

# amazon business | Reshape

2024 | SHERATON DALLAS HOTEL

SEPTEMBER 24 - 25, 2024

# WHY AMAZON BUSINESS RESHAPE?

## EVENT OVERVIEW

Amazon Business Reshape is the premier annual conference for Smart Business Buying, designed for leaders across all industries and sectors to connect, inspire, and engage.

On September 24 and 25, 2024, Amazon Business will welcome up to 1,500 global attendees in Dallas, TX at the Sheraton Dallas Hotel for its third annual event. The event will feature appearances from top Amazon executives, industry thought leaders, and Amazon Business customers who will showcase their ability to use *Smart Business Buying*.

The event will feature two general sessions, breakout sessions, customer meetings, a Connections Hub, evening reception, and supplemental networking events. The Connections Hub will provide experiential and hospitality offerings to provide sponsors with the opportunity to engage with attendees through a dedicated booth, thought leadership session, or networking opportunity.

## WHY YOU SHOULD ATTEND

- Highly targeted audience made up of sourcing, procurement and financial leaders
- Technical and hands-on sessions from Amazon Business
- Two days of general sessions, 30+ breakout sessions, and ample time for customer meetings
- Broad industry representation
- Live product demos and workshops
- Appearances from top Amazon executives
- Learning and networking opportunities



# SMART BUSINESS BUYING STARTS HERE

## EVENT LOCATION

Sheraton Dallas Hotel  
400 Olive St  
Dallas, TX 75201

## EVENT DATES

*Arrivals & Rehearsals*

**September 23, 2024**

*Official Event Dates*

**September 24-25, 2024**

## ETHOS OF AMAZON BUSINESS RESHAPE

**Cultivating relationships in-person.** Amazon Business Reshape is a forum at which to connect, inspire, and educate customers and deepen relationships.

**Curated content.** Our programming is designed with our customers in mind, inspiring deeper engagement and meaningful conversations across regions and industries.

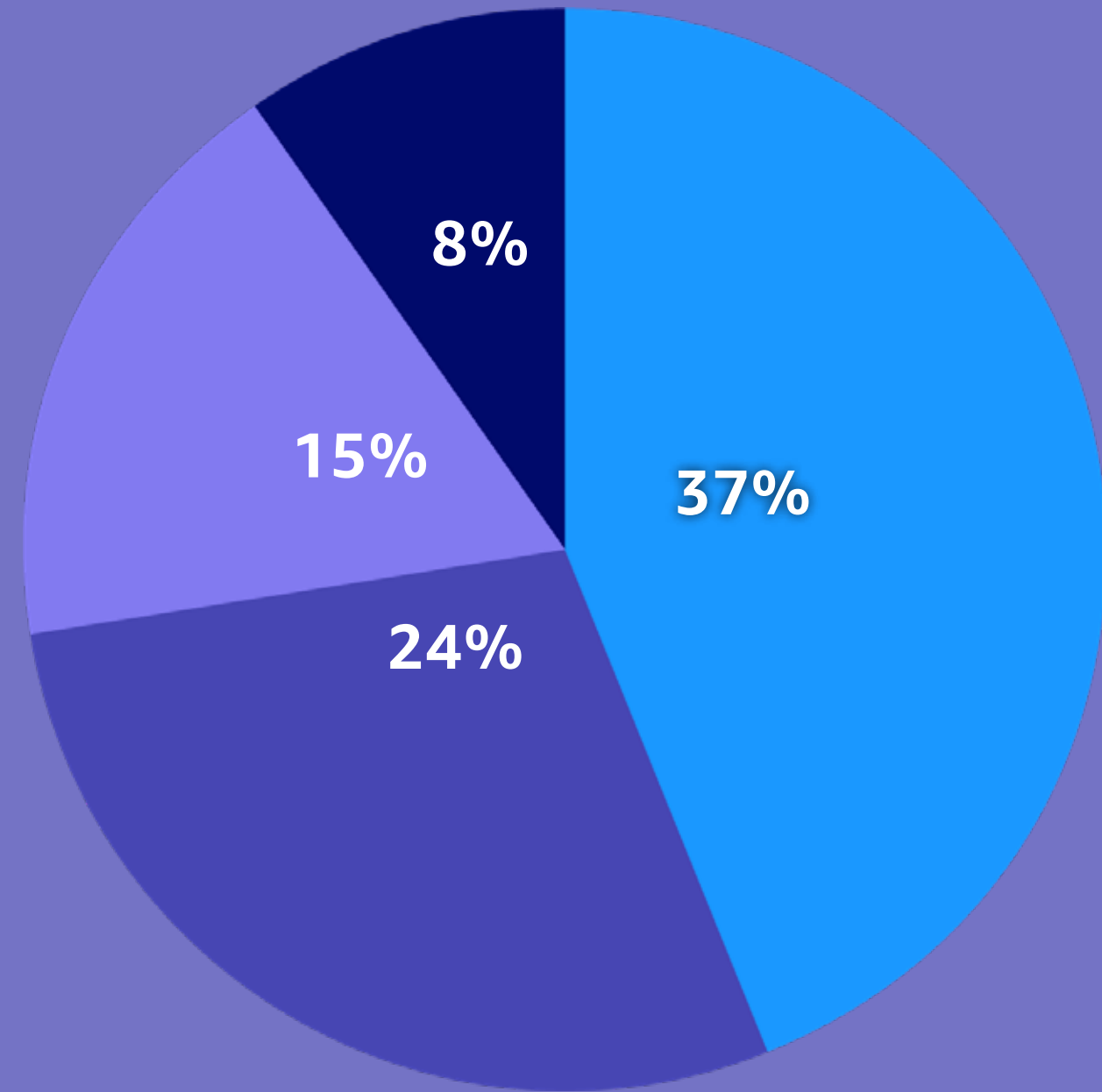
**Inclusive.** Amazon Business Reshape provides a safe, accessible, and inclusive experience to all participants.

