AWS SUMMIT
AMER

AWS Americas Summits

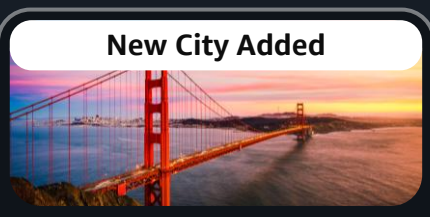
From April through September, AWS will host thousands of attendees at free, 1–2 day regional Summits across eight strategic locations in North America and Latin America. As an AWS Americas Summit sponsor, you will connect with local customers, grow your regional presence alongside AWS, and showcase your solutions through impactful engagement opportunities.

An early preview of Americas Summits can be found below. Pricing, Summit locations, expected attendance, and dates are subject to change.

2027 Cities

North America Summits

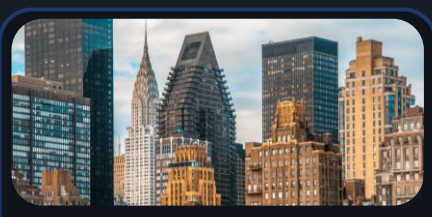
New City Added



San Francisco
May 6 | 6,000+ attendees



Toronto
May 27 | 6,200+ attendees

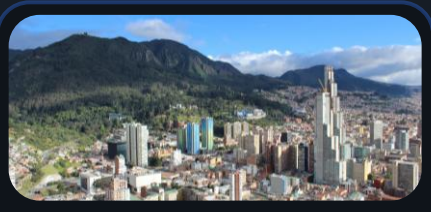


New York City
July 14 | 16,200+ attendees

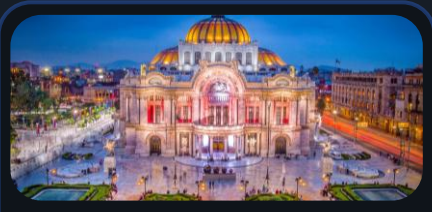


Washington, D.C.
July 20–21 | 15,500+ attendees

Latin America Summits



Bogotá
April 8 | 4,700+ attendees

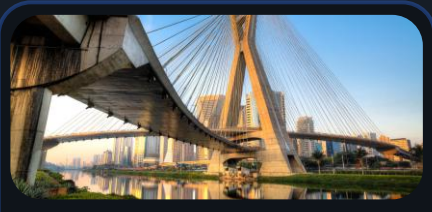


Ciudad de México
May 13 | 6,900+ attendees

New City Added



Santiago
June 24 | 1,700+ attendees



São Paulo
September 2 | 15,500+ attendees

Lead Demographic Insights*

Access local customers across the full cloud adoption curve, from first-time builders to experienced developers and business leaders. AWS Summit attendees span the broadest variety of job roles across all AWS events.

KEY JOB ROLES

Developers/Engineers - **32%**
IT Professionals/Technical Managers - **24%**
Students - **9%**
IT/Business Executives - **8%**
Solutions/Systems Architects - **8%**
Other - **19%**

TOP INDUSTRIES

Software & Internet - **22%**
Financial Services - **20%**
Government - **7%**
Computers & Electronics - **7%**
Education - **7%**
Other - **37%**

*The demographics shown here reflect 2026 sponsor lead data

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Sponsorship Packages

North America Summits

City	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
San Francisco	$145,000	$112,000	$70,000	$38,000	$28,000	$16,000
Toronto	$125,000	$90,000	$53,000	$33,000	$24,000	$15,000
New York	$188,000	$150,000	$95,000	$55,000	$36,000	$20,000
Washington, DC	$200,000	$150,000	$120,000	$70,000	$40,000	$25,000

*All prices in USD.

Latin America Summits

City	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Bogotá	$56,000	$48,000	$30,000	$21,000	$15,000	$7,500
Ciudad de México	$80,000	$70,000	$46,000	$22,000	$15,500	$9,000
Santiago	$35,000	$28,000	$20,000	$15,000	$10,000	$6,000
São Paulo	$140,000	$120,000	$58,000	$41,000	$28,000	$15,000

*All prices in USD.

Add-ons

Add-ons such as branding, speaking, networking, and other engagement opportunities will be shared as part of the December 8 sales preview for 2027 AWS Summit Sponsorships. Restrictions apply.

Eligibility requirements for all packages will be included in the prospectus. All pricing and event information is preliminary and intended for planning purposes only.

Final pricing, locations, and dates will be released on December 8, 2026.

Sales will open in phases beginning on January 12, 2027.