

aws RE:INFORCE

# Sponsorship Opportunities

JUNE 30 – JULY 1, 2020 | HOUSTON, TX | GEORGE R. BROWN CONVENTION CENTER



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# About re:Inforce

## Connect with 8,000 Security, Identity, & Compliance Professionals

AWS re:Inforce is a hands-on cloud security conference that offers a deep dive into the latest approaches to security, identity, and compliance, using AWS services, features, and tools. The event includes hundreds of technical sessions, a keynote featuring AWS security leadership, and access to cloud security experts in the Security Learning Hub (our Expo experience). AWS re:Inforce embodies AWS's commitment to providing customers with direct access to the latest security, identity, and compliance research and trends from subject matter experts.



# Why sponsor re:Inforce?

## Sponsorships are thoughtfully designed to serve many different partner objectives

All packages include expo space to talk with customers, conference passes, and multi-media assets to drive brand awareness and grow your AWS business. As a sponsor you will have access to leading security, identity, and compliance customers who will attend re:Inforce to participate in technical breakout sessions, chalk talks, hands-on workshops and labs, and team challenges led by AWS Leaders and APN Partners. Sponsorship packages enable APN Partners to communicate joint value propositions and educate the AWS security, identity, and compliance community in a hands-on environment.



## 200K

Square feet of Partner Expo space to demo your products and services



## 35+

Sponsor led speaking sessions to educate and inspire



## 8,000+

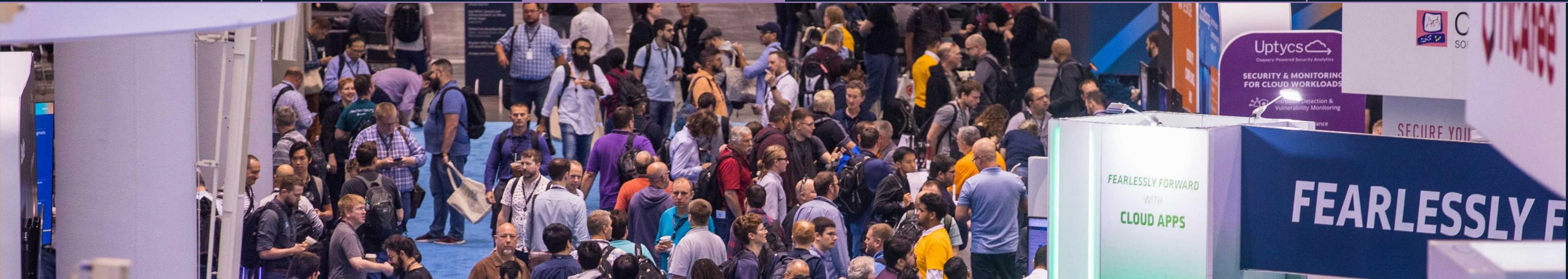
Curated attendees focused on AWS Security, Identity, & Compliance



## 100%

Sponsorship sell out in the inaugural year

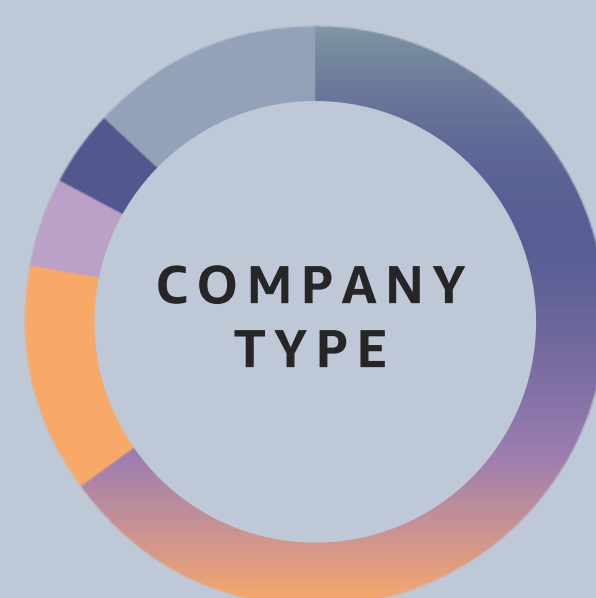




In 2019, our sponsors generated over 55,000 customer interactions with 8,000+ attendees



