



# Amazon re:MARS 2020

## Sponsorship Prospectus

June 16–19, 2020  
Las Vegas, Nevada

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# Event Overview



# MACHINE LEARNING AUTOMATION ROBOTICS SPACE

Amazon re:MARS is an AI event covering a diverse array of topics and themes related to Machine Learning, Automation, Robotics and Space (MARS). The 2020 event will be the second year of the conference which was inspired by MARS, an intimate invite-only event hosted by Jeff Bezos that brings together innovative minds to share new ideas across these rapidly advancing domains. Amazon re:MARS combines the latest in forward-looking science with practical applications that will inspire you to initiate change and accelerate AI innovation within your organization.



We're at the beginning of a golden age of AI. Recent advancements have already led to invention that previously lived in the realm of science fiction—and we've only scratched the surface of what's possible.

—Jeff Bezos

Founder and CEO, Amazon

amazon  
RE:MARS



MACHINE LEARNING   AUTOMATION   ROBOTICS   SPACE

As an Amazon re:MARS sponsor...

...you will have the opportunity to feature your unique capabilities in one or more of the MARS categories and provide hands-on learning experiences to business leaders and technical builders. Sponsors will be provided a platform to engage with AI thought leaders and showcase what makes their company's AI story unique.

amazon  
RE:MARS



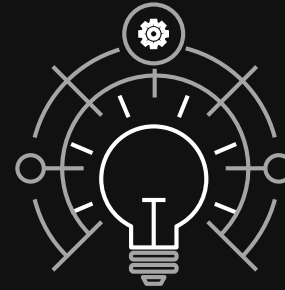
# Event Structure



**Hear from  
Recognized Experts**



**Learn Actionable AI  
Best Practices**



**Experience the  
Latest Inventions**



**Help Build a  
Community of Pioneers**





# Target Audience

The event is designed for **business leaders** (CxO, Director, Founder, GM, Head of, and VP) and **technical builders** (data scientists, developers, engineers, ML experts, and roboticists) who want to understand the latest AI trends, pick up actionable AI best practices, connect with Amazon experts, and experience breakthrough technology.

In 2019, our attendee mix was over **45% business leaders** from more than **40 countries**, representing industries including financial services, media & entertainment, education, and healthcare.



# Demographics



## Job Role

**39.1%** Business/IT executive

16.8% Developer/engineer

9.6% Entrepreneur  
(Founder/co-founder)

6.2% Sales/marketing

6.1% Academic/researcher



## Industry

**23.5%** Software & internet

9.8% Computers & electronics

8.6% Media & entertainment

6.6% Financial services

5.6% Professional services



## Company Size

**28.0%** 10,000 Employees or more

20.6% 1,000-9,999 Employees

15.7% 1-19 Employees

13.7% 20-99 Employees

12.7% 100-499 Employees



## Areas of Interest

**90.6%** Machine Learning

72.3% Automation

65.0% Robotics

41.3% Space





# re:MARS by the Numbers

80+

Breakout  
Sessions

3,000+

Attendees

1,100+

Global Press  
Articles



200K+

Unique BattleBots  
Livestream Viewers  
on Twitch



80+

External  
Speakers

Including:

