

2026 Greater China Region (GCR) 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? Find our global offerings here.](#)



2026 AWS GCR Summits Calendar-at-a-Glance



Hong Kong

Hong Kong Convention and Exhibition Centre
(HKCEC)
May 15
4,500+ attendees



Shanghai

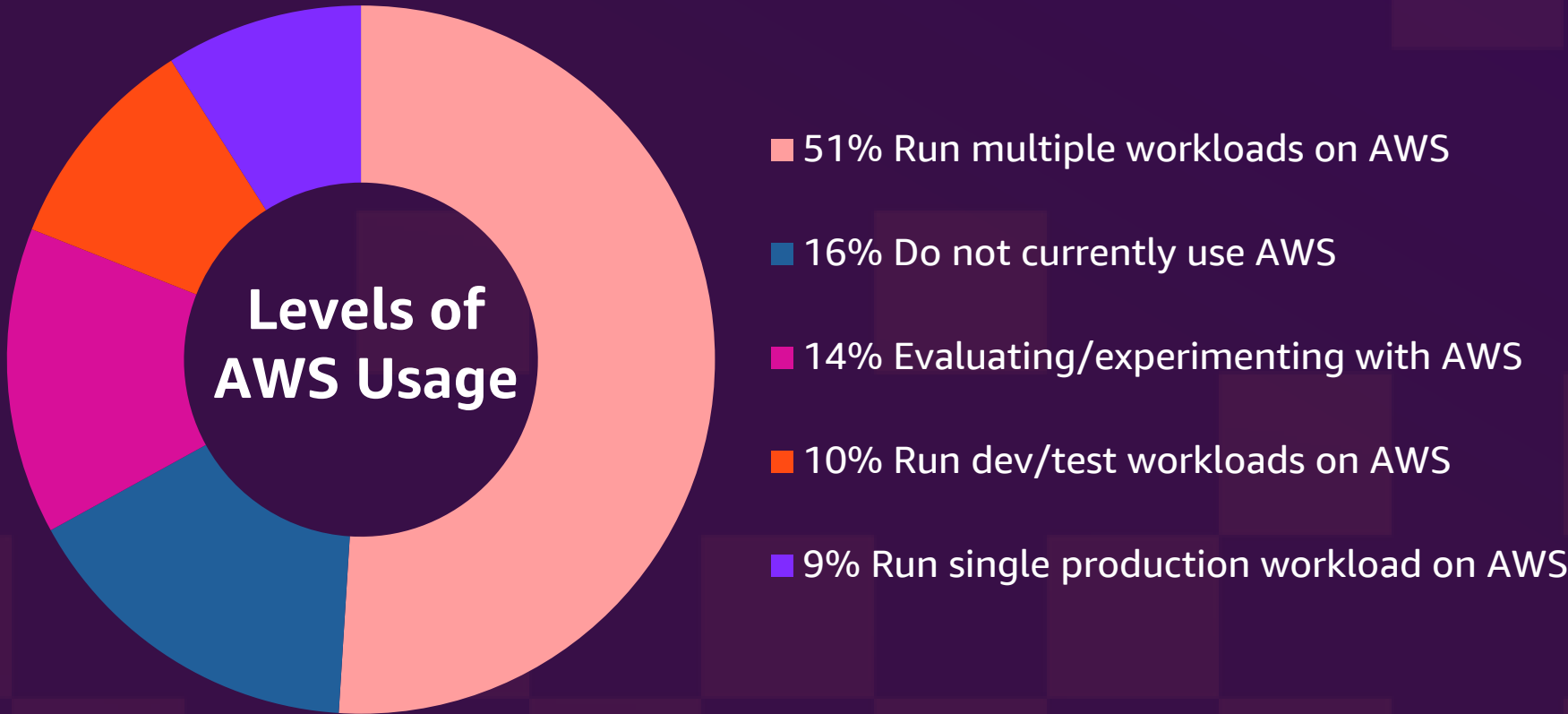
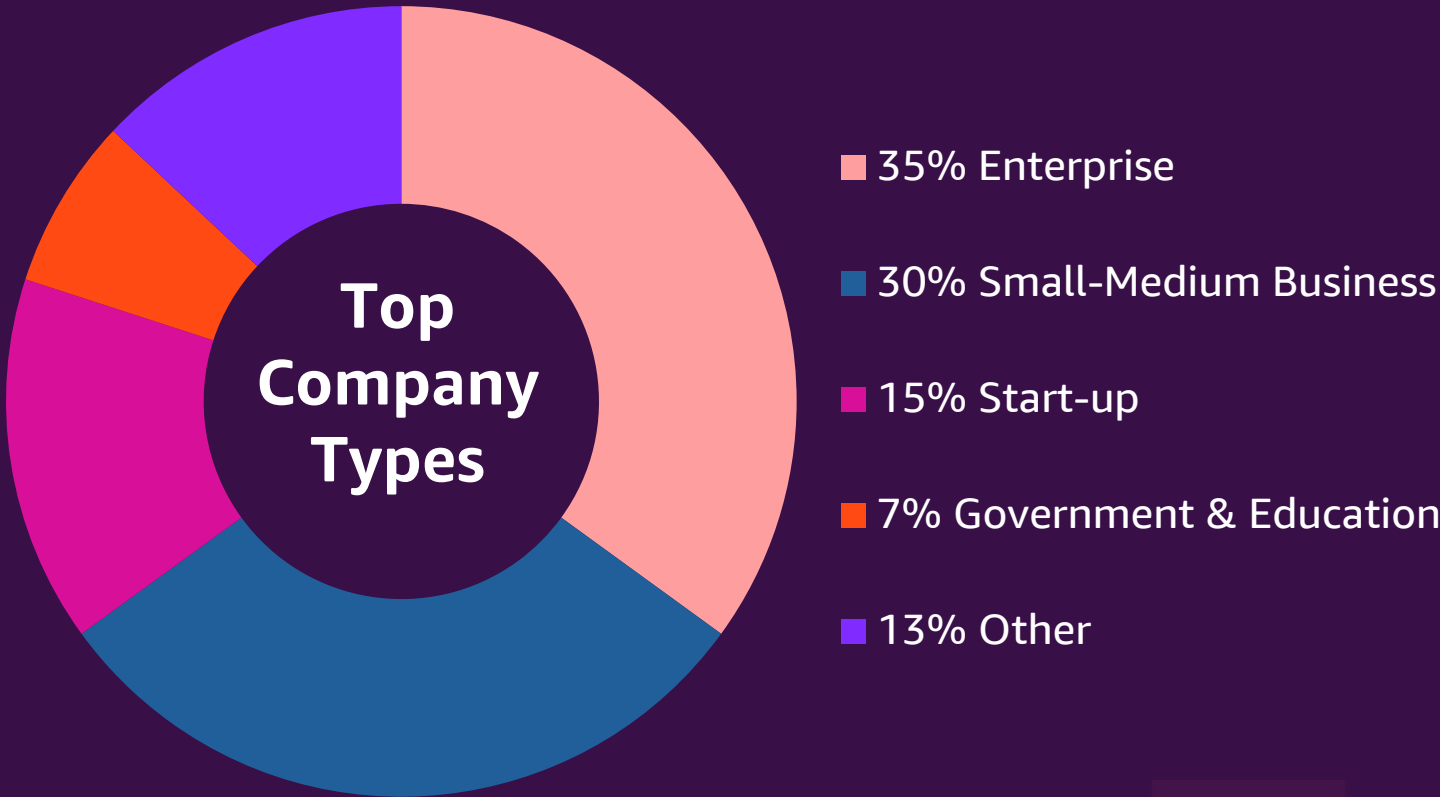
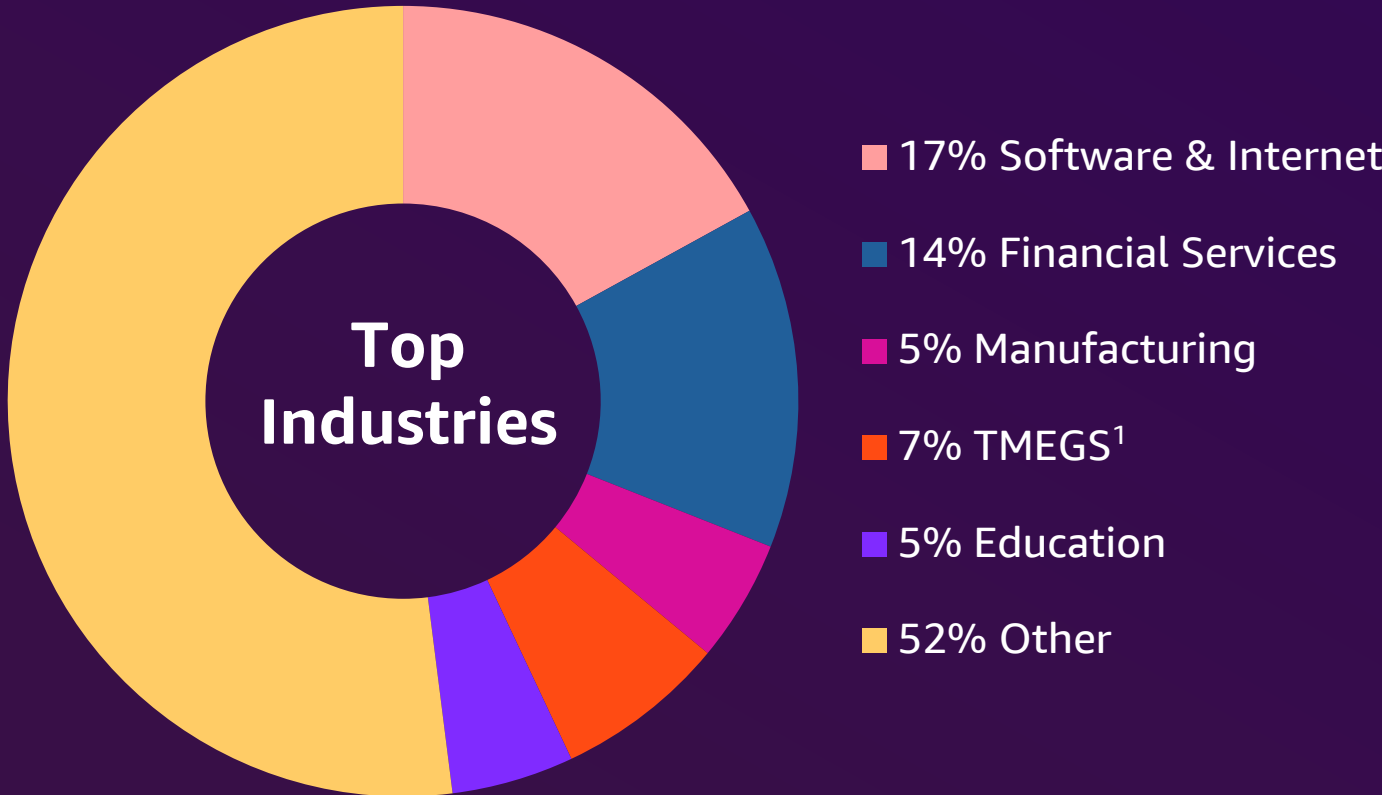