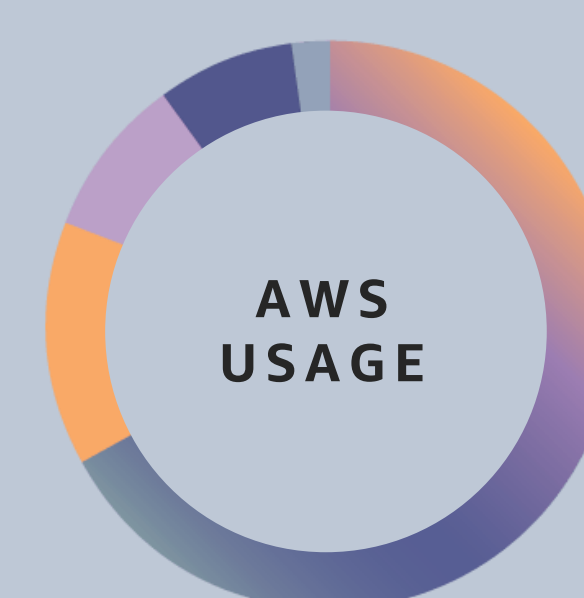
- 26% Software & Internet
- 24% Financial Services
- 10% Education / Government
- 6% Professional Services
- 5% Computer Electronics
- 5% Media & Entertainment
- 24% Other



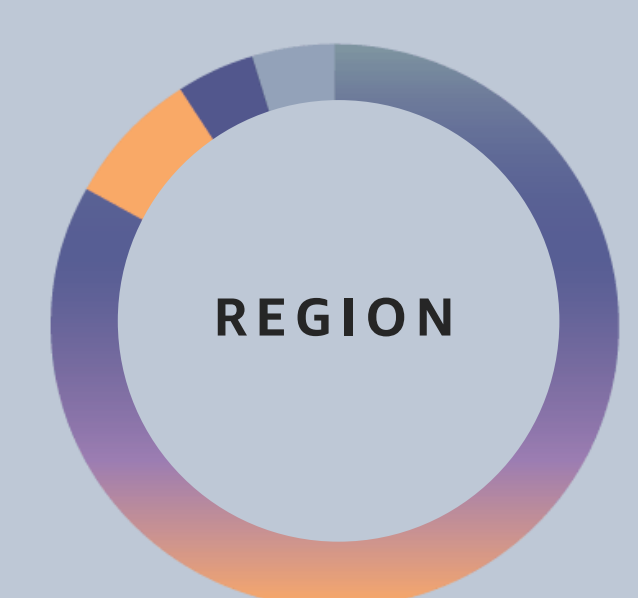
- 65% Enterprise
- 13% Sm.-Med. Business
- 5% Startup
- 4% Federal Government
- 13% Other



- 39% IT Pro or Tech Manager
- 18% Developer / Engineer
- 14% IT Executive
- 14% Solutions Architect
- 4% Business Executive
- 11% Other



- 67% Run Multiple Prod. Workloads
- 14% Run Single Prod. Workloads
- 9% Evaluating / Experimenting w/AWS
- 8% Run Dev / Test Workloads
- 2% Do Not Use AWS Today



- 74% AMER
- 7% EMEA
- 4% Global Accounts
- 15% Other





# Sponsorship Packages Overview

AWS re:Inforce offers a wide range of sponsorship opportunities. Each package includes a physical presence in the Security Learning Hub (our Expo experience). We also offer speaking sessions and private meeting rooms for those looking to deepen customer interactions. All sponsors benefit from having a presence on the event website and custom event app, as well as onsite recognition and branding. The AWS Sponsorship Team provides all sponsors guidance, support, and planning calls, ensuring a great planning and onsite experience.