**Andrew Ng**, Founder & CEO, Landing AI and Deeplearning AI

**Marc Raibert**, Founder & CEO, Boston Dynamics

**Kate Darling**, Research Specialist, MIT Media Lab

**Tom Soderstrom**, IT CTO, NASA JPL

**Colin Angle**, Chairman, CEO, and Founder, iRobot

**Robert Downey Jr.**, Producer & Actor



4,000+

Bananas  
Distributed

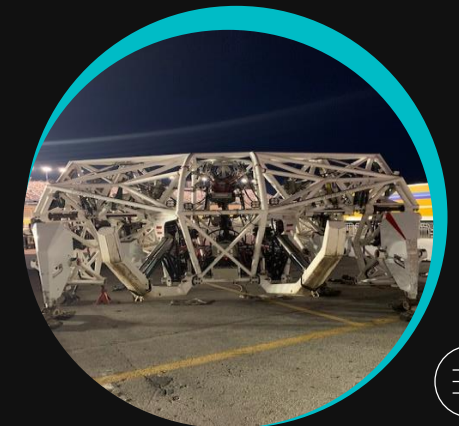
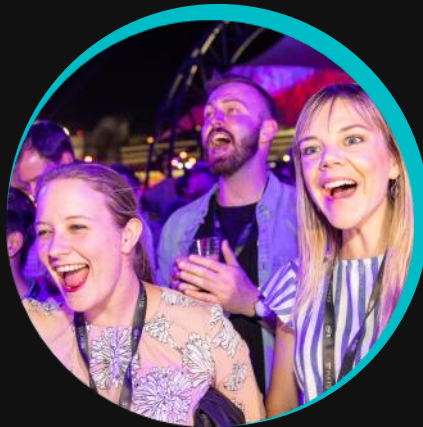


# re:MARS Party

The Amazon re:MARS party is the culmination of the re:MARS conference week and will be a showcase of fun, interactive AI technology in a unique, quirky setting. In 2019, the Amazon re:MARS party presented by Intel took place at the Las Vegas Motor Speedway and featured a live BattleBots tournament, a VIP lounge hosted by Intel equipped with AI bartenders and a custom racing simulator, a demonstration by the 15-foot tall, 8,000 pound Furrion Exo-Bionics Mech, and NASCAR Pace Car rides.

The 2020 Amazon re:MARS party will feature new and different activations to surprise and delight, continuing in the re:MARS tradition of providing 1-of-a-kind experiences for our attendees.

To learn more about this event and discuss opportunities for custom sponsorships, please reach out to the [re:MARS Sponsorship Team](#).



# Event Schedule

The event will take place, **June 16–19, 2020** in Las Vegas, Nevada at the ARIA Resort & Casino.

The event will include 3 full days of activities **Tuesday–Thursday, with a half-day on Friday.**

The agenda will include Amazon-led keynotes, thought leader-led innovation spotlights (also on the keynote stage), and breakout sessions. We will round out the experience with an executive track, experiential expo hall, press and analyst programs, sales and executive meetings, an opening reception, social events, and other quirky activities.

Please see below for the 2019 agenda, the 2020 agenda will be shared in Q1 of 2020.

## Tuesday June 4, 2019\*

9:00 am– 5:00 pm	Technical workshops & bootcamps
5:30 pm– 6:30 pm	Opening remarks (keynote)
6:30 pm– 8:30 pm	Welcome reception (expo)

## Wednesday June 5, 2019\*

7:00 am– 8:30 am	Tech Showcase (expo)
9:00 am– 11:30 am	Amazon keynote & innovation spotlights
11:30 am– 7:00 pm	Tech Showcase (expo); Breakout sessions (Levels 1, 2, & 3)

## Thursday June 6, 2019\*


7:00 am– 8:30 am	Tech Showcase (expo)
9:00 am– 11:30 am	Amazon keynote & innovation spotlights
11:30 am– 5:00 pm	Tech Showcase (expo); Breakout sessions (Levels 1, 2, & 3)
8:00 pm– 11:00 pm	re:MARS Party

## Friday June 7, 2019\*

9:00 am– 12:00 pm	Breakout sessions (Levels 1, 2, & 3)
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\*2019 agenda (2020 agenda will be released in Q1 of 2020)





# Sponsorship Opportunities

# Sponsorship Tiers



**Emerald**

[Inquire](#) for More Info



**Gold**

\$125,000



**Silver**

\$75,000



**Bronze**

\$25,000





# Sponsorship Packages Overview

		Emerald* <a href="#">Contact us</a>	Gold* \$125,000	Silver* \$75,000	Bronze* \$25,000
Engagement	60-minute speaking session	✓	✓		
	15-minute speaking session			✓	
	Private meeting room	✓	✓		
	Reserved keynote seating	✓	✓		
	Company attendee list	✓	✓		
Exhibit	Aria Room Block	✓	✓		
	Turnkey booth		✓	✓	✓
	Complimentary lead retrieval device(s)	✓	✓	✓	✓
	Complimentary Wi-Fi	✓	✓	✓	✓
	Complimentary passes (quantity based on tier)	✓	✓	✓	✓
Management	Dedicated account manager	✓			
	Amazon PR meeting	✓			
	Exhibitor Resource Center (ERC)	✓	✓	✓	✓

