



2024 AWS Cloud Experience

October 16 | Centro de Congressos de Lisboa

SPONSORSHIP OPPORTUNITIES



Join our community

Cloud Experience Portugal is the biggest AWS hosted event of the year for the Portuguese market, that offers customers the opportunity to connect, collaborate and learn more about AWS.

This is a free in-person event that unites the cloud computing community across different segments - it is designed to educate customers about AWS products and services, providing them with the skills they'll need in order to build, deploy, and operate their infrastructure and applications.

Cloud Experience Portugal features sessions led by AWS experts, Partners, and Portuguese customers who have a track record of success building products and solutions on AWS. Explore the different AWS solutions through our AWS Hub, Ask the Expert, Startup Loft, Partners and more.

AWS Cloud Experience Overview

- Location: Centro de Congressos de Lisboa
- 1500 Expected Attendees
- 24 Sponsorship Opportunities
- 1 Opening Keynote
- +20 Content Breakout Sessions
- 4.5 Customer Satisfaction Ranking

Sponsorship Sales Launch and Eligibility

Sales Launch	Date	Eligible Partners
Platinum, Gold, and Silver	May 28 (9am CET)	All registered and above AWS Partners
Distributor	May 28 (9am CET)	Exclusively available to AWS Distribution Partners
ATP	May 28 (9am CET)	Exclusively available to AWS Training Partners

SPONSORSHIP BENEFITS (IN-PERSON)	PLATINUM	GOLD	SILVER	Distributor	ATP
Price	\$ 25,000 USD	\$ 15,000 USD	\$ 10,000 USD	\$ 7,000 USD	\$ 2,500 USD
Booth dimensions + lockable cabinets (including flooring and lighting) + graphic production (subject to AWS approval)	12 sqm (customizable)	9 sqm	6 sqm	5 sqm	4 sqm
Screen (approximately 40")	1	1	1		
Dedicated meeting room	*				
Executive Dinner Invite	2				
Booth – Wi-Fi	*	*	*	*	*
Complimentary lead retrieval devices	3	2	1	1	1
Staff passes – booth staff registration	8	7	6	4	4
Speaking session (customer case study required)	30mins	15mins			
Speaker passes	2	1			
Website and Mobile App brand recognition	*	*	*	*	*
Keynote brand recognition	*	*	*	*	*
Advanced access to registrant company list (no personal information)	*	*			*
Demographic audience report (pre and post event)	*	*	*	*	*



Platinum Sponsorship | \$25,000 USD

**Package eligibility: AWS Advance or Premier Partners*

AWARENESS & LEAD GEN

- Logo placement on event website
- Logo placement on event signage
- Logo placement at the keynote session
- Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

EXHIBIT

- Booth – 12 sqm space, includes:
 - One storage counter
 - Screen (aprox. 40”) with power, laptop not included
- Branded backwall within given guidelines of AWS
- One (1) dedicated meeting rooms
- Three (3) complimentary lead scanner
- Eight (8) staff passes - booth staff registrations
- Eight (8) staff lunch
- Complimentary wi-fi

ENGAGEMENT

- One 30-minute Breakout session
- Two (2) speaker passes
- One (1) Executive Dinner Pass



Gold Sponsorship | \$15,000 USD

**Package eligibility: AWS Select Partners or above*

AWARENESS & LEAD GEN

- Logo placement on event website
- Logo placement on event signage
- Logo placement at the keynote session
- Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

EXHIBIT

- Booth – 9 sqm space, includes:
 - One storage counter
 - Screen (aprox. 40”) with power, laptop not included
- Branded backwall within given guidelines of AWS
- Two (2) complimentary lead scanner
- Seven (7) staff passes - booth staff registrations
- Seven (7) staff lunch
- Complimentary wi-fi

ENGAGEMENT

- One 15-minute Breakout session
- One (1) speaker pass



Silver Sponsorship | \$10,000 USD

**Package eligibility: AWS Select Partners or above*

AWARENESS & LEAD GEN

- Logo placement on event website
- Logo placement at the keynote session
- Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

EXHIBIT

- Booth – 6 sqm space, includes:
 - One storage counter
 - Screen (aprox. 40") with power, laptop not included
- Branded backwall within given guidelines of AWS
- One (1) complimentary lead scanner
- Six (6) staff passes - booth staff registrations
- Six (6) staff lunch
- Complimentary wi-fi

SPONSORSHIP ENABLEMENT

- Access to a centralized exhibitor resource center (ERC)



Distributor Sponsorship | \$7,000 USD

Packages are available to AWS Distributors

AWARENESS & LEAD GEN

- Logo placement on event website
- Logo placement at the keynote session
- Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

EXHIBIT

- Booth – 5 sqm space, includes:
 - One storage counter
 - Screen (aprox. 40”) with power, laptop not included
- Branded backwall within given guidelines of AWS
- Additional booth promotional materials and booth activities activation (Subject to approval from AWS)
- One (1) complimentary lead scanner
- Four (4) staff passes - booth staff registrations
- Four (4) staff lunch
- Complimentary wi-fi

SPONSORSHIP ENABLEMENT

- Access to a centralized exhibitor resource center (ERC)



ATP Sponsorship | \$2,500 USD

ATP Packages are available to AWS Training Partners with active solutions and services available within Iberia

AWARENESS & LEAD GEN

- Logo placement on event website
- Logo placement at the keynote session
- Contact information from attendees who engage with sponsor content and who opted-in to share contact information with sponsors.

EXHIBIT

- Booth – 4 sqm space, includes:
 - One storage counter
 - Screen (aprox. 40”) with power, laptop not included
- Branded backwall within given guidelines of AWS
- Additional booth promotional materials and booth activities activation (Subject to approval from AWS)
- One (1) complimentary lead scanner
- Four (4) staff passes - booth staff registrations
- Four (4) staff lunch
- Complimentary wi-fi

SPONSORSHIP ENABLEMENT

- Access to a centralized exhibitor resource center (ERC)



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, and company. This information will be shared with sponsors after each event. Additional details on the lead distribution process will be shared prior to each event.

Next steps and requesting a contract

1. Eligibility

AWS sponsorships are reserved for AWS Partners and select Customers. Not an AWS Partner? Learn more here: <https://aws.amazon.com/partners>

2. Contract Agreement

Eligible partners can request a sponsorship agreement selecting the Become a Sponsor button. Following the submission of the contract request form, your contract will be delivered within 7 business days. You will have a 14-day window to sign the contract.

3. Terms and Conditions

Review the [Global Sponsorship Terms and Conditions](#). We do not alter or customize Terms & Conditions.

4. Invoice and Execution

AWS will initiate an invoice once the contract is signed by both parties. Unless requested sooner, invoices are sent 90 days in advance of the event with payment due in Net 30. Payment can be made by check or wire.

FAQs

How do I reserve a package?

When you are ready to secure your sponsorship, please click “Become a Sponsor” and complete the contract request form and a sponsorship agreement will be sent to you within 7 business days.

Are there any discounts?

Discounts are not available for AWS Summits sponsorship. Sponsorship packages are priced at fair market value with sponsorship package pricing reflecting the value of included benefits.

How are 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 do I check my eligibility?

Questions about your eligibility? Look up your partner status prior to January 11 by logging into [AWS Partner Central](#) or emailing us.



Thank you!

We look forward to working with you!

Questions?

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