# Packages Overview

DIAMOND SOLD OUT	PLATINUM SOLD OUT	GOLD SOLD OUT	SILVER SOLD OUT	STARTUP SOLD OUT
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PREMIER ELEMENTS	Diamond	Platinum	Gold	Silver	Startup
60-minute Partner-Led Breakout Session	✓				
Exclusive Meeting with AWS CISO	✓				
30-minute Partner-Led Theater Session		✓			
Breakout Session Collateral Distribution	✓	✓			
Advanced Press List	✓	✓			
Premier Meeting Space in the Convention Center	✓				
Meeting Room within the Expo		✓			
Premier Hotel Room Block in Adjacent Hotel	15				
Hotel Room Block within .5 miles of Convention Center		10			
Reserved VIP Keynote Seating	10				
Advanced Access to Company List of Registered Attendees	✓	✓			
Digital Signage Bundle Recognizing Sponsors	Premium	Premium	Premium	Enhanced	
Breakout Session Intermission Ads	Custom	Static			
Early Preview and Purchase of Sponsorship Add-Ons	✓				
Conference Bag Branding	✓				

EXHIBITOR BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	STARTUP
Expo Booth Size with Complimentary Wi-Fi	30 x 30	20 x 20	10 x 20	10 x 10	4 x 4
Hanging Banner	✓	✓			
Custom or Turn-Key Booth	Custom	Custom	Turn-Key	Turn-Key	Turn-Key
Lead Retrieval Device	4	3	2	1	1
Sponsor Lounge Access	✓	✓	✓	✓	✓
Dedicated Account Management	✓	✓			
Access to Weekly Sponsor Management Calls	✓	✓	✓	✓	✓
CONFERENCE PASSES					
Full Conference Pass	12	9	7	5	2
Booth Staff Pass	12	9	7	6	2
Speaker Full Conference Pass	2				
Discounted Booth Staff Pass	6	6	4	4	2

MARKETING & PROMOTION INCLUSIONS FOR ALL SPONSORS:

- 1

re:Inforce Website Recognition
- 2

Mobile App Company Listing
- 3

AWS Competency Promotion at Expo Booth
- 4

Opportunity to Purchase MPOs
- 5

Opportunity to Distribute a Press Release
- 6

Exhibitor Resource Center for online deliverables and submissions
- 7

APN Marketing Central Campaign Assets (banner ads and demand generation assets)





# Diamond Package Highlights

Diamond Sponsors will have the largest custom booth within the Security Learning Hub (Expo) and an exclusive opportunity to host a 60-minute breakout session. Diamond Sponsors can host customers and attendees within their private meeting room and will have early access to exclusive Sponsorship Add-Ons. A new benefit in 2020, only provided to Diamond Sponsors, is a private meeting with AWS CISO, Steve Schmidt.



# Diamond Sponsor

**SOLD OUT**

Eligibility: [AWS Security Competency Partner](#)

## 1 Diamond Only Benefits

- 60-minute partner-led breakout session
- Breakout session collateral distribution
- 10 VIP Reserved Keynote Seats
- Exclusive meeting with AWS CISO Steve Schmidt (only available with commitment by Dec 31)
- Early access to purchase Add-Ons
- Exclusive Add-Ons only for Diamond Sponsors (including Executive Lounge Experience)

## 2 Premier Benefits

- Premium signage bundle across re:Inforce
- Private meeting room for 8+ attendees (2 days)
- Advanced access to company name list
- Logo inclusion on Conference Bag
- Custom ads (during all breakout sessions)
- Dedicated account management (1:1 weekly calls)

## 3 Marketing & Promotion

- Press release
- AWS re:Inforce website (logo & link)
- Advanced access to press list
- Mobile app promotion (logo & link)
- Competency promotion onsite

## 4 Exhibitor Elements

- 30x30 Custom Booth Space
- Sponsors Wi-Fi
- Hanging Sign
- 4 lead retrieval devices
- Sponsor Lounge access
- Sponsorship best practices guides & webinars

## 5 Conference Passes + Hotel

- 12 - Full Conference Passes
- 12 - Booth Staff Passes
- 6 - Booth Staff Discount Passes
- 2 – Full Speaker Conference Passes
- Guaranteed Hotel room block in adjacent hotel (15 rooms)





# Platinum Package Highlights

Platinum packages are the 2<sup>nd</sup> highest sponsorship level and include a large customizable space within the Security Learning Hub (Expo). Additional benefits include a private meeting room and advanced access to a company list of registered attendees.