\* Sponsorship participation subject to Amazon review and approval.  
To learn more email:

[remars-sponsorship@amazon.com](mailto:remars-sponsorship@amazon.com)





# Sponsorship Packages Overview

		Emerald* <a href="#">Contact us</a>	Gold* \$125,000	Silver* \$75,000	Bronze* \$25,000
Awareness	Website brand recognition	✓	✓	✓	✓
	Mobile app brand recognition	✓	✓	✓	✓
	On-site recognition	✓	✓	✓	✓
	On-site digital ad	✓	✓	✓	
	Product showcase			✓	
	Keynote recognition	✓	✓		
	Breakout session loop ad	✓	✓		
	Pre-event email inclusion	✓			
	Early access to Press List	✓	✓		
MPOs	Opportunity to purchase Marketing Promotional Opportunities (MPOs)	✓	✓	✓	✓

\* Sponsorship participation subject to Amazon review and approval.  
To learn more email:

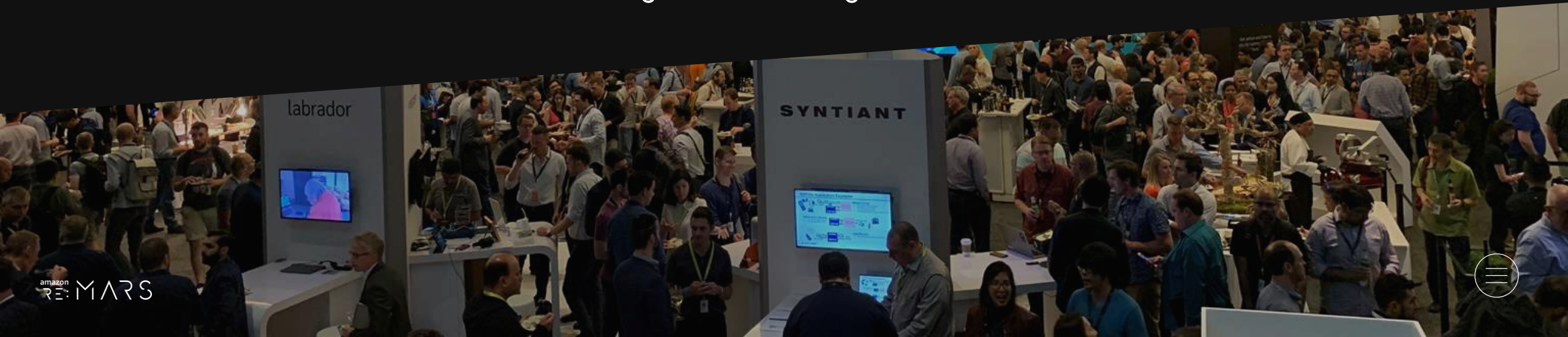
[remars-sponsorship@amazon.com](mailto:remars-sponsorship@amazon.com)



# Tech Showcase @ re:MARS

The Expo Hall at Amazon re:MARS is an opportunity for sponsors to showcase **cutting edge technology** and provide **hands-on learning** experiences for AI industry leaders and technical builders. The Expo Hall will be located on Level 1 of Aria West next to the re:MARS Keynote Hall and will include sponsor and Amazon activations including an **Alexa Smart Home** and a **Robotics Showcase**.

Sponsors in the Gold, Silver, and Bronze tiers receive custom turnkey booths designed to maximize visibility and highlight your company's unique technical expertise. The Expo Hall will also host two all-attendee networking events during the conference week.



# Emerald Sponsorship

The Emerald tier provides sponsors with unique, exclusive, highly visible integrations throughout the conference. It is the most prominent sponsorship at the event and includes benefits that are not available to any other sponsor. This is your opportunity to own a component of the re:MARS conference and provide one-of-a-kind experiences to attendees.

Sponsors will have a dedicated account manager and work directly with the Amazon team to design a customized package which is exclusive to the sponsoring company, including custom components not available in any other tier. Sponsors will also have the opportunity to meet with the Amazon re:MARS PR team to align on press engagements during the event.