**Community-minded.** We provide opportunities to give back to the communities where we host our event, enabling and inspiring others to do the same.



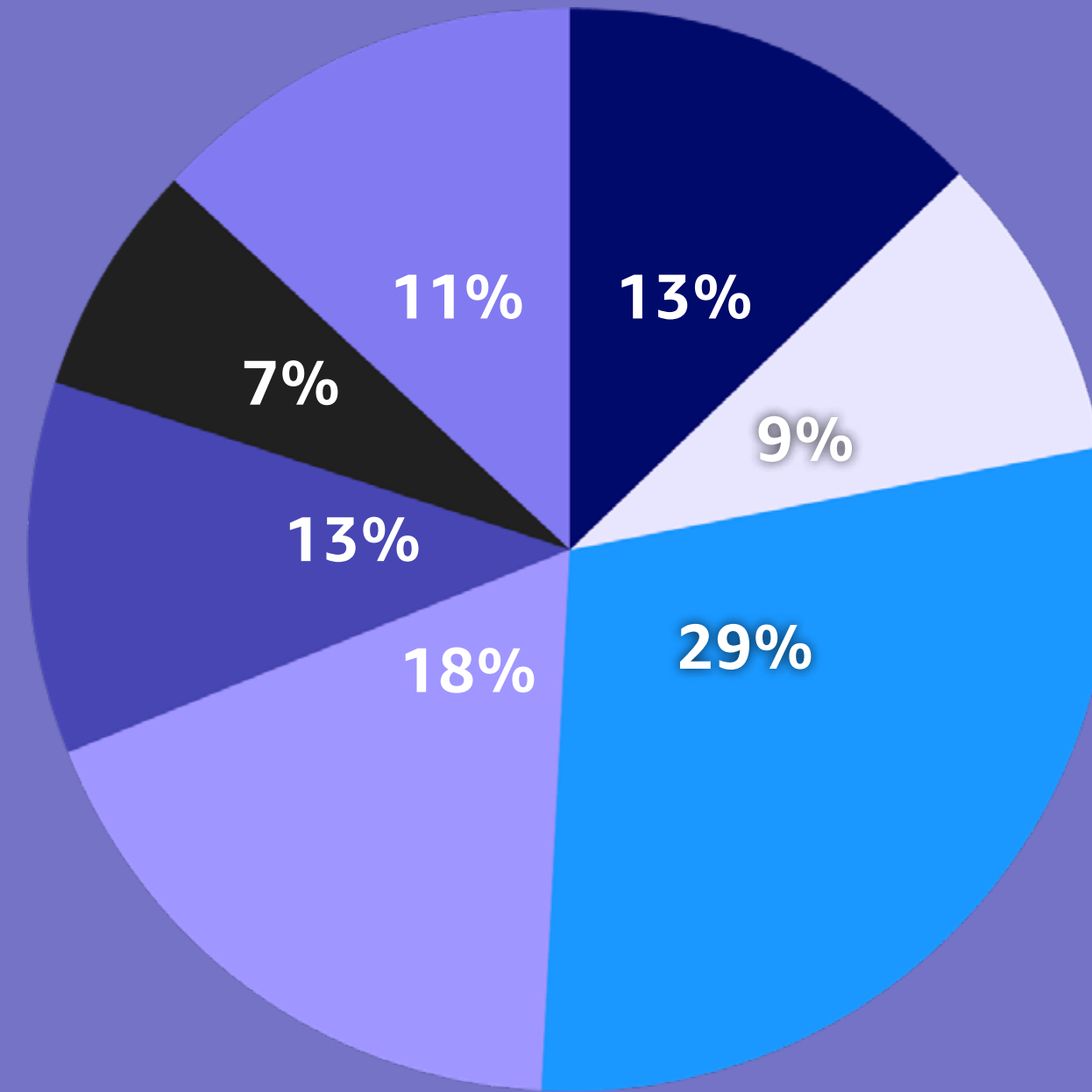
# WHO WILL BE ATTENDING?

