



amazon
re: **MARS**

JUNE 21 - 24, 2022 | LAS VEGAS, NV

SPONSORSHIP OPPORTUNITIES

Become a Sponsor

Join our global Machine Learning, Automation, Robotics, and Space Community

Amazon re:MARS is our second annual global AI event, covering a diverse array of topics and themes related to machine learning, automation, robotics, and space (MARS). The event will combine the latest in forward-looking science with practical applications that inspire attendees to initiate change and accelerate AI innovation within their organization.



“We’re at the beginning of a golden age of AI. Recent advancements have already led to invention that previously lived in the realm of science fiction—and we’ve only scratched the surface of what’s possible.”

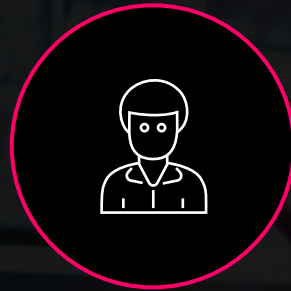
Jeff Bezos

Founder and Chair, Amazon



50

Sponsors



3

Keynotes
Livestreamed



40K

Sq. Ft Tech
Showcase



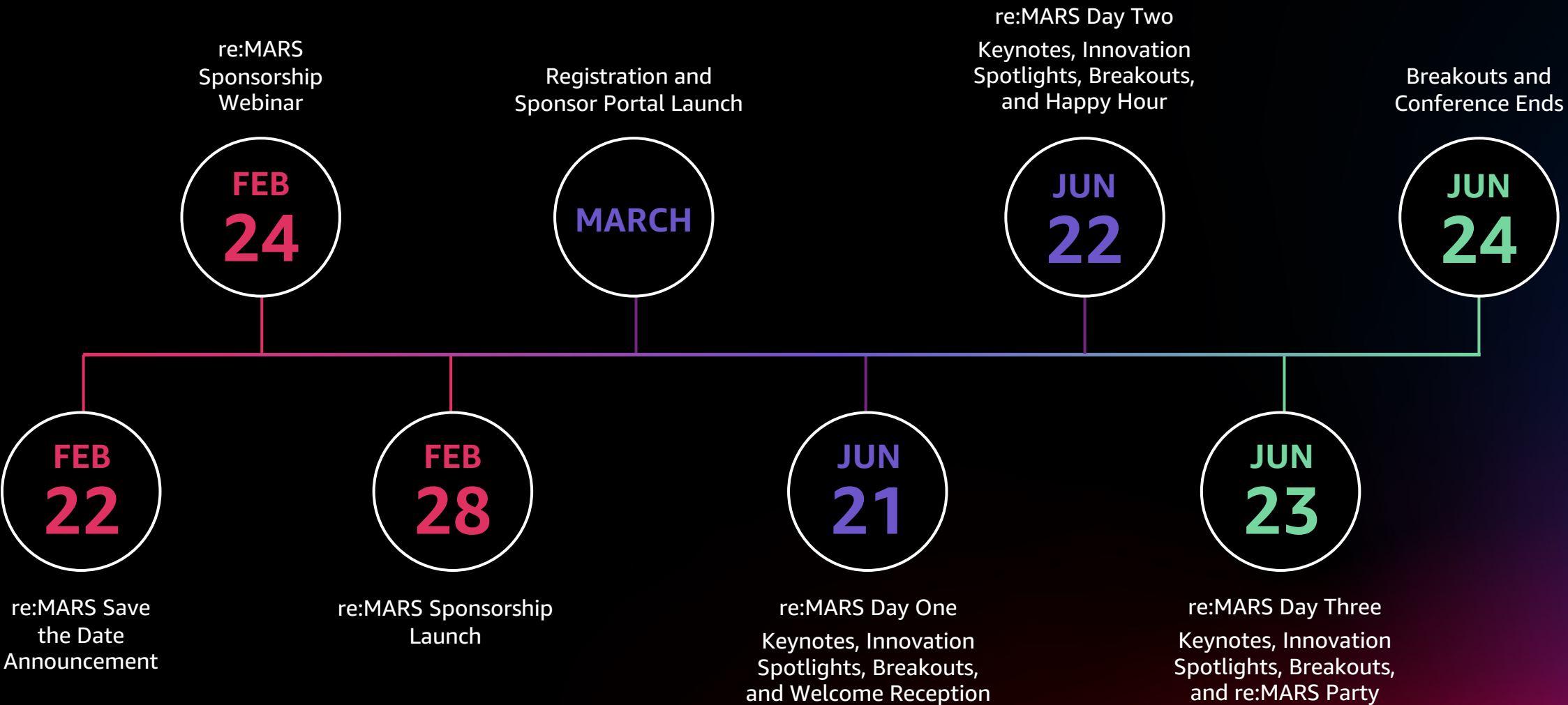
30

Sponsored Speaking
Sessions



50%

Machine Learning AI
Session Content



Value of Sponsorship

- ✓ Build connections with new customers accelerating MARS tech initiatives who have a direct role in purchasing decisions
- ✓ Deliver know-how to customers and prospects who are seeking to implement new AI solutions in their organization
- ✓ Make a splash in Tech Showcase which provides AWS / Amazon Partners a place to see and be seen — ancillary events and networking activities can connect you with new prospects
- ✓ Sponsored sessions offer 60 and 20 minute opportunities to showcase expertise and inspire customers to be successful in these cutting-edge spaces



100+

Sessions

4,000+

Attendees

1,100+

Global Press Articles

1

re:MARS Party



REGION

99% North American
01% Global

TOP 4 JOB ROLES

- Business/IT Executive
- Developer/engineer
- Entrepreneur
- Sales/marketing

TOP 4 INDUSTRIES

- Software & Internet
- Computers & electronics
- Media & entertainment
- Financial services

39%

Executive /
Founder CEO

91%

Machine
Learning Interest

17%

of Fortune 500
Companies

72%

Automation
Interest

What's new for re:MARS in 2022?

Showcase Your Machine Learning AI Solutions

AWS and Amazon Partners will be at the center of it all in the Tech Showcase. Attendees will have the opportunity to experience breakthrough technology, from pioneering exhibits to cutting-edge demonstrations. The Tech Showcase is designed to help customers better understand how AWS Partners can deliver AI solutions within their organization. The showcase gives partners a place to see and be seen, and ancillary events and networking activities to help them connect with prospects.