Please reach out to our team for more details:

[remars-sponsorship@amazon.com](mailto:remars-sponsorship@amazon.com)



# Gold Sponsorship

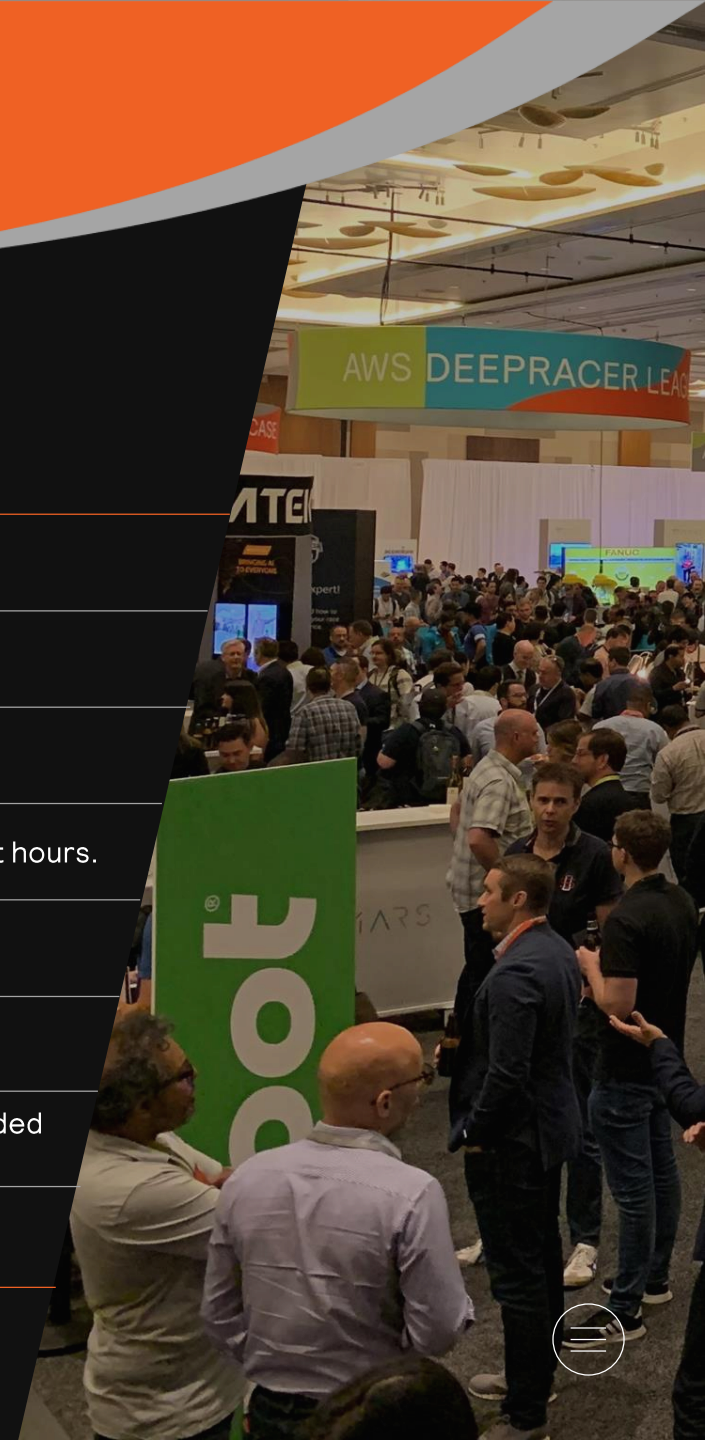
The Gold sponsorship at re:MARS provides premium visibility for sponsor executive thought leaders and prominent placement in the re:MARS Expo Hall.

Gold sponsors receive an island booth space with an all-inclusive turnkey booth property and the opportunity to present a sponsor-led 60-minute breakout session. Gold sponsors also receive prominent branding and messaging on digital signage throughout the event space.