## ROLES



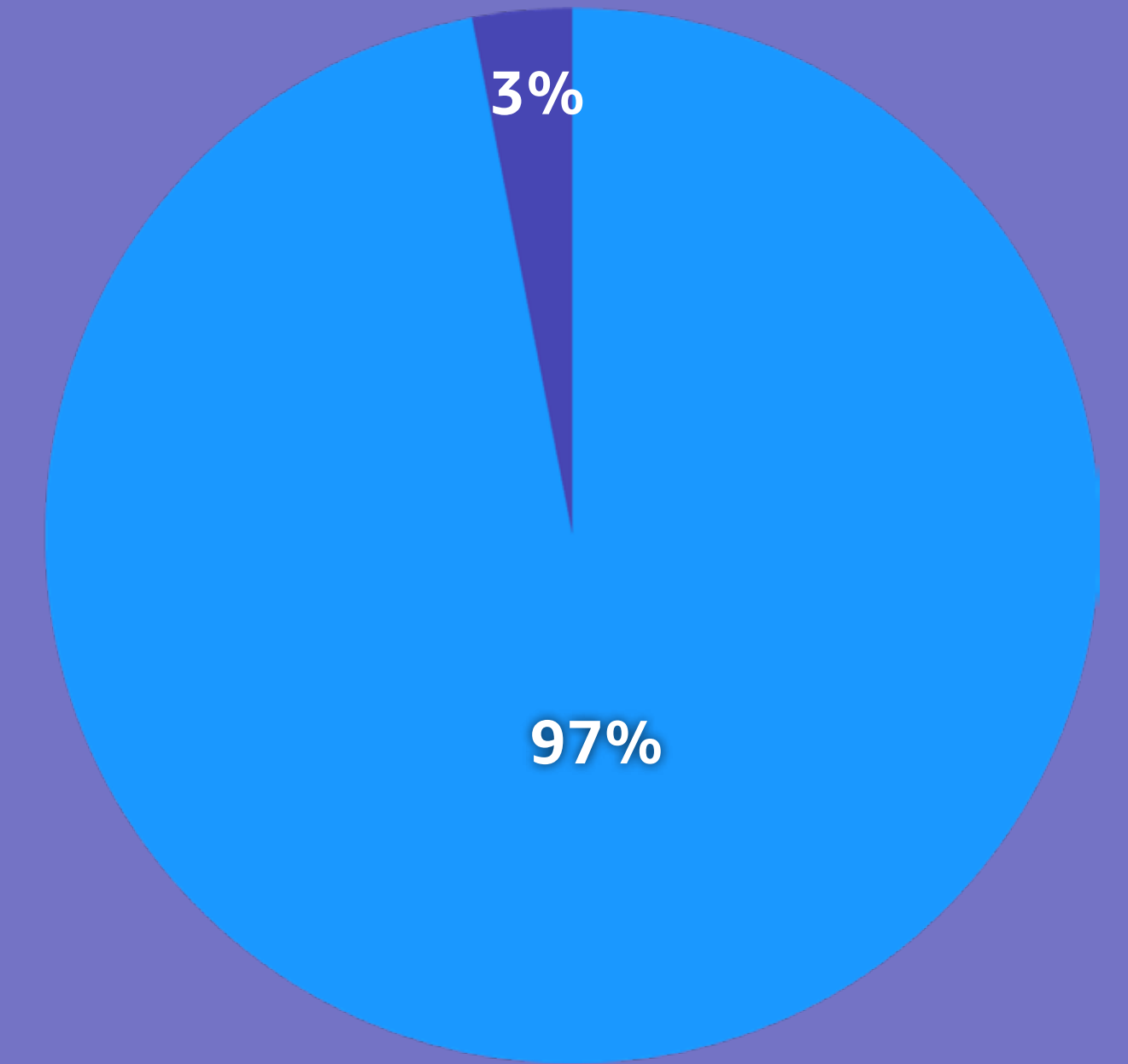
Manager **37%**  
Director **24%**  
Vice President **15%**  
C-Level **8%**

## INDUSTRIES



Manufacturing **29%**  
Technology & It Services **18%**  
Business Services **13%**  
E-Commerce & Retail **13%**  
Financial & Payment **11%**  
Logistics & Supply Chain **9%**  
Healthcare **7%**

## REGIONS



NATAM **97%**  
EMEA **3%**

# LEARNING PILLARS

Learning pillars for Amazon Business Reshape 2024 are designed to guide conference attendees through the process of “**reflecting**” on, “**revitalizing**,” and ultimately “**renewing**” the procurement function at their organization - and beyond.

## REFLECT

The Great Procurement Renaissance starts with reflecting on where procurement has come from, and—more importantly—where it’s headed.

### SAMPLE SESSIONS:

- “Reflecting on the Procurement Revolution: Procurement’s Reach in 2040”
- “Reflecting on Automation Across the Procurement Function”
- “Reflecting on Amazon Business Customers’ Global Role”

## REVITALIZE

The Great Procurement Renaissance is made possible with a revitalized attitude toward procurement’s true role and impact in 2024.

### SAMPLE SESSIONS:

- “Revitalizing Impact: A 30/60/90 Day Economic Roadmap”
- “Revitalizing Procurement Sectors: What Private Procurement Teams Can Learn from PubSec Leaders”
- “Revitalizing: Don’t Be the Only Leader Not Using These 5 Tools”

## RENEW

The Great Procurement Renaissance provides a roadmap for transformational improvements via an interdisciplinary renewal of the job function, with senior leaders at the helm.