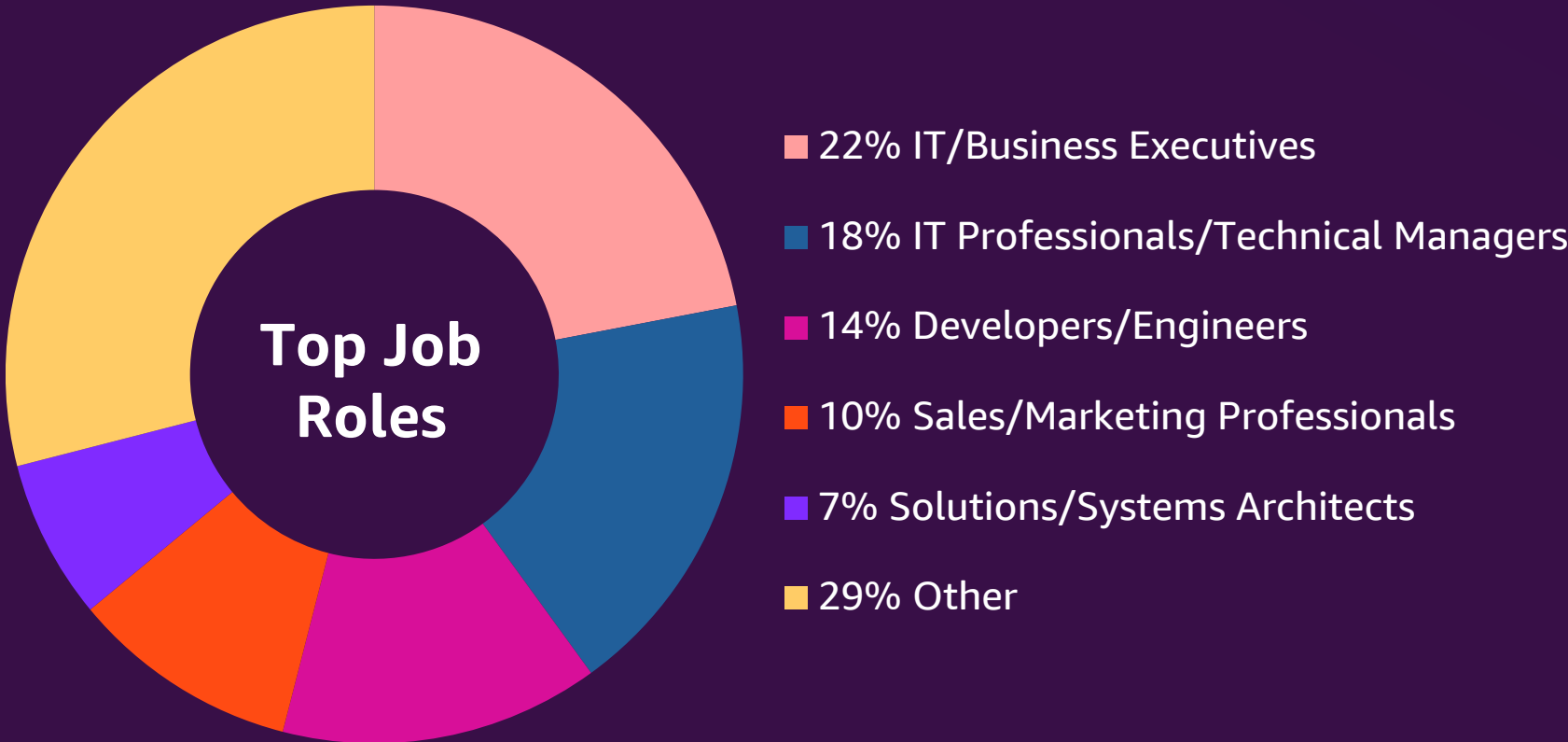
Shanghai World EXPO Exhibition & Convention Center
(SWEECC)
June 23-24
12,000+ attendees