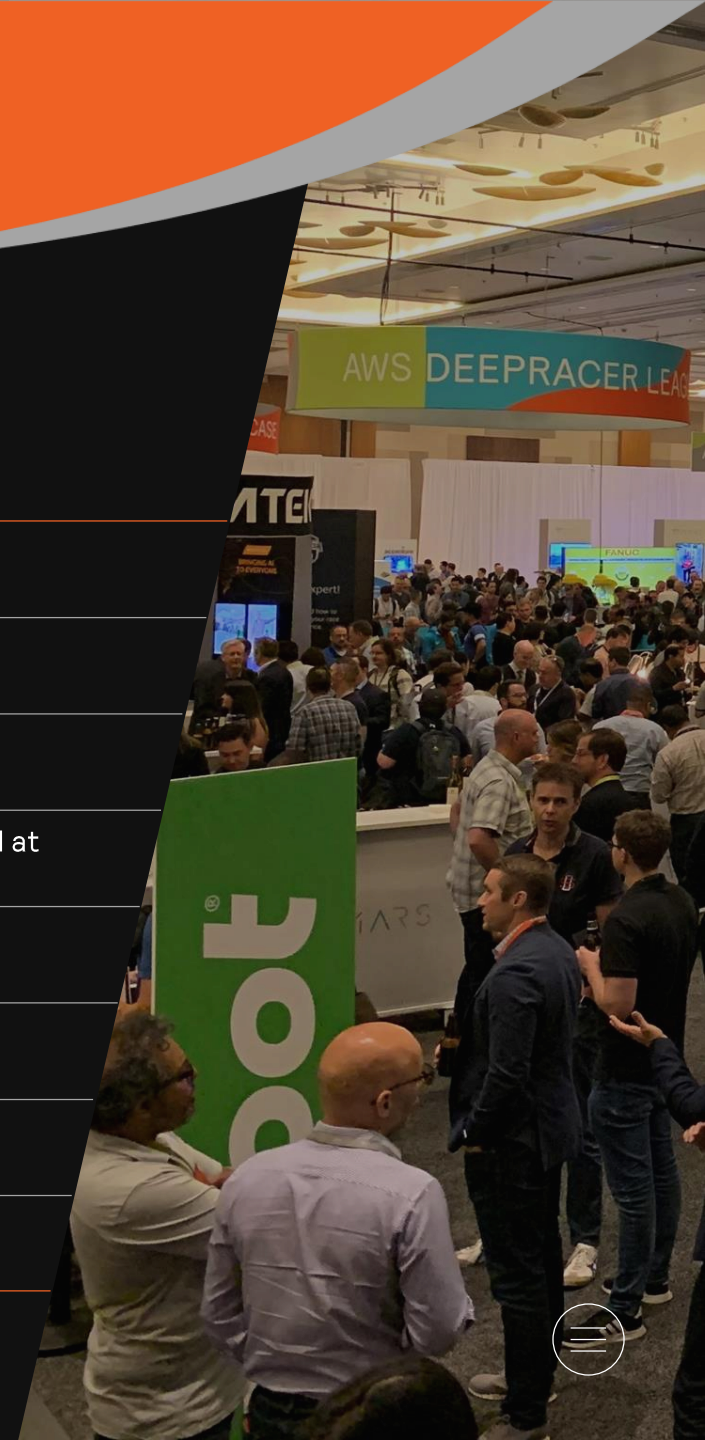
# Gold Sponsorship Benefits

Benefit	Quantity per package	Benefit description
Full conference passes	5	Access to all conference activities, early access to the expo hall
Booth staff passes	5	Early access to expo hall and access to the Thursday evening party
Paid booth staff passes (\$900/each)	2	Early access to expo hall and access to the Thursday evening party
One (1) private meeting room	1	A private meeting room for ~8 people, available Tuesday–Thursday during event hours.
One (1) 10' diameter booth space	1	10' diameter circular booth space
One (1) turnkey booth	1	Booth will include: structure, sponsor branded backwalls, AV, electrical, and cleaning. Renderings will be available the week of March 4
Complimentary lead retrieval devices	2	Two (2) lead retrieval devices for scanning attendee badges. Information provided includes: full name, company name, title, email, city/state/zip, and country
Website recognition—sponsor page	1	Logo and URL



