

AWS Community Day

Australia_2026

DATE: 16.10.2026 // LOC: Brisbane Convention Centre

Our Vision

- To foster a vibrant, inclusive community where individuals and organisations thrive in the education of AWS and related cloud technologies.
- Empowering individuals through accessible education, mentorship, and leadership opportunities.
- Promoting best practices, facilitating career growth, and driving innovation through collaborative, community-driven events.

2026 Improvements

- Enhanced demographic capture and on-site attendance metrics for improved sponsor reporting.
- Industry dropdown added to registration - every attendee categorised by sector.
- Role and seniority made mandatory - no more guessing who is in the room.
- On-site check-in tracking - real attendance data, not just registrations.

Event Improvements

500+ technology professionals

Full day of content across multiple session formats — lightning talks, workshops, and a new discussion zone.

3x session rooms

Increased capacity for more concurrent content.

More workshops

Hands-on, practitioner-focused learning sessions.

Who attends

Cloud Architects

Developers

AI Engineers

DevOps Engineers

Solutions Architects

Technical Leaders

Cloud Security Professionals

The community behind the event

AWS Community Day Australia is organised by a volunteer team of AWS practitioners - engineers, architects, and community leaders - who build and run this event because they believe in giving back.

No corporate agenda. No vendor pressure. Just a genuine community invested in lifting each other up.

Why Sponsor?

For Consultancies & Service Providers

Talent Acquisition

Connect with job-seeking AWS professionals, build your recruitment pipeline, and meet active candidates face-to-face.

Community Reputation

Position as a trusted service provider. Build relationships with practitioners and the AWS community.

For ISVs & Technology Companies

Lead Generation

Connect with technical decision-makers, demonstrate capabilities, and build a qualified sales pipeline.

Technical Presence

Demonstrate AWS technical expertise, share product knowledge, and build thought leadership.

Key Dates

24 Feb 2026

Sponsorship applications open

24 March 2026

Early bird pricing closes

28 July 2026

Sponsor confirmation & deposit

26 August 2026

Sponsor logos & materials due

16 September 2025

Sponsor finalisation

16 October 2026

AWS Community Day 2026

Platinum Sponsor

1 package available

- Premium exhibition space
- 10 conference passes
- 20-minute keynote speaking slot
- First choice of workshop / breakout session slot
- Prominent logo placement on all materials (largest size)
- Dedicated social media announcements (3 posts)
- Logo on stage backdrop and recordings
- Attendee list with opt-in contact details
- First choice of add-on sponsorship opportunities
- Recognition in all press releases



Sold Out

Gold Sponsorship

\$12,000

ex-GST

Pre-event

5 packages available

- Logo inclusion in all email communications to attendees
- Access to early bird attendee list with opt-in contact details
- Opportunity to provide digital content for pre-event promotional materials
- Company logo on event website (large size)
- Pre-event promotion on social media (2 dedicated posts)
- Company profile in pre-event communications



Early Bird
Price: \$9,000

Gold Sponsorship

During the event

- Premium exhibition space (approx 3×3m) in high-traffic area
- 5 full conference passes for staff and guests
- Large logo placement on all on-site materials and signage
- Logo display during opening / closing sessions
- Pull-up banner (845mm x 2080mm)
- Recognition during opening keynote session

Gold Sponsorship

Post-event

- Complete attendee list with opt-in contact details
- Inclusion in post-event thank you communications
- Recognition in post-event recap blog posts
- Option to provide content for post-event resources
- Access to event photos for marketing purposes
- First right of refusal for next year's event

Silver Sponsorship

5 packages available

- Standard exhibition space (approx 2×2m)
- 3 conference passes
- Logo on conference materials (medium size)
- Social media announcement (1 post)
- Logo on conference website
- Pull-up banner (845mm x 2080mm)
- Recognition in conference guide

\$8,000

ex-GST

Early Bird
Price: \$6,000

Bronze Sponsorship

7 packages available

- Display table (1×2m)
- 2 conference passes
- Logo on conference materials (small size)
- Logo on conference website
- Pull-up banner (845mm x 2080mm)
- Recognition in conference guide

\$4,000

ex-GST

Early Bird
Price: \$3,000

Sponsorship Summary

Platinum

Contact Us

1 package
Neg. space
10 passes
Keynote
Premium

Gold

\$12,000

5 packages
3×3m
5 passes
Breakout
Large

Silver

\$8,000

7 packages
2×2m
3 passes
Lightning
Medium

Bronze

\$4,000

9 packages
1×2m
2 passes
—
Small

* Sponsorship packages subject to change with consultation. Early bird prices valid until 24 March.

AWS Partner Marketing Development Funds (MDF)

If you're an AWS Partner, AWS may help fund your sponsorship.

- You may receive up to 50% of sponsorship costs from AWS.
- Justify your request as a "brand-awareness marketing event".
- Ask your AWS Partner Manager for guidance.
- We're happy to join a call with your AWS Partner Development Manager.

Other Sponsorship Opportunities

Morning Coffee Cart

\$2,000

Logo on coffee cart

Afternoon Coffee Cart

\$2,000

Logo on coffee cart

Lanyard Sponsor

\$3,000

Logo on lanyard & pass

After-Party

\$7,000

Logo displayed at after-party

Venue Details

Brisbane Convention & Exhibition Centre

- Modern conference facilities
- Dedicated sponsor areas
- Free WiFi throughout
- Easy public transport access
- Numerous nearby hotels
- Walking distance to restaurants



Ready to Sponsor?

- 1 Review sponsorship packages
- 2 Send an email to enquiries@awscommunitydayaus.com
- 3 Receive confirmation email
- 4 Submit payment
- 5 Provide logo and materials
- 6 **Start planning your presence!**

enquiries@awscommunitydayaus.com

Data Privacy & Attendee Information

Privacy Protection

- AWS Community Day prioritises attendee privacy
- Sponsors may collect information at their booth with explicit consent only
- All data collection must comply with Australian Privacy Principles
- No automated badge scanning systems provided
- Attendees must explicitly opt-in to any sponsor communications
- Compliance with Queensland Privacy Principles required

Data Privacy & Attendee Information

Collected Information

Basic Information

Full name, email address, phone number

Professional Details

Company name, job title, years of experience

Career Status

Current employment status, job seeking status

Technical Background

AWS certification status, technical interests

Marketing Preferences

Communication opt-ins, preferred channels

Thank you

enquiries@awscommunitydayaus.com