### SAMPLE SESSIONS:

- “Renewing Tech-Powered Procurement: Tech Premier—New Digital Innovations from Amazon Business”
- “Renewing Confidence in Procurement Leadership”
- “Renewing Procurement Teams Around Ethical AI”

# EVENT EXPERIENCE OVERVIEW

## TIMELINE OF EVENTS

### SEPTEMBER 23

- Badge Pickup Opens
- Sponsor Badge Pickup
- Connections Hub Setup
- Partner Day
- Welcome Happy Hour



### SEPTEMBER 24

- Opening General Session
- Breakout Sessions
  - Roundtables
  - Workshops
  - Panels
- Networking
- Happy Hour
- Evening Reception

### SEPTEMBER 25

- General Session & Breakout Sessions
  - Roundtables
  - Workshops
  - Panels
- Networking
- Closing General Session



# PACKAGE OVERVIEW

## **PLATINUM** \$150,000

(1) Available

- (2) 45 Minute Sessions
- Private Meeting Room & Hospitality Suite
- Custom 20x20 Booth Space
- Customer and Sponsor Passes

## **GOLD** \$100,000

(2) Available

- (2) 30 Minute Sessions
- Private Meeting Room
- Custom 10x20 Booth Space
- Customer and Sponsor Passes

## **SILVER** \$60,000

(4) Available

- (1) 30 Minute Session
- Custom 10x10 Booth Space
- Customer and Sponsor Passes

## **BRONZE** \$45,000

(8) Available

- (1) 30 Minute Session
- Turnkey 10x10 Booth Space
- Customer and Sponsor Passes

## **SHOWCASE** \$30,000

(8) Available

- Turnkey 10x10 Booth Space
- Customer and Sponsor Passes

# PLATINUM \$150,000

## THOUGHT LEADERSHIP

- Co-curate and present in (2) 45-minute breakout sessions/roundtables
- (1) Leader to participate in panel session or workshop

## ONSITE EVENT EXPERIENCE

- (1) Private Hospitality Suite + lunch for 1 day
- (1) Private Meeting Room + coffee break for 1 day
- Connections Hub activation space
  - Custom 20x20 branded booth with carpet
  - Priority booth placement
  - Complimentary Wi-Fi
  - Dedicated sponsorship manager
  - Sponsor resource center access
- (10) lead generation devices to use during the event
- Post-event access to event leads from retrieval devices

## EVENT ACCESS

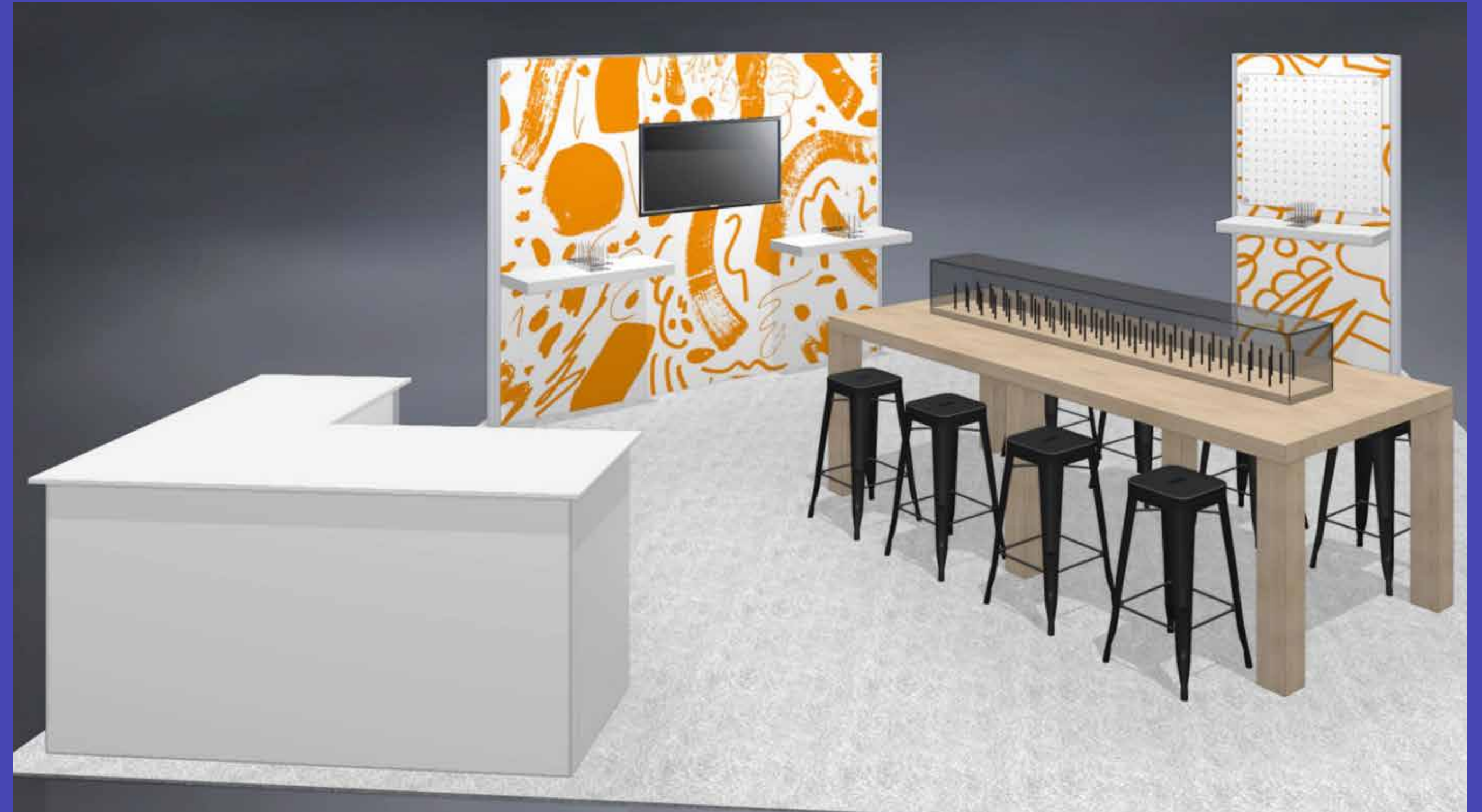
- (10) Reserved general session seating
- Opportunity to purchase additional full conference passes at a discounted rate
- Access to Registered Company List pre-event (company name only)
- (10) Guaranteed guest sleeping rooms within official hotel block during peak nights (Guests are responsible for all charges, must be booked by hotel cutoff date.)