# Gold Sponsorship Benefits

Benefit	Quantity per package	Benefit description
Early access to Amazon re:MARS press list	1	A list of the global media and analysts attending re:MARS will be provided ~one week prior to the event
Breakout session loop	1	Half-page ad with company logo, booth location, and 100-character CTA
Aria digital signage	1	Logo, booth #, and 100-character CTA featured on screens throughout the re:MARS meeting space
Sponsor-led breakout session	1	One (1) 60-minute breakout session with the opportunity to distribute collateral at the session entrance (content and collateral subject to Amazon approval)
Advanced access to the company attendee list	1	A pre-event list of the companies represented by Amazon re:MARS attendees. Provided ~2 weeks prior to the event
Logo visibility in the keynote hall	1	Logo placement in the keynote hall, visible from multiple vantage points
Mobile app inclusion	1	Logo, URL, and company description
Sponsor Thank You wall	1	Agenda Thank You wall with sponsor logo





# Silver Sponsorship

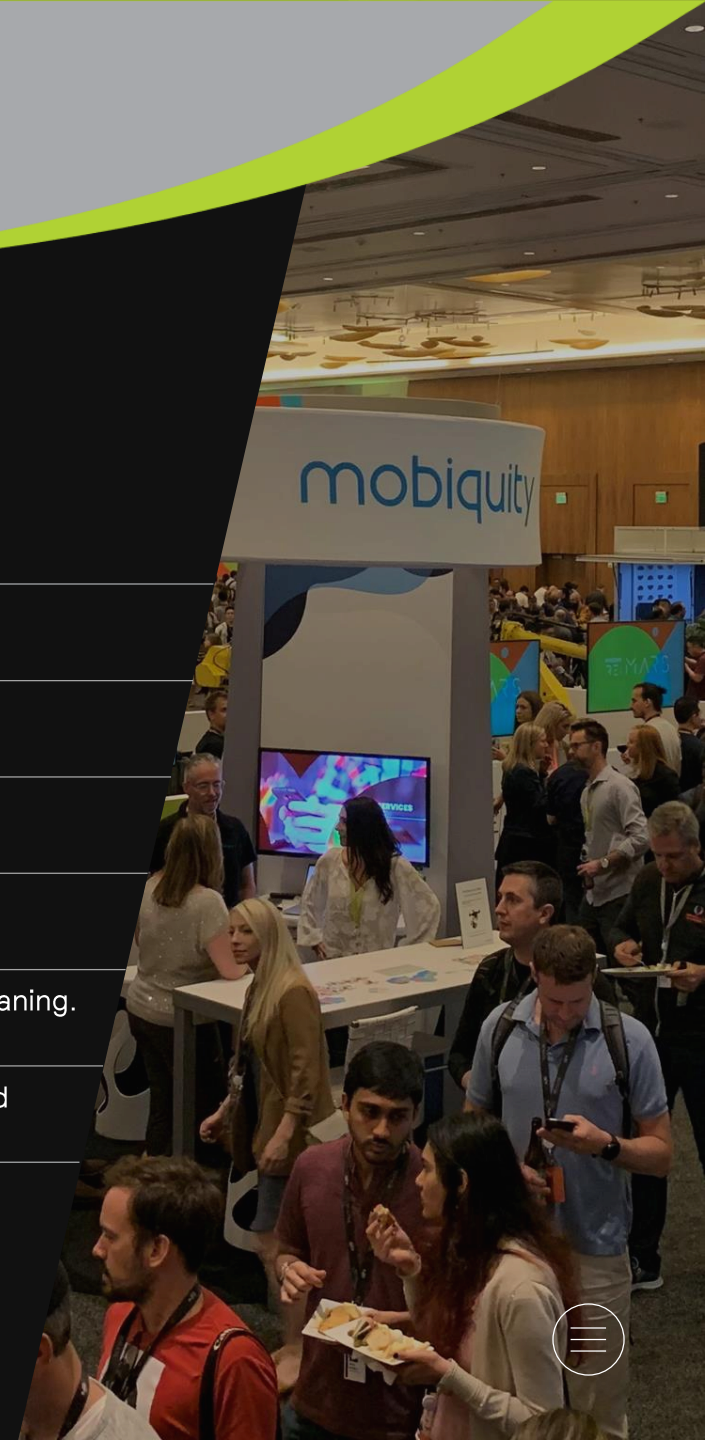
The Silver sponsorship provides an opportunity for the presentation of a thought leadership session and a hands-up product demo for attendees within the re:MARS Expo Hall.

