

# 2026 Asia Pacific and Japan (APJ) Sponsorship Prospectus Preview





2026 AWS 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 APJ Summits Calendar-at-a-Glance



## Bengaluru

KTPO Convention Center  
April 22–23  
13,000+ attendees

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## Singapore

Sands Expo & Convention Centre  
May 6  
5,000+ attendees

[View Prospectus](#)



## Sydney

ICC Sydney  
May 13–14  
9,500+ attendees

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## Seoul

COEX  
May 20–21  
18,000+ attendees

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[제안서 보기](#)



## Mumbai

Jio World Centre  
May 28  
5,000+ Attendees

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## Bangkok

Queen Sirikit - National Convention Center  
May 28  
5,000+ attendees

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## Japan

Makuhara Messe  
June 25–26  
30,000+ attendees

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## Jakarta

The Ritz-Carlton, Pacific Place  
August 6  
3,500+ attendees

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# Timeline & Sales Eligibility

Key Dates	Milestones	Eligible Partners
December 09, 2025	AWS Global Sponsorship Sales Preview	All AWS Partners
January 13, 2026 12pm SGT^	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
January 15, 2026 12pm SGT^	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 12pm SGT^	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
January 22, 2026 12pm SGT^	Wave 4 Sales Launch	Partner Path Confirmed and Enrolled

^ Sales launch at 12pm SGT which is also 3pm AEDT, 1pm JST, 1pm KST, and 9:30am IST

\* Both criteria must be met to qualify



# Package Purchase Eligibility

Sponsorship packages have tiered eligibility. Please review this section and ensure your company is eligible for your desired package tier prior to requesting.

Diamond	<b>Wave 1:</b> 2025 Summit Platinum+ Alumni Sponsors with an active Strategic Collaboration Agreement (SCA)* AWS Generative AI Competency Partners Amazon Bedrock Model Providers
Platinum	<b>Wave 2:</b> 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
Gold	<b>Wave 3:</b> 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
Silver	
Bronze	<b>Wave 4:</b> Partner Path Confirmed and Enrolled

Accelerator	<b>Singapore, Jakarta, Seoul:</b> AWS Partners who are first time sponsors of an AWS Summit and have local presence and go to market in the host Summit country.
ATP	<b>All cities (except Seoul and Japan):</b> AWS Training Packages (ATP) packages available only to active AWS Training Partners (ATP) within host Summit country

\* Both criteria must be met to qualify



# Sponsorship Package Prices

Summit Cities	Diamond	Platinum	Gold	Silver	Bronze	Accelerator	ATP
Bangkok	-	\$38,000 (USD) ฿1,220,000 (THB)	\$26,000 (USD) ฿840,000 (THB)	\$15,000 (USD) ฿490,000 (THB)	-	\$7,000 (USD) ฿230,000 (THB)	\$7,000 (USD) ฿230,000 (THB)
Bengaluru	\$50,000.00 (USD) ₹45,00,000 (INR)	\$40,000 (USD) ₹36,00,000 (INR)	\$30,000 (USD) ₹27,00,000 (INR)	\$17,000 (USD) ₹15,20,000 (INR)	\$11,000 (USD) ₹9,90,000 (INR)	-	\$9,000 (USD) ₹8,10,000 (INR)
Seoul	\$110,000 (USD) ₩163,000,000 (KRW)	\$90,000 (USD) ₩133,000,000 (KRW)	\$41,000 (USD) ₩61,000,000 (KRW)	-	\$15,000 (USD) ₩23,00,000 (KRW)	\$8,000 (USD) ₩12,000,000 (KRW)	-
Singapore	-	\$55,000 (USD) \$72,000 (SGD)	\$38,000 (USD) \$50,000 (SGD)	\$21,000 (USD) \$28,000 (SGD)	-	\$8,000 (USD) \$11,000 (SGD)	\$8,000 (USD) \$11,000 (SGD)
Sydney	\$110,000 (USD) \$168,000 (AUD)	\$94,000 (USD) \$144,000 (AUD)	\$64,000 (USD) \$99,500 (AUD)	\$36,000 (USD) \$55,000 (AUD)	\$22,000 (USD) \$33,600 (AUD)	-	\$8,500 (USD) \$13,000 (AUD)
Mumbai	\$38,000 (USD) ₹34,00,000 (INR)	\$29,000 (USD) ₹26,00,000 (INR)	\$22,000 (USD) ₹20,00,000 (INR)	\$11, 000 (USD) ₹9,90,000 (INR)	\$8,000 (USD) ₹7,20,000 (INR)	-	\$4,000 (USD) ₹3,60,000 (INR)
Japan	\$110,000 (USD) ¥16,000,000 (JPY)	\$90,000 (USD) ¥13,000,000 (JPY)	\$55,000 (USD) ¥8,000,000 (JPY)	\$30,000 (USD) ¥4,500,000 (JPY)	\$15,000 (USD) ¥2,200,000 (JPY)	-	-
Jakarta	-	\$36,000 (USD)	\$23,000 (USD)	\$13,000 (USD)	-	-	\$5,500 (USD)

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.