## EVENT REGISTRATION

- (10) Complimentary event passes
- (5) Complimentary customer passes

## BRAND MARKETING

- Platinum tier placement of brand logo included in:
  - Event website
  - Session screens
  - Mobile app
  - Onsite signage



\* Images of booth structures are for placement only. Final 2024 booth design will be shared during sponsor on-boarding process.

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# GOLD \$100,000

## THOUGHT LEADERSHIP

- Co-curate and present in (2) 30-minute breakout sessions/roundtables
- (1) Leader to participate in panel session or workshop

## ONSITE EVENT EXPERIENCE

- (1) Private Meeting Room + coffee break for 1 day
- Connections Hub activation space
  - Custom 10x20 branded booth with carpet
  - Priority booth placement
  - Complimentary Wi-Fi
  - Dedicated sponsorship manager
  - Sponsor resource center access
- (8) lead generation devices to use during the event
- Post-event access to event leads from retrieval devices

## EVENT ACCESS

- (8) Reserved general session seating
- Opportunity to purchase additional full conference passes at a discounted rate
- Access to Registered Company List pre-event (company name only)
- (8) Guaranteed guest sleeping rooms within official hotel block during peak nights  
*(Guests are responsible for all charges, must be booked by hotel cutoff date.)*

## EVENT REGISTRATION

- (8) Complimentary event passes
- (4) Complimentary customer passes

## BRAND MARKETING

- Gold tier placement of brand logo included in:
  - Event website
  - Session screens
  - Mobile app
  - Onsite signage



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# SILVER \$60,000

## THOUGHT LEADERSHIP

- Co-curate and present in (1) 30-minute breakout sessions/roundtables

## ONSITE EVENT EXPERIENCE

- Connections Hub activation space
  - Custom 10x10 branded booth with carpet
  - Priority booth placement
  - Complimentary Wi-Fi
  - Dedicated sponsorship manager
  - Sponsor resource center access
- (4) lead generation devices to use during the event
- Post-event access to event leads from retrieval devices

