



2026 Global Industry and Public Sector Sponsorship Opportunities

Updated: May 2026

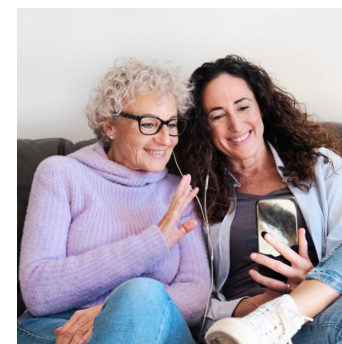
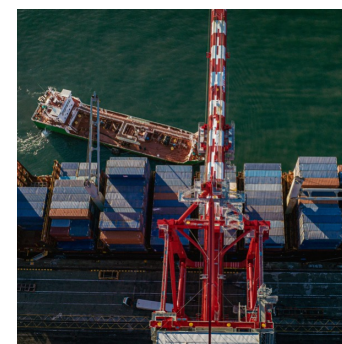
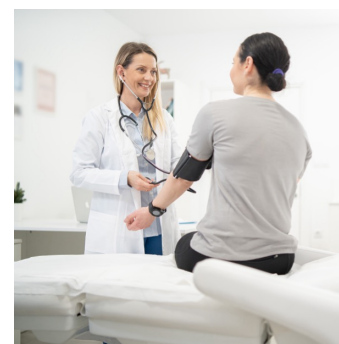
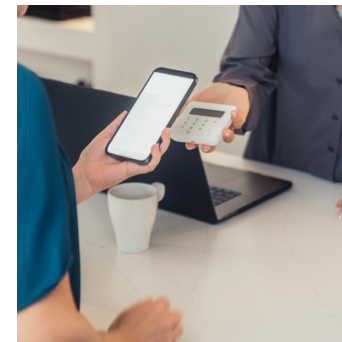
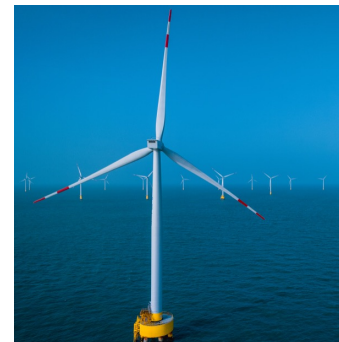
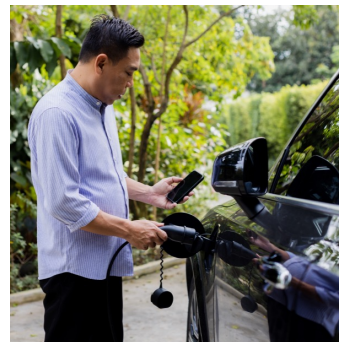
If you are looking at an offline PDF version of this prospectus, it is likely out of date.
For the most up-to-date information - updated monthly, please see [here](#) (and bookmark this link!).

AWS for Industries

AWS customers around the world are transforming their businesses and entire industries with the help of AWS. We recognize the importance of collaboration in driving innovation, and the crucial role AWS partners play in delivering cutting-edge solutions, services, and applications.

With more than a decade helping thousands of customers solve problems and innovate in the cloud, AWS and AWS Partners pull from deep experience to deliver a range of solutions, services, and applications that address technology and business needs for specific industry and cross-industry use cases.

Our Industry sponsorship programs are designed to support AWS Partners highlight their expertise to a captive audience of technology and business leaders.



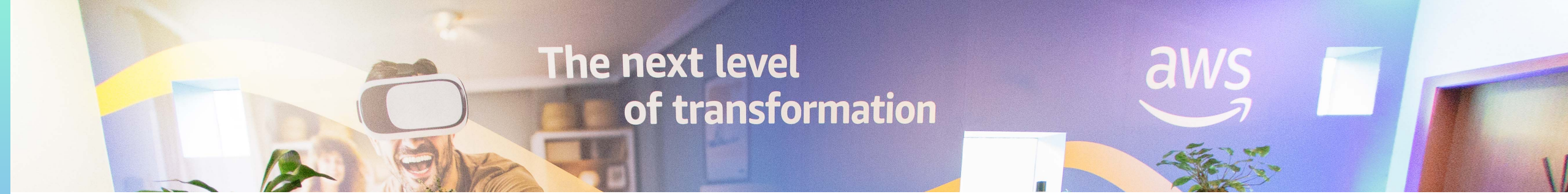
Why sponsorship?

