$42,000 USD | \$28,000 USD | \$20,000 USD | NA | NA | NA |
| Dubai | \$57,000 USD | \$47,000 USD | \$35,000 USD | \$23,000 USD | \$14,000 USD | NA | NA | \$5,500 USD |

¹ Sponsorship prices exclude local value added tax (VAT). Excluding Johannesburg (billed in ZAR) - all 2026 AWS Summits in EMEA will be priced and billed in USD.

² The 2026 Paris Summit expo will be hosted across 2 levels within the Summit venue. Package level denotes the level on which a respective sponsorship booth will be located (ie. L2 denotes a sponsor booth on level 2)

If you are interested in a "SOLD OUT" package, you can submit a request to be placed on the waitlist by clicking "Become a Sponsor" and submitting the form for your desired waitlisted package. If a packages comes available, we will reach out to you directly.

Add-Ons

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your booth presence. Add-ons deliver benefits such as brand awareness, incremental leads, hands-on learning, digital extensions, and more. Sponsors must be fully contracted for a sponsorship package in the AWS Summits city to be eligible to purchase add-ons in that city.

Available add-ons can be found within respective Summit prospectuses (see slide 3).



2026 EMEA Summit Lanyard Branding

Looking for a high-visibility opportunity to promote your AWS partnership to event attendees? Look no further than the event lanyard! All attendees' event badges to include a lanyard with AWS and sponsor logo branding. CONTACT US to explore EMEA or multi-Summit bundled lanyard branding opportunities.

This add-on includes co-branding on all Summit badge lanyards:

| City | Price |
|-----------|---------------|
| Paris | \$ 12,000 USD |
| London | \$ 28,000 USD |
| Warsaw | \$ 3,000 USD |
| Tel Aviv | \$ 16,000 USD |
| Stockholm | \$ 6,000 USD |
| Hamburg | \$15,000 USD |

| City | Price |
|--------------|---------------|
| Amsterdam | \$ 6,200 USD |
| Milan | \$ 7,000 USD |
| Madrid | \$ 9,500 USD |
| Johannesburg | \$ 5,000 USD |
| Zurich | \$ 4,000 USD |
| Dubai | \$ 15,000 USD |



To view all add-ons available within an individual Summit, please see the respective sponsorship prospectus available from our 2026 AWS EMEA Summits Calendar-at-a-Glance (slide 3).

Consent & 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.

EMEA Summit Lead Retrieval:

Eligible sponsors can export Summit booth and add-on leads in real time. Session leads will be distributed by 10am CET the day after respective Summits. Please note: AWS retains the discretion to withhold leads from any sponsor with an outstanding sponsorship invoice.



2026 AWS EMEA Summit LeadMaster Challenge

Exclusively available to eligible* 2026 AWS EMEA Summit sponsors, the **Summit LeadMaster Challenge** transforms your Summit sponsorship into a business-driving opportunity — rewarding partners for turning leads into results.

By participating, your team will:

- **Earn points** for every submitted and closed opportunity
- **Complete bonus missions** to score extra rewards
- **Compete across EMEA** for recognition, trophies, and prizes worth over **€10,000**

This year, the prize structure is **bigger and better than ever** — with regional rewards including **over €900 in gift cards** and your choice of premium items such as **speakers, watches, and portable chargers**.

Participation is **complimentary and exclusive** to Summit Sponsors.

Drive engagement. Accelerate your pipeline. Celebrate your success.
Amplify your sponsorship — join the Summit LeadMaster Challenge.

** Available for Consulting and Technology partners only*



2026 AWS EMEA Partner Summits

Ancillary to respective AWS Summits, AWS Partner Summits feature content designed to help partners accelerate demand generation, differentiate their business, leverage AWS services to build new solutions, and hear from global and local leaders. Partners can also learn about upcoming AWS strategic objectives, services and programs, and how to best build their business with AWS.

EMEA Partner Summit sponsorship offer opportunities for AWS Partners to deliver value and drive results through brand awareness, thought leadership & networking opportunities to grow sales or educate prospects on future products and services.

See our [2026 EMEA Partner Summit Sponsorship Prospectus](#) to review unique opportunities for AWS Distribution Partners and all other AWS Partners



Next Steps

Eligibility

Eligibility varies by package type.

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](#).

See slide 4-5 for EMEA Summit program eligibility criteria. Additional package eligibility criteria may be applied for individual Summits.

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 contract will be delivered within 5 business days.

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.

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.

What happens after I submit the request form?

Following eligibility and availability review, AWS will reserve the requested sponsorship package and initiate contract creation.

In the scenario that AWS receives an ineligible request, the request will be declined within 5 business days. AWS cannot guarantee future package availability.

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 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, we will send you a contract within 5 business days. To avoid delays, please make sure to fill in all company information correctly.

Frequently Asked Questions

How are exhibitor booths allocated?

AWS allocates booths in order of contract signature. We encourage all sponsors to sign their sponsorship agreements quickly to receive a preferred position.

How are exhibitor sessions allocated?

AWS will allocate sponsored sessions in the order of session content approval date. This includes session title, abstract, and speaker details.

Are there other rules for Summit sponsoring?

Yes, please see the [2026 AWS EMEA Summit Exhibition Rules and Guidelines](#).

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

AWS Summit Sponsorship Packages in EMEA are sold through various AWS SORs which carry unique business entities, collect payment in varying currencies, and apply various Value Added Tax (VAT).

Review the grid for payment details for each AWS Summit. To commence the SOR onboarding process, please notify AWS at the time of contract request form submission that ‘Vendor Onboarding’ is required.

| 2026 AWS SOR | 2026 AWS Summits | Accepted Currency | VAT Applied (%) |
|--|---|-------------------|---|
| Amazon Web Services EMEA SARL | Paris, London, Warsaw, Stockholm, Hamburg, Amsterdam, Milan, Madrid | USD | 0% for partners located outside LX. +17% for partners located in LX. |
| Amazon Web Services EMEA SARL (Israel Branch) | Tel Aviv | USD or ILS | +18% VAT |
| Amazon Web Services EMEA SARL (Dubai Internet City Branch) | Dubai | USD | +5% VAT |
| Amazon Web Services South Africa Pty Ltd | Johannesburg | ZAR | +15% VAT |
| Amazon Web Services EMEA SARL (Swiss branch) | Zurich | USD | +8.1% VAT |

Thank you!

We look forward to working with you!

Questions?

Contact us

Or email us at awssummit-sponsorship-emea@amazon.com