Taipei

Taipei International Convention Center
(TICC)
July 15-16
5,050+ attendees (3,475 in-person & 1,575 online)

GCR Attendee Insights



1: Telecom, Media, Entertainment, Gaming, Sports

Timeline and Sales Eligibility

Key Dates	Milestones	Eligible Partners
December 09, 2025	AWS Global Sponsorship Sales Preview	All AWS Partners
January 13, 2026 9:00 AM HKT/Beijing (UTC+8)	Wave 1 Sales launch	2025 Summit Platinum+ Sponsors with an active Strategic Collaboration Agreement (SCA)* AWS Generative AI Competency Partners Amazon Bedrock Foundation Model Partners
January 15, 2026 9:00 AM HKT/Beijing (UTC+8)	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 9:00 AM HKT/Beijing (UTC+8)	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 9:00 AM HKT/Beijing (UTC+8)	Wave 4 Sales Launch	Partner Path Confirmed and Enrolled

* both criteria must be met to qualify, sponsorship requests are subject to AWS approval.

Package Eligibility

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

Platinum	2025 Platinum+ Alumni, Partners with an active SCA, Premier Tier Services Partners, and Global Systems Integrator (GSI) Partners Public Sector Partner Program Partners, ISV Accelerate Partners
Gold	ISV Accelerate Partners, Partner Path Differentiated, Services/Training Path Advanced+, and Marketplace Partners Public Sector Program Partners, ISV Accelerate Partners, Premier Tier Services Partners
Silver	All AWS Partners
Exhibitor	All AWS Partners, particularly those sponsoring a GCR Summit for the first time. (Shanghai and Taipei only)

Sponsorship Package Prices

Summit Cities	Platinum	Gold	Silver	Exhibitor
Hong Kong	\$40,000 USD	\$25,000 USD	\$12,000 USD	-
Shanghai	\$50,000 USD	\$30,000 USD	\$15,000 USD	\$8,000 USD
Taipei	\$45,000 USD	\$25,000 USD	\$12,000 USD	\$5,000 USD

[Learn more about packages](#)

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.

Core Sponsorship Package Benefits

Sponsorship Package Benefits	Platinum	Gold	Silver	Exhibitor
Booth Space	15m ²	5m ² (Hong Kong) 10m ² (Shanghai) 9m ² (Taipei)	1m ² (Hong Kong) 8m ² (Shanghai) 7m ² (Taipei)	3m ²
	3 Monitors	2 Monitors	1 Monitor	
Lead Retrieval Device Rental(s)	3	2	1	1
Sponsor Event Passes	10	8	5	3
Breakout Sessions	(1) 30-min Session	(1) 30-min Session		
Platinum Sessions (Shanghai only)	(1) 45-min Session			
Partner Theater Sessions (Shanghai only)			(1) 20-min Session	
Private Meeting Room	1			
Keynote Recognition	✓	✓		
Website Brand Recognition	✓	✓	✓	✓
On-Site Signage Recognition	✓	✓	✓	✓
60-Second Partner Branded Video to Be Looped Between Breakout Sessions	✓	✓	✓	
Logo Recognition in Pre-or-Post Event Email to Attendees	✓	✓	✓	✓
Option to Purchase Add-ons	✓	✓	✓	

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.