Industry sponsorship programs enable AWS Partners to showcase their solutions, services, and applications to the right audience of technical and line-of-business buyers.

Sponsorship packages typically include partner kiosks or booths, speaking sessions, demo presentations, opportunities for networking and meetings, and more. Each event offers something different, tailored to the audience and industry focus.

Packages are designed to enable customers to learn and be curious about purpose-built solutions, services, and applications with the potential to transform their business.





The next level
of transformation



Why sponsor with AWS?

Brand Awareness & Recognition

- Co-promotion and co-branding with AWS
- Co-exhibit with AWS in the Expo
- Join AWS-led engagements with Executive-level Industry Leaders

Content Engagement & Thought Leadership

- Present your solutions to a captive audience in AWS Theaters
- Engage attendees with hands-on demos via Partner Demo Stations
- Tell your story via integration into videos produced by AWS on-site

Lead Generation & Networking Opportunities

- Connect with business decision makers and generate leads
- Accelerate your sales cycles with AWS through on-site meetings
- Engage with AWS Partner Sales leaders and teams



Industry and Public Sector Sponsorship Overview

Industry sponsorship programs are offered globally, within the following industries. Click on each industry to navigate to currently available sponsorship opportunities and upcoming sponsorship launches.

[Automotive](#)

[Education](#)

[Energy & Utilities](#)

[Financial Services](#)

[Government](#)

[Healthcare &
Life Sciences](#)

[Manufacturing](#)

[Media &
Entertainment/Games](#)

[Nonprofits](#)

[Retail &
Consumer Goods](#)

[Telecom](#)

Many sponsorship programs are available by invite only to AWS Partners who meet each program's respective eligibility criteria. All information shared in this prospectus may be subject to change and may not be available to all AWS Partners. **You may register your organization's interest in specific industries and programs [here](#).**



2026 Automotive Sponsorship Programs

Consumer Electronics Show (CES) | January 6-9, 2026 | Las Vegas, NV | [Prospectus](#)

CES is the largest technology event in the world. It showcases companies including manufacturers, developers and suppliers of consumer technology, hardware, content, delivery systems, and more with a focus on innovation across a breadth of industries. Automotive is a major part of CES with a focus on innovation in electric vehicles, infotainment, telematics, autonomous capabilities, and ride sharing.

Hannover Messe | April 20-24, 2026 | Hannover, DE | [Prospectus](#)

Hannover Messe is the premier global industrial technology event of the year. The event brings together leading manufacturing and industrial companies, partners, and an anticipated audience of 130,000+ attendees to showcase new solutions shaping the future of manufacturing.

International Manufacturing Technology Show IMTS) | September 14-19, 2026 | Chicago, IL | [Prospectus coming soon!](#)

The largest manufacturing technology trade show in the Western Hemisphere, IMTS draws the innovators, sellers, and drivers of manufacturing technology together to connect, be inspired, and find new solutions. [View a prior year's prospectus](#)

AWS Summit Hamburg | May 20, 2026 | Hamburg, DE | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of automotive customers in attendance.

AWS Summit Tokyo | June 25-26, 2025 | Tokyo, JP | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of automotive customers in attendance.

All information shared in this prospectus may be subject to change and may not be available to all AWS Partners. You may register your organization's interest in specific industries and programs [here](#).



2026 Education Sponsorship Programs

AWS Imagine for Education, State, and Local Government (Imagine EDU/SLG) | July 2026 | Chicago, IL | [Prospectus coming soon!](#)

AWS Imagines are designed for decision-makers eager to explore practical cloud and AI strategies that can help them better provide for their beneficiaries and staff. Whether you're looking to improve student success, enhance civic initiatives, or accelerate research, this two-day, no-cost event will deliver real-world knowledge and connections to help you turn ideas into impact.

AWS Summit Washington, DC | June 30 - July 1, 2026 | Washington, DC | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of education customers in attendance.

AWS Summit Los Angeles | June 10, 2026 | Los Angeles, CA | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of education customers in attendance.