Circular Turnkeys

We understand that planning and logistics in 2022 may be different than years past. That is why we created new and innovative offerings that provide you more booth options than ever before. Whether you're looking for a customized 30' diameter booth at the Emerald level or simply a different approach to the 10' Gold diameter booth – there are new options for you!



2022 Sponsor packages and pricing

Our packages and add-on opportunities are designed to deliver value and drive results to Partners at all stages in their AWS and Amazon journey. Engage with the latest trends in MARS technologies first-hand as they are woven into the conference itself. Demo emerging technology in the Tech Showcase, display the latest in machine learning, automation, bots, drones, and more. After reviewing the benefits and inclusions available at each level, click the BECOME A SPONSOR button at the top of any page to officially request your sponsorship contract.

SPONSORSHIP BENEFITS	EMERALD	PLATINUM	GOLD	BRONZE
Opportunity to Activate at MARS^	✓			
Booth Space (circular)	CUSTOM 30'	CUSTOM 20'	TURNKEY 10'	TURNKEY 5'
60-Minute Breakout Session	✓	✓		
20-Minute Demo Theater			✓	ADD-ON OPTION
Aria Meeting Room	✓	✓		
Aria Hotel Room Block	30	20		
Keynote Reserved Seating*	10			
Ad in Breakout Session Loop	CUSTOM	TEMPLATE		
Opportunity to include hanging banner above booth	✓			
Full Conference Passes	20	10	5	3
Booth Staff Passes	10	10	5	3
Primary Booth Selection/Location	✓			
Option to purchase additional sq. footage	✓			
Registered Company List	✓	✓		
Press Outlet List	✓	✓		
Digital Ad in Expo	MOTION	STATIC		
Lead Retrieval Devices	4	3	2	1
Dedicated Account Manager	✓	✓		

^ ADDITIONAL COST
*SUBJECT TO AVAILABILITY

Emerald Sponsorship | \$500,000+

THOUGHT LEADERSHIP

- One (1) 60-minute dedicated breakout session

MEETING SPACE & EXECUTIVE ENGAGEMENT

- One (1) Meeting Room for duration of event
- Ten (10) Reserved Keynote Seats (*subject to availability*)

ACTIVATION & LEAD GENERATION

- 30' Custom Booth space in the Tech Showcase Expo Hall
- \$5,000 T3 expo credit towards a semi-custom booth rental
- Opportunity to purchase additional square footage for activation across the re:MARS venue
- Hanging banner within Tech Showcase Expo Hall
- Priority booth selection
- Four (4) Lead scanning devices
- Opportunity to activate at MARS[^]