## EVENT ACCESS

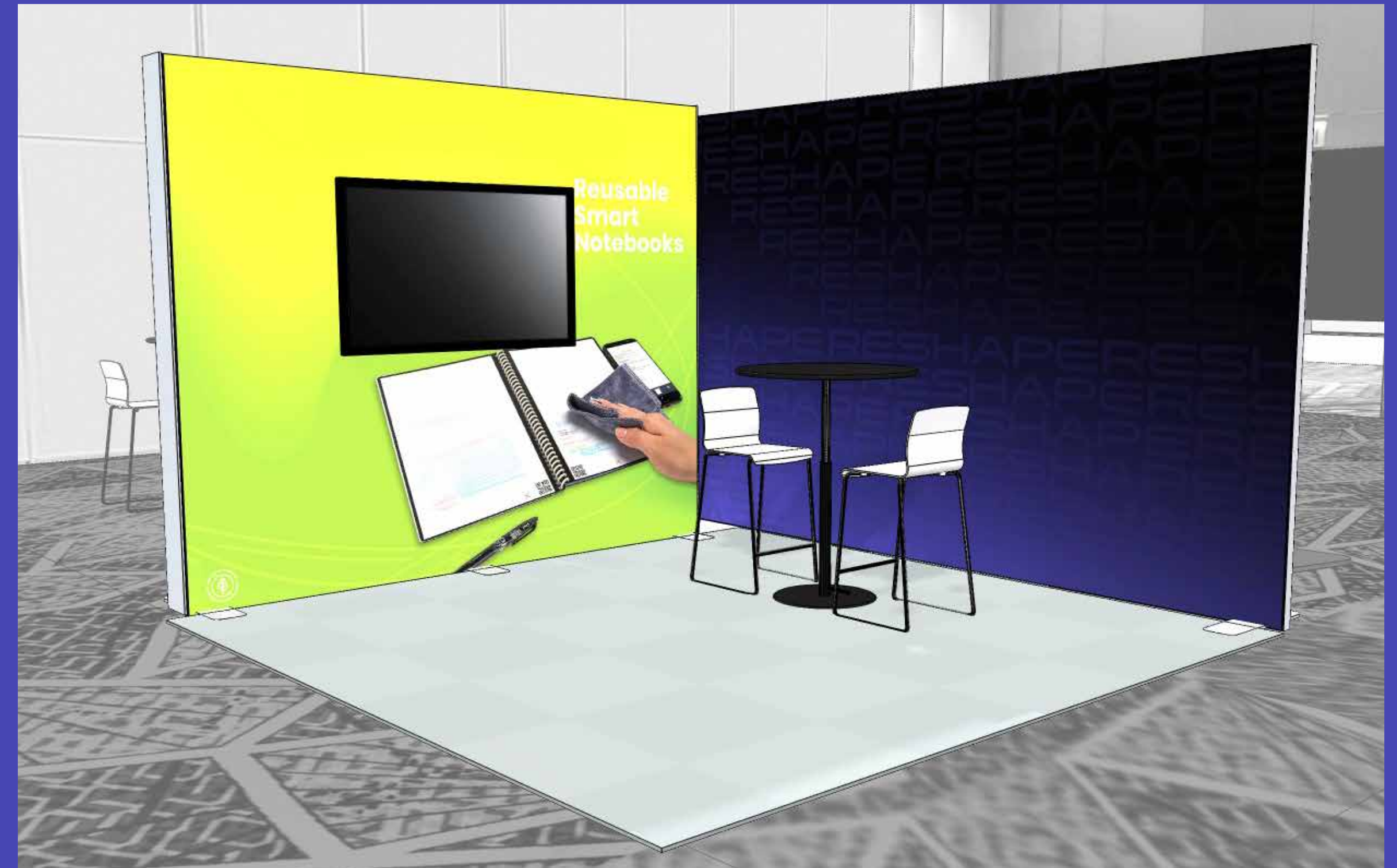
- (4) Reserved general session seating
- Opportunity to purchase additional full conference passes at a discounted rate
- Access to Registered Company List pre-event (company name only)
- (4) Guaranteed guest sleeping rooms within official hotel block during peak nights  
(Guests are responsible for all charges, must be booked by hotel cutoff date.)

## EVENT REGISTRATION

- (4) Complimentary event passes
- (2) Complimentary customer passes

## BRAND MARKETING

- Silver tier placement of brand logo included in:
  - Event website
  - Session screens
  - Mobile app
  - Onsite signage



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# BRONZE \$45,000

## THOUGHT LEADERSHIP

- Co-curate and present in (1) 30-minute breakout sessions/roundtables

## ONSITE EVENT EXPERIENCE

- Connections Hub activation space  
- Turnkey 10x10 branded booth

## EVENT ACCESS

- (2) Reserved general session seating
- Opportunity to purchase additional full conference passes at a discounted rate
- (2) Guaranteed guest sleeping rooms within official hotel block during peak nights  
(Guests are responsible for all charges, must be booked by hotel cutoff date.)

## EVENT REGISTRATION

- (2) Complimentary event passes
- (2) Complimentary customer passes

## BRAND MARKETING

- Placement of brand logo included in:
  - Event website
  - Session screens
  - Mobile app
  - Onsite signage