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2026 Energy & Utilities Sponsorship Programs

DTECH | February 2-5, 2026 | San Diego, CA | [Prospectus](#)

DTECH is the largest, most influential transmission and distribution event in the country, showcasing cutting-edge technologies that power society. The conference and exhibition offer a wealth of education, connections, and solutions that drive the industry forward.

AWS Energy Symposium | September 17, 2026 | Houston, TX | [Prospectus](#)

The AWS Energy Symposium aims to foster collaboration and innovation through an insightful program that features top industry leaders who share their stories of leveraging cloud technologies to accelerate transformation. The event serves as a crucial platform for industry leaders to explore groundbreaking technologies that are shaping the future of energy and utilities.

AWS Summit Paris | April 1, 2026 | Paris, FR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of energy customers in attendance.

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2026 Financial Services Sponsorship Programs

AWS Financial Services Symposiums | **New York** May 7, 2026 [Prospectus](#) | **Sydney** August 4, 2026 [Prospectus coming soon!](#) | **London** September 2026 [Prospectus coming soon!](#)

Connect with AWS experts and your industry peers at these in-depth events tailored specifically to the opportunities and challenges within financial services.
View a prior year's prospectus: [Sydney](#), [London](#)

AWS Summit London | April 22, 2026 | London, UK | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of financial services customers in attendance.

AWS Summit Mexico City | August 12, 2026 | Mexico City, MX | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of financial services customers in attendance.

AWS Summit Mumbai | May 28, 2026 | Mumbai, IN | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of financial services customers in attendance.

AWS Summit New York | June 17, 2026 | New York, NY | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of financial services customers in attendance.

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2026 Government Sponsorship Programs

AWS Summit Washington, DC | June 30 - July 1, 2026 | Washington, DC | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of US federal government customers in attendance.

AWS Public Sector Symposiums | **Canberra** September 2026 | **London** September 2026 | **Ottawa** October 2026 | [Prospectus](#)

AWS Public Sector Symposiums are a series of no-cost, in-person events held in capital cities around the globe. They feature sessions led by AWS experts, Partners, and customers with a track record of success in driving mission-critical outcomes in government, education, nonprofit, healthcare, and more.

AWS Imagine for Education, State, and Local Government (Imagine EDU/SLG) | July 2026 | Chicago, IL | [Prospectus coming soon!](#)

AWS Imagines are designed for decision-makers eager to explore practical cloud and AI strategies that can help them better provide for their beneficiaries and staff. Whether you're looking to improve student success, enhance civic initiatives, or accelerate research, this two-day, no-cost event will deliver real-world knowledge and connections to help you turn ideas into impact.

AWS Summit London | April 22, 2026 | London, UK | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of UK central and local government customers in attendance.

AWS Summit Los Angeles | June 10, 2026 | Los Angeles, CA | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of US state and local government customers in attendance.

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2026 Healthcare & Life Sciences Sponsorship Programs

AWS Life Sciences Symposium: New York | April 14, 2026 | New York, NY | [Prospectus](#)

Explore what's next for AI-driven discovery, development, and patient impact. Through visionary keynotes, curated breakouts, and hands-on demos, discover how AWS and our partners are transforming life sciences innovation with agentic AI, machine learning, and cloud-scale data.

AWS Summit London | April 22, 2026 | London, UK | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of healthcare customers in attendance.

AWS Summit Mexico City | August 12, 2026 | Mexico City, MX | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of healthcare and life sciences customers in attendance.

AWS Summit Mumbai | May 28, 2026 | Mumbai, IN | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of healthcare and life sciences customers in attendance.

AWS Summit Toronto | June 3, 2026 | Toronto | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of healthcare and life sciences customers in attendance.

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2026 Manufacturing Sponsorship Programs

Hannover Messe | April 20-24, 2026 | Hannover, DE | [Prospectus](#)

Hannover Messe is the premier global industrial technology event of the year. The event brings together leading manufacturing and industrial companies, partners, and an anticipated audience of 130,000+ attendees to showcase new solutions shaping the future of manufacturing.

International Manufacturing Technology Show IMTS | September 14-19, 2026 | Chicago, IL | [Prospectus coming soon!](#)

The largest manufacturing technology trade show in the Western Hemisphere, IMTS draws the innovators, sellers, and drivers of manufacturing technology together to connect, be inspired, and find new solutions. [View a prior year's prospectus](#)

AWS Summit Hamburg | May 20, 2026 | Hamburg, DE | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of manufacturing customers in attendance.