# Standard Sponsorship Package Benefits\*

Sponsorship Package Benefits	Diamond	Platinum	Gold	Silver	Bronze	Accelerator	ATP
Booth Space	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	Turnkey booth	Turnkey booth
AV - Wall mounted screen	✓	✓	✓	✓	✓	✓	✓
Lead Retrieval Device Rental(s)	7x	5x	3x	2x	1x	1x	1x
Sponsor Event Passes	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)	✓ (Varies per cities)
Breakout Sessions	(1x) 20 or 30 mins	(1x) 20 or 30 mins	(1x) 20 or 30 mins ~Seoul and Japan				
Partner Theatre Sessions			(1x) 15 mins	(1x) 15 mins ~Japan			
Private Meeting Room	✓						
Dedicated 1:1 Sponsorship Management	✓						
Brand Recognition (Keynote, Website, On-Site Signage, Mobile apps)	✓	✓	✓	✓	✓	✓	✓
Option to Purchase Add-ons	✓	✓	✓	✓	✓		✓



## Add-ons

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your core or specialty package presence. Add-ons deliver benefits such as brand awareness, incremental leads, hands-on learning opportunities, digital extensions, and more. Sponsors must purchase a core/specialty package to be eligible to purchase add-ons. Add-ons can be requested at the time you request a core/specialty sponsorship package. Or, if purchasing at a later date, click “Become a Sponsor,” select “Already Sponsoring, Requesting Add-Ons,” then select your desired add-on package

Learn more about add-ons in each individual prospectus





# Next Steps

## Eligibility

See [slides 5](#) for eligibility criteria.

Both the date a sponsorship can be requested, and the level of package that can be requested, vary based on our eligibility criteria. **Ensure you only request a package starting at 12:00 PM SGT\* on the date of your eligible wave.** Requests received outside of your eligible timeframe will be deemed ineligible and declined. A new request will need to be resubmitted during your eligible window.

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](#).

## 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.



# 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, 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.





# 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.  
[\[SAMPLE FORM\]](#)

## What is the sponsorship sales webinar?

The sponsorship sales webinar will cover an overview of 2026 AWS Summits, review audience details and package inclusions. The webinar was held on December 17 in English and December 16 in Japanese. You can view the recording below [English Webinar](#) | [Japanese webinar](#).

## 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.



# Seller of Record (SOR)

## Which AWS ‘Seller of Record’ (SOR) do I pay for my summit sponsorship?

AWS Summit Sponsorship Packages in APJ are sold through various AWS SORs which carry unique business entities, collect payment in varying currencies, and apply varying levels of VAT. Review the grid below for payment details for each AWS Summit.

To commence the onboarding process, please notify AWS on your contract request form submission that ‘Vendor Onboarding’ is required.

	2026 SOR	Currency Collected	VAT Applied
Bangkok	Amazon Web Services (Thailand) Limited	THB USD	Local VAT (7%) charged to Sponsors located in Thailand No VAT charged to Sponsors located outside Thailand
Bengaluru & Mumbai	Amazon Web Services India Private Limited	INR USD	18%
Jakarta	AWS, Inc.	USD	0%
Japan	Amazon Web Services Japan G.K.	JPY	10%
Seoul	Amazon Web Services Korea LLC	KRW USD	10% charged to Sponsors located in Korea No VAT charged to Sponsors located outside of Korea
Singapore	AWS Singapore Private Limited	SGD USD	Local VAT (9%) charged to Sponsors located in Singapore No VAT charged to Sponsors located outside Singapore
Sydney	Amazon Web Services Australia Pty Ltd	AUD USD	10%



# Thank you!

We look forward to working with you!

Questions?

Contact us here

Or email us at:

[awssummit-sponsorship-apac@amazon.com](mailto:awssummit-sponsorship-apac@amazon.com) or

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