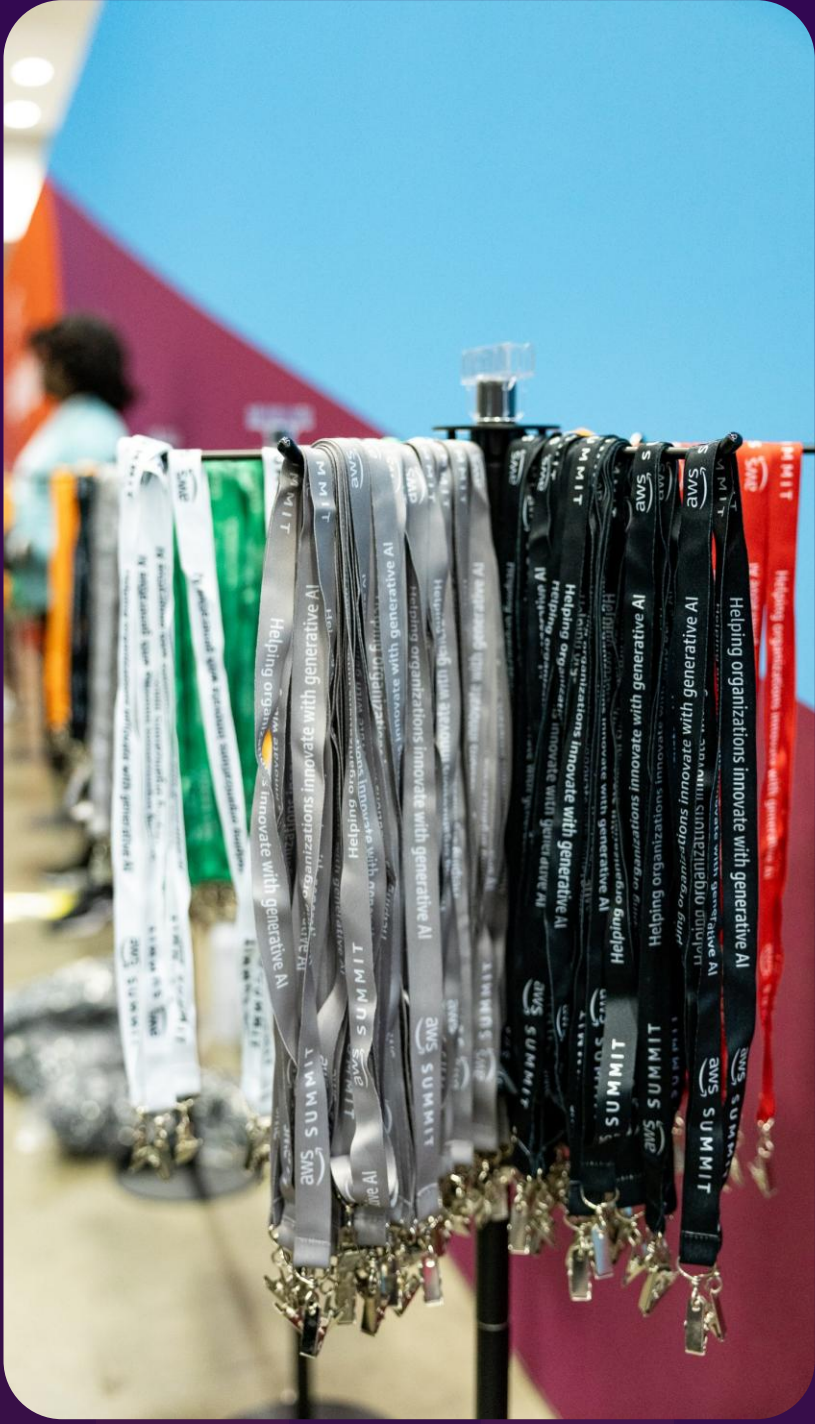
AWS will only share attendee contact information with a sponsor if an attendee lets that sponsor scan their badge.

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.



Add-ons

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your booth presence. Sponsors must be fully contracted to be eligible. Restrictions apply; inquire for details.



[Learn more about Add-ons](#)

Next Steps

Eligibility

See slides 5-6 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 9:00 AM HKT/Beijing (UTC+8) 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.

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.

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.

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.

How will sponsorship contracts be administered for AWS Summit Shanghai?

Contracting for the AWS Summit Shanghai will be administered by a local agency. You will receive your Shanghai Summit contract via email.

Frequently Asked Questions

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

AWS Summit Sponsorship Packages in GCR are sold through various AWS SORs which carry unique business entities, collect payment in varying currencies, and apply varying levels of VAT.

Summit Cities	2026 SOR	Currency Collected	VAT Applied
Hong Kong	Amazon Web Services Hong Kong Ltd.	USD	NA
Shanghai	AWS appointed third party agency	USD	6%
Taipei	Amazon Web Services Taiwan Limited	USD	5%

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

Thank you!

We look forward to working with you!

Questions?

Contact us here

email us at AWSSummit-Sponsorship-gcr@amazon.com