AWS Summit Paris | April 1, 2026 | Paris, FR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of manufacturing/construction customers in attendance.

AWS Summit Seoul | May 20-21, 2026 | Seoul, KR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of manufacturing customers in attendance.

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2026 Media, Entertainment, and Games Sponsorship Programs

International Broadcasting Convention | September 11-14, 2026 | Amsterdam, NL | [Prospectus coming soon!](#)

IBC draws together the global media, entertainment, and technology industry for a compelling live experience that enables every attendee to gain critical insights, share expertise, and unlock business opportunities. [View a prior year's prospectus.](#)

AWS Summit Los Angeles | June 10, 2026 | Los Angeles, CA | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of media and entertainment customers in attendance.

AWS Summit Paris | April 1, 2026 | Paris, FR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of media and entertainment customers in attendance.

AWS Summit Singapore | May 6, 2026 | Singapore, SG | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of media and entertainment customers in attendance.

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2026 Nonprofits Sponsorship Programs

AWS Imagine for Nonprofits (Imagine NPO) | March 19, 2026 | Oxon Hill, MD | [Prospectus](#)

This in-person event combines thought-provoking discussions, interactive sessions, hands-on workshops, and networking opportunities that explore how advanced technologies like artificial intelligence (AI) and intentional innovation are transforming the nonprofit sector.

AWS Summit Washington, DC | June 30 - July 1, 2026 | Washington, DC | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of nonprofit customers in attendance.

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2026 Retail & Consumer Goods Sponsorship Programs

National Retail Federation (NRF): Retail's Big Show | January 11-13, 2026 | New York, NY | [Prospectus](#)

NRF 2026: Retail's Big Show is the industry's number one resource for staying informed and ahead of where consumers are going. Find, the latest trends and tech experts and peer insights, product demos and hands-on workshops — across 6200+ brands from around the globe.

AWS Summit Paris | April 1, 2026 | Paris, FR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of retail and consumer goods customers in attendance.

AWS Summit Seoul | May 20-21, 2026 | Seoul, KR | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of retail and consumer goods customers in attendance.

All information shared in this prospectus may be subject to change and may not be available to all AWS Partners. You may register your organization's interest in specific industries and programs [here](#).



2026 Telecom Sponsorship Programs

Mobile World Congress | March 2-5, 2026 | Barcelona, SP | [Prospectus](#)

MWC Barcelona brings together tens of thousands of senior leaders from top global companies, international governments and trailblazing tech businesses to connect and create the future of connectivity.

Digital Transformation World | June 23-25, 2026 | Copenhagen, DK | [Prospectus coming soon!](#)

DTW is where the telco industry connects with an animated exchange, collaborates with unrivalled productivity, challenges the status quo, and convenes as a community with electrifying energy to design, build, and deliver a resilient future. [View a prior year's prospectus.](#)

AWS Summit Toronto | June 3, 2026 | Toronto, CA | [Prospectus](#)

AWS Summits are free in-person events that bring together the cloud computing community, offering expert-led sessions from AWS Partners and industry leaders. This Summit has a high concentration of telecom customers in attendance.

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2026 MDF-eligible Sponsorship Programs

A select set of AWS Sponsorships at third-party events will be eligible for MDF-reimbursement, subject to APN MDF funds availability, rules, guidelines, and deadlines.

For visibility into which programs are approved, and step-by-step instructions for requesting reimbursement, please reference the [AWS Sponsorships Third-Party Sponsorships: MDF Reimbursement Guide](#).

As a reminder, unsupported third-party sponsorships and AWS-led programs such as AWS Summits, AWS Symposiums, and re:Invent are not eligible for MDF-reimbursement.

AWS Partners must follow the directions in the guide to secure the appropriate approvals for their fund request and claims. If you are experiencing issues submitting your fund request or claim, please email aws-industry-sponsorship@amazon.com for additional support.





Thank you - we look forward to working with you!

Click [here](#) to register your interest in upcoming Industry sponsorship launches.

Questions, suggestions, or ideas?

Contact us at aws-industry-sponsorship@amazon.com