Silver sponsors receive a booth space with an all-inclusive turnkey booth property, a 15-minute sponsor-led speaking session, and the opportunity to feature a consumer device or product on the Amazon re:MARS event website.



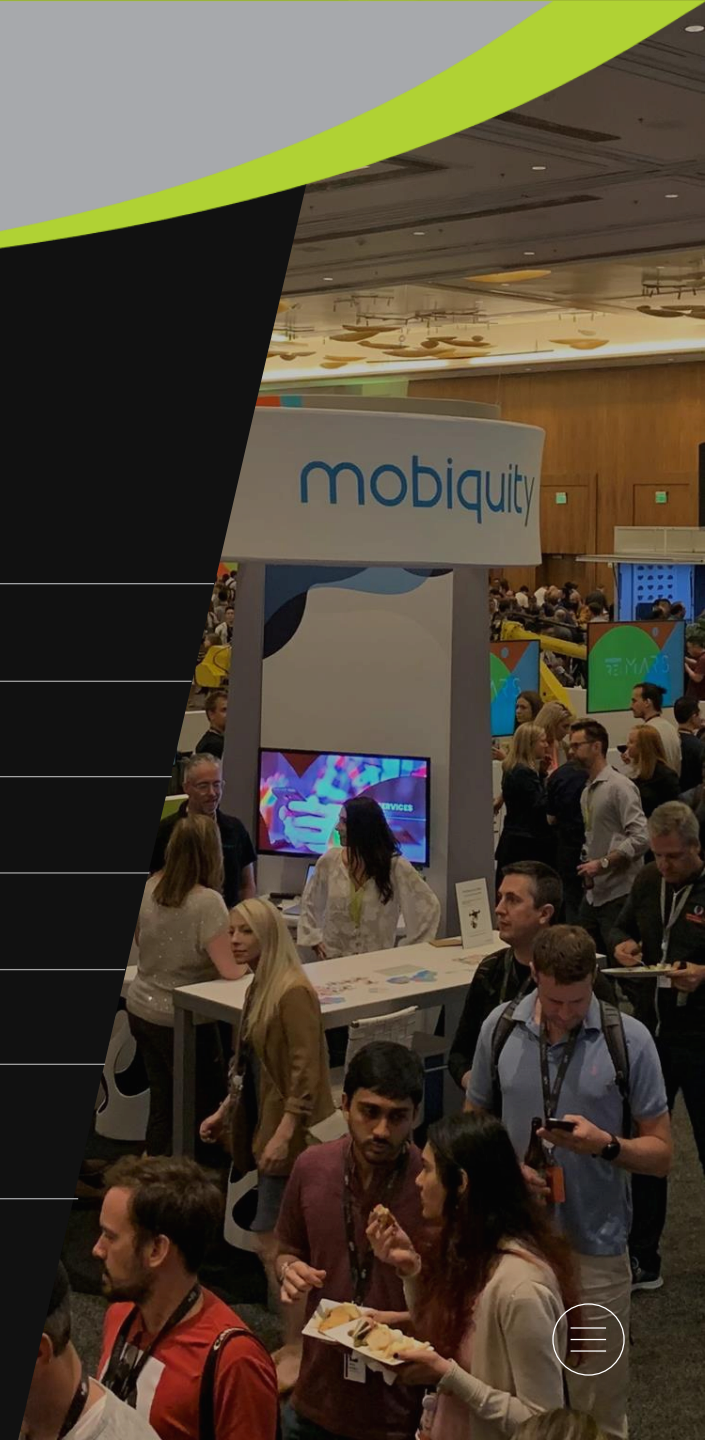
# Silver Sponsorship Benefits

Benefit	Quantity per package	Benefit description
Full conference passes	4	Access to all conference activities, early access to the expo hall
Booth staff passes	4	Early access to expo hall and access to the Thursday evening party
Paid booth staff passes (\$900/each)	2	Early access to expo hall and access to the Thursday evening party
One (1) 10' diameter booth space	1	10' diameter booth space
One (1) turnkey booth	1	Booth will include: structure, sponsor branded backwalls, AV, electrical, and cleaning. Renderings will be available the week of March 4
Complimentary lead retrieval device	1	One (1) lead retrieval device for scanning attendee badges. Information provided includes: full name, company name, title, email, city/state/zip, and country