BRANDING & PROMOTION

- Custom ad in breakout session loop
- Inclusion in the re:MARS launch announcement in a Day 1 Blog post
- Mobile App feature
- Live motion ad in Tech Showcase Expo hall
- Advanced access to registered company and press outlet lists
- Access to Premium Add-on sponsorships

CONFERENCE PASSES & HOTEL ROOMS

- Block of thirty (30) dedicated rooms for booking at the Aria
- Twenty (20) full conference passes
- Ten (10) booth staff passes
- Opportunity to purchase additional full conference and booth staff passes at a discount

[^]ADDITIONAL COST

Platinum Sponsorship | \$175,000

THOUGHT LEADERSHIP

- One (1) 60-minute dedicated breakout session

MEETING SPACE & EXECUTIVE ENGAGEMENT

- One (1) Meeting Room for duration of event

ACTIVATION & LEAD GENERATION

- 20' Custom Booth space in the Tech Showcase Expo Hall
- \$4,000 T3 expo credit towards a semi-custom booth rental
- Three (3) Lead scanning devices

BRANDING & PROMOTION

- Templated ad in breakout session loop
- Mobile App feature
- Live static ad in Tech Showcase Expo hall
- Advanced access to registered company and press outlet lists
- Access to Premium Add-on sponsorships

CONFERENCE PASSES & HOTEL ROOMS

- Block of twenty (20) dedicated rooms for booking at the Aria
- Ten (10) full conference passes
- Ten (10) booth staff passes
- Opportunity to purchase additional full conference and booth staff passes at a discount

Gold Sponsorship | \$50,000

THOUGHT LEADERSHIP

- One (1) 20-minute Demo Theater session in Tech Showcase

CONFERENCE PASSES & HOTEL ROOMS

- Five (5) full conference passes
- Five (5) booth staff passes
- Opportunity to purchase additional full conference and booth staff passes at a discount

ACTIVATION & LEAD GENERATION

- 10' Turnkey Booth space in the Tech Showcase Expo Hall
 - Inclusions to be confirmed in Exhibitor Resources Kit
- Two (2) Lead scanning devices

BRANDING & PROMOTION

- Mobile App inclusion
- Website recognition

Bronze Sponsorship | \$30,000

ACTIVATION & LEAD GENERATION

- 5' Turnkey Kiosk space
 - Inclusions to be confirmed in Exhibitor Resources Kit
- One (1) Lead scanning device

BRANDING & PROMOTION

- Mobile App inclusion
- Website recognition

CONFERENCE PASSES

- Three (3) full conference passes
- Three (3) booth staff passes
- Opportunity to purchase additional full conference and booth staff passes at a discount



Sponsor Add-on Opportunities

Our sponsorship add-ons provide supplementary opportunities to engage attendees beyond the Tech Showcase hall. Add-ons can deliver incremental leads and valuable promotion. We will announce more add-ons in the coming weeks. Please review our weekly sponsor emails or check back in the prospectus for updated opportunities.

*Note: Add-ons can only be purchased if you have a core sponsorship package.

Partner Theater Session | \$10,000

DESCRIPTION

Engage attendees and present demos or recent customer successes through a dedicated mini partner theater session on the Tech Showcase stage. All partner theater sessions include leads opt-in attendees.

10 Opportunities Available

BENEFITS & INCLUSIONS

- One (1) 20-minute demo or speaking opportunity on the elevated Partner Theater in the Tech Showcase
- Opportunity to distribute collateral at beginning of session
- Leads provided to sponsor for those in attendee audience who opt-in



theCUBE Interview segment | \$12,000

DESCRIPTION

Sponsoring an interview on theCUBE is a great way to leverage the value of your investment at Amazon re:MARS. theCUBE uses a unique conversational live video interview format to capture impactful and engaging conversations with your executives, customers, and thought leaders.

Limited Sponsorships Available

BENEFITS & INCLUSIONS

- One (1) 9-12 minute live or pre-recorded interview, hosted by a tech industry expert, and produced for theCUBE broadcast online
- Feature up to two (2) company representatives
- Unlimited usage rights for sponsor



AWS Jam Lounge | \$30,000

Three (3) sponsorships available

Showcase your company's technology in a room of engineers and developers tasked with solving sophisticated challenges. The AWS Jam Lounge is a hands-on, in-person session over the course of three hours.



- Product Integration: Opportunity to build a hands-on challenge with AWS for Jam Lounge that utilize the sponsor's technology
- "Honorary" Technical Advisor: Sponsor Solution Architect/Technical Executive on hand for participants to ask advice of and provide troubleshooting tips during each of the challenges
- Promotion: Inclusion of logo on the Jam Lounge monitor screen
- Sponsor to receive leads (subject to attendee opt-in)



Host an Official Event

Limited Sponsorships Available

Interested in hosting your own networking event like a happy hour or early morning customer breakfast? Let AWS amplify your event and attract a greater attendance. Becoming an Official Event at re:MARS includes digital promotion, onsite promotion and visibility to drive attendees to your event.

BENEFITS & INCLUSIONS

- Official re:MARS event badge to use at your event promotion
- Event listed within re:MARS agenda
- Event listed in event attendee newsletter
- Mobile app spotlight tile highlighting your event



AWS on AIR Livestreams | \$35,000

BENEFITS & INCLUSIONS

- Logo featured during Livestream
- Sponsor CTA/Announcement from Host
- Social post supporting CTA on Twitter (@awsonair)
- Pre-recorded sponsor interview / product demo
- AWS on Air producer consult ahead of pre-record
- YouTube VoD URL for Sponsor's promotion
- Social Post supporting interview / demo on Twitter (@awsonair)
- Twitter VoD replay
- Analytics report



DESCRIPTION

Include your product demo or feature an interview with your SME during a live streamed broadcast of AWS on Air. Live streamed across 4 platforms, AWS on Air episodes reach an average 40,000 views through Twitter Live, Twitch, YouTube, and LinkedIn Live.



Pack and Give Back | \$5,000

(\$2,500 for sponsorship, \$2,500 for donation)



DESCRIPTION

Access to clean water continues to be a daily challenge for children and families globally, now more than ever. By bringing Hydrate and Help to re:MARS, supported by charity, giving water will be as easy as drinking water. Attendees will scan the QR code on their re:MARS water bottle, available at the SWAG desk, each time they refill to give back. Hydrate and Help not only reduces waste from single-use cups and plastic bags, but helps AWS and Fill it Forward support charity: water to fund a custom water project in a developing country.

Benefits and Inclusions

- Sponsor logo on Pack and Give Back signage throughout the conference
- Sponsor name and/or logo where Pack and Give Back program is promoted (website and/or AWS events mobile app)

Hydrate and Help | \$10,000

(\$5,000 for sponsorship, \$5,000 for donation)



DESCRIPTION

Access to clean water continues to be a daily challenge for children and families globally, now more than ever. By bringing Hydrate and Help to re:MARS, supported by charity, giving water will be as easy as drinking water. Attendees will scan the QR code on their re:MARS water bottle, available at the SWAG desk, each time they refill to give back. Hydrate and Help not only reduces waste from single-use cups and plastic bags, but helps AWS and Fill it Forward support charity: water to fund a custom water project in a developing country.

Benefits and Inclusions

- Sponsor logo on water bottle distributed to attendees
- Sponsor logo on Hydrate and Help signage throughout the conference
- Hydrate and Help program ad within the Tech Showcase
- Sponsor name and/or logo where Hydrate and Help program is promoted (website and/or AWS events mobile app)

1 Review your AWS Partner Membership

AWS re:MARS 2022 sponsorship is available to alumni re:MARS sponsors, prioritizing our Machine Learning, IoT, Robotics, and Data and Analytics competency partners. All sponsorships are subject to AWS approval.

2 Join a sponsor webinar

Sign up for our sponsorship webinar kick off on February 24 to learn more about sponsorship opportunities and get your questions answered. Additional webinars will be held for sponsorship deliverables.

3 Complete the contract request form

On your sales date, eligible Partners will receive an email with an invitation to officially secure a sponsorship package and add-ons. They can do by clicking the BECOME A SPONSOR button at the top of each page.

4 Contract routed for signature

The requested contract will be routed via DocuSign to your signatory on the date of request. Contracts have standard terms & conditions posted online and DocuSign envelopes expire 14 days after they are sent.

5 Sponsorship invoices

Invoices will be created within 3 days of contract execution and sent to the invoicing point of contact listed on the sponsorship request intake form. Payment is net 30 days and full payment is due 30 days before the event.

6 Execution

The Sponsor Portal will launch in March. Access will be provided initially to the Marketing Point of Contact indicated on the contract request form. All deadlines, deliverable information, and sponsor guidelines will be available in the Sponsor Portal.

Thank You!

We look forward to working with you.
remars-sponsorship@amazon.com