# Platinum Sponsor

## SOLD OUT

### 1 Platinum Only Benefits

- 30-minute partner-led theater session
- One (1) REPEAT theater session will be offered if sponsor content is submitted by deadline

### 2 Premier Benefits

- Theater session collateral distribution
- Premium signage bundle across re:Inforce
- Private meeting room for 4+ attendees (2 days)
- Advanced access to company name list
- Static ads (during all breakout sessions)
- Dedicated account management

### 3 Marketing & Promotion

- Press release
- re:Inforce website (logo & link)
- Advanced access to press list
- Mobile app promotion (logo & link)
- Competency promotion

### 4 Exhibitor Elements

- 20x20 Custom Booth Space
- Complimentary Sponsor Wi-Fi
- Hanging Sign
- 3 lead retrieval devices
- Sponsor Lounge access
- Sponsorship best practices guides & webinars

### 5 Conference Passes & Hotels

- 9 - Full Conference Passes
- 9 - Booth Staff Passes
- 6 - Booth Staff Discount Passes
- Hotel room block (10) within .5 miles



# Gold Sponsor

## SOLD OUT

### 1 Marketing and Promotion

- Premium signage bundle across re:Inforce
- Press release
- re:Inforce website (logo & link)
- Mobile app promotion (logo & link)
- Competency promotion
- Sponsor lounge access
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

### 2 Exhibitor Elements

- 10x20 Turn-Key Booth
- Turnkey Booth to include: booth structure, graphic panels, graphic printing and 32" monitor
- Complimentary Sponsor Wi-Fi
- 2 lead retrieval devices
- Sponsorship best practices guides & webinars

### 3 Conference Passes

- 7 - Full Conference Passes
- 7 - Booth Staff Passes
- 4 - Booth Staff Discount Passes



# Silver Sponsor

## SOLD OUT

### 1 Marketing and Promotion

- Enhanced signage bundle across re:Inforce
- Press release
- re:Inforce website (logo & link)
- Mobile app promotion (logo & link)
- Competency promotion
- Sponsor lounge access
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

### 2 Exhibitor Elements

- 10x10 Turn-Key Booth
- Turn-Key Booth to include: booth structure, graphic panels, graphic printing and 32" monitor
- Complimentary Sponsor Wi-Fi
- 1 lead retrieval device
- Sponsorship best practices guides & webinars

### 3 Conference Passes

- 5 - Full Conference Passes
- 6 - Booth Staff Passes
- 4 - Booth Staff Discount Passes



# Startup Sponsor SOLD OUT

AWS re:Inforce has created this Sponsorship Package specifically for early startups.

New in 2020, all sponsors within the Startup Sponsorship Category must meet the following criteria: Maximum Yearly Revenue of \$50M USD or Fewer than 200 employees

## 1 Exhibitor Elements

- 4x4 Turn-Key Booth
- Turn-Key Booth to include: booth structure, graphic panels, graphic printing and 32" monitor
- Complimentary Sponsor Wi-Fi
- 1 lead retrieval device
- Sponsorship best practices guides & webinars
- Sponsor lounge access

## 2 Marketing & Promotion

- AWS re:Inforce website promotion (logo & link)
- Mobile app promotion (logo and link)
- Onsite promotion (company name listing)
- AWS Competency Promotion
- Opportunity to purchase Marketing Promotional Opportunities (MPOs)

## 3 Conference Passes

- 2 Full Conference Passes
- 2 Booth Staff Passes
- 2 Discounted Booth Staff Passes



# Sponsorship Add-Ons

Also known as Marketing Promotional Opportunities (MPOs)

## GENERAL SPONSOR ADD-ON INFORMATION:

- Sponsorship Add-Ons will launch early 2020 to current re:inforce Sponsors
- Add-Ons are only available to re:Inforce sponsors on a first come, first served basis
- Diamond Sponsors will review and purchase Add-Ons before other sponsors
- Exclusive and Premier Add-Ons will be offered exclusively to Diamond Sponsors



The logo features the AWS logo (a stylized 'a' with a curved line) followed by the text 'RE:INFORCE' in a bold, sans-serif font.

## AWS re:Inforce is Sold Out

If you are interested in joining the waitlist or if you'd like to be added to the interest list for 2021, please email [reinforce-sponsorship@amazon.com](mailto:reinforce-sponsorship@amazon.com)





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**We Thank You**  
**[reinforce-sponsorship@amazon.com](mailto:reinforce-sponsorship@amazon.com)**