# Silver Sponsorship Benefits

Benefit	Quantity per package	Benefit description
15-minute speaking session	1	One (1) 15-minute sponsor-led breakout session (content and presentation subject to Amazon review and approval)
Aria digital signage	1	Sponsor logo featured on a "Silver Sponsor" slide
Website recognition—sponsor page	1	Logo and URL
Mobile app inclusion	1	Logo, URL, and company description
Sponsor Thank You wall	1	Agenda Thank You wall with sponsor logo
Product showcase	1	Opportunity to feature an exclusive consumer device or product offer (related to a MARS field/s) for purchase on the Amazon re:MARS website. Product and marketing copy subject to Amazon review and approval.





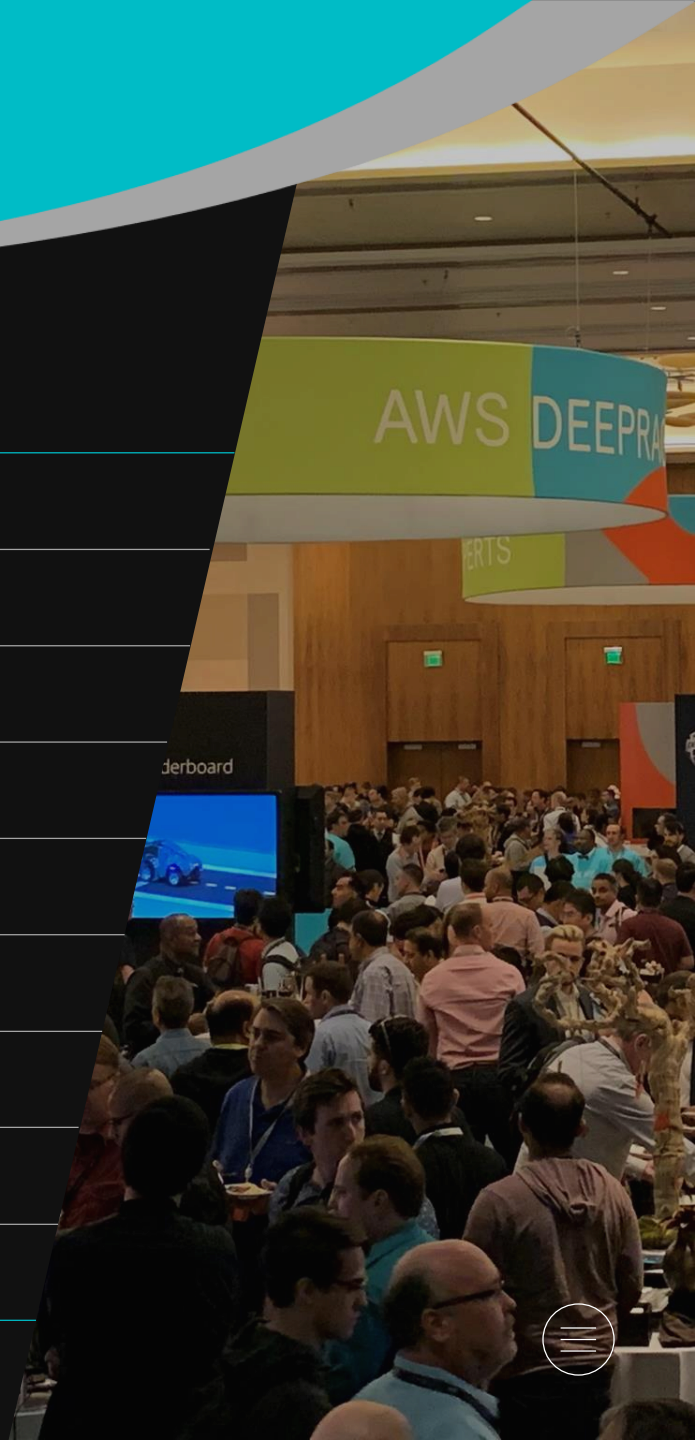
# Bronze Sponsorship

The Bronze sponsorship is designed to provide brand awareness to companies with a relevant product to showcase in one or more of the MARS categories.