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# SHOWCASE \$30,000

## ONSITE EVENT EXPERIENCE

- Connections Hub activation space  
- Turnkey 10x10 branded booth

## EVENT ACCESS

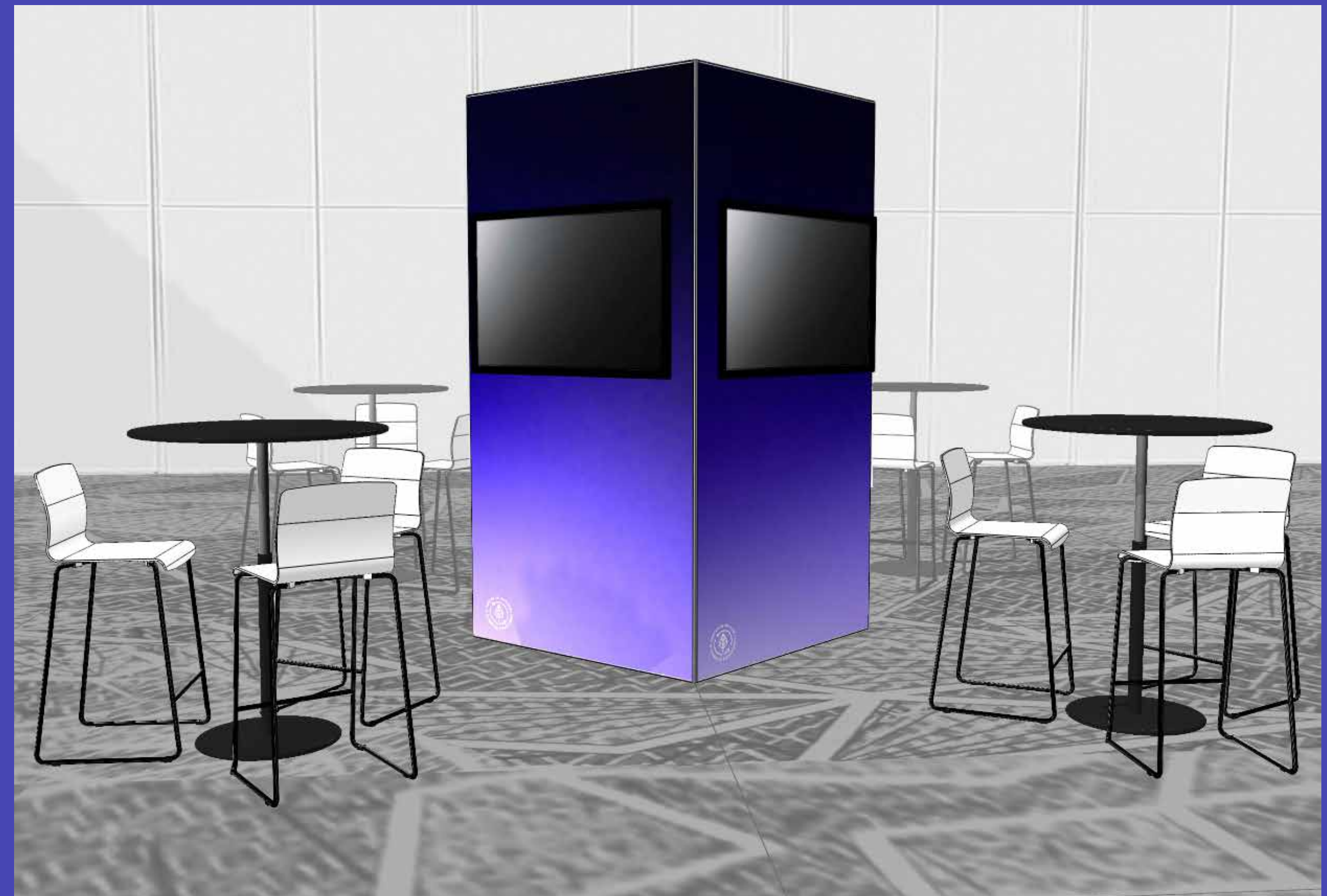
- (2) Reserved general session seating
- Opportunity to purchase additional full conference passes at a discounted rate
- (2) Guaranteed guest sleeping rooms within official hotel block during peak nights  
(Guests are responsible for all charges, must be booked by hotel cutoff date.)

## EVENT REGISTRATION

- (2) Complimentary event passes
- (2) Complimentary customer passes

## BRAND MARKETING

- Placement of brand logo included in:
  - Event website
  - Session screens
  - Mobile app
  - Onsite signage



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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Add-ons available for purchase:

## NETWORKING EVENTS & RECEPTIONS

- Speaker Welcome Reception (1 available) - \$45,000
- Connections Hub Happy Hour (1 available) - \$40,000
- Evening Dinner Reception (1 available) - \$100,000
- Private Reception Sponsor - Custom pricing available

## LIGHTS, CAMERA, ACTION

- General Session Interstitial (30-seconds) (6 available) - \$5,000
- Headshot Station (1 available) - \$20,000

## HOSPITALITY

- Breakfast Sponsor (2 available) - \$10,000
- Lunch Sponsor (2 available) - \$15,000
- Lunch & Learn Sponsor (1 available) - \$75,000
- Connections Hub Barista Coffee Cart (1 available) - \$7,000
- Break Sponsor (4 available) - \$5,000
- Water Bottle Sponsor (1 available) - \$10,000

## CONNECTIONS

- Recharge Lounge in Connections Hub (1 available) - \$15,000
- Branded Charging Stations (2 available) - \$5,000
- Wi-Fi Sponsor with Naming Rights (1 available) - \$50,000
- Bag Insert (3 available) - \$7,500
- Event Badge/Lanyard Sponsor Branding (1 available) - \$25,000

*Have an idea? Ask about custom offerings.*



# NEXT STEPS

## SPONSORSHIP AGREEMENT

To officially express interest in your preferred sponsorship, complete the sponsorship request form provided by Amazon Business to secure a sponsorship package and add-ons.

## CONTRACT ROUTING

Once details have been finalized, we will route the Sponsorship Order Form to you via DocuSign.

## INVOICING

Invoicing will be created following contract execution and sent to the billing point of contact listed on the sponsorship request. Payment terms are Net 30.

## EXECUTION

Sponsor resources will be provided by a dedicated point of contact. All deadlines, deliverable information, and sponsorship guidelines will be available through our sponsor portal.

**SPONSORSHIP COMMITMENT DEADLINE:** July 31, 2024

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# APPENDIX

# SPONSORSHIPS: DETAILS & PACKAGES

AMAZON BUSINESS RESHAPE SPONSORSHIP BENEFITS IN PERSON		PLATINUM (\$150k) 1 AVAILABLE	GOLD (\$100k) 2 AVAILABLE	SILVER (\$60k) 4 AVAILABLE	BRONZE (\$45k) 8 AVAILABLE	SHOWCASE (\$30k) 8 AVAILABLE
<b>Thought Leadership:</b>	45-minute sponsored breakout session or roundtable	2	-	-	-	-
	30-minute sponsored small breakout session or roundtable	-	2	1	1	-
	Leader to participate in panel session or workshop	1 Day	1 Day	-	-	-
<b>Onsite Event Experience:</b>	Private hospitality suite + lunch	1 Day	-	-	-	-
	Private meeting room + coffee break	1 Day	1 Day	-	-	-
	Connections Hub activation space	Custom 20x20	Custom 10x20	Custom 10x10	Turnkey 10x10	Turnkey 10x10
	Connections Hub carpet	Included	Included	Included	-	-
	Priority Booth placement	Included	Included	Included	-	-
	Complimentary Wi-Fi	Included	Included	Included	-	-
	Complimentary lead retrieval devices	10	8	4	-	-
	Post-event access to scanned leads from retrieval devices	Included	Included	Included	-	-
<b>Event Access:</b>	Reserved general session seating	10	8	4	2	2
	Opportunity to purchase additional full conference passes at discounted rate	Included	Included	Included	Included	Included
	Pre-event company name list access	10	8	4	-	-
	Guaranteed sleeping room access (guest responsible for all charges, must be booked by hotel cutoff date)	10	8	4	2	2
<b>Event Registration:</b>	Complimentary event passes	10	8	4	2	2
	Complimentary customer passes	5	4	2	2	2
<b>Brand Marketing:</b>	Logo on website	Included	Template	Template	Template	Template
	Logo on session screens	Included	Template	Template	Template	Template
	Logo on mobile app	Included	Template	Template	Template	Template
	Logo on onsite signage	Included	Included	Included	Included	Included
	Brand marketing kit	Included	Included	Included	Included	Included



# BENEFITS OVERVIEW

## BENEFITS

<b>45-min sponsored thought leadership session</b>	Dedicated thought leadership session breakout, roundtable, or workshop. Content must be approved by Amazon Business.
<b>30-min sponsored thought leadership session</b>	Dedicated theatre session in the TBD. Content must be approved by Amazon Business.
<b>Leader to participate in panel session or workshop</b>	FPO text needed
<b>Private meeting room</b>	Private meeting room dedicated to you for business meetings, includes coffee break (up to \$500).
<b>Private hospitality suite</b>	Private hospitality suite dedicated to you for networking, includes lunch (up to \$1,000).
<b>Custom exhibit space</b>	Space will include custom structure or experience with branding opportunity designed by our tradeshow partner or bring your own booth.
<b>Turnkey exhibit space</b>	Space will include: structure, branding opportunity, monitor, power, internet, live floral, and furnishings.
<b>Dedicated sponsorship manager</b>	A dedicated member of our team focused on your sponsorship.
<b>Sponsor portal</b>	Asset management and onsite contact for all Connections Hub and sponsorship needs.
<b>Complimentary lead retrieval devices</b>	Lead retrieval devices for scanning and tracking attendee badges via event sponsor portal. <i>(NOTE: Total amount of lead retrieval devices based on package tier.)</i>
<b>Complimentary Wi-Fi</b>	Wi-Fi for the Connections Hub.
<b>Post-event access to sponsored breakout session attendees</b>	After the event, sponsors will be provided with information from opted-in attendees who scanned into their breakout session or interacted with them in the Connections Hub.
<b>Reserved general session seating</b>	Priority reserved seating in the general session.
<b>Company list</b>	List of companies registered to attend Amazon Business Reshape provided 4 weeks prior to event & 1 week prior to event. <i>(NOTE: This is company name only. Does not include contact information.)</i>
<b>Guaranteed rooms within official hotel block</b>	Guaranteed room(s) during peak days onsite for you and members of your team. <i>(NOTE: Total number of rooms based on package tier. Individuals responsible for all guest charges.)</i>
<b>General admission event passes</b>	Access to all general conference activities and meals. Number of tickets vary by sponsorship tier. Pass discounts: 3-5 passes = 15% discount, 6-10 passes = 20% discount
<b>Website brand recognition</b>	Logo and URL on our event website, recognizing you as a sponsor.
<b>Mobile app brand recognition</b>	Logo, URL, profile/company description on our mobile app, recognizing you as a sponsor.
<b>Onsite brand recognition</b>	Logo placement on site at the event (at registration, Connections Hub, and select highly traffic-ed areas).
<b>Main stage brand recognition</b>	Logo placement on main stage screen interstitials
<b>Breakout session loop recognition</b>	Logo placement on breakout session screen interstitials

**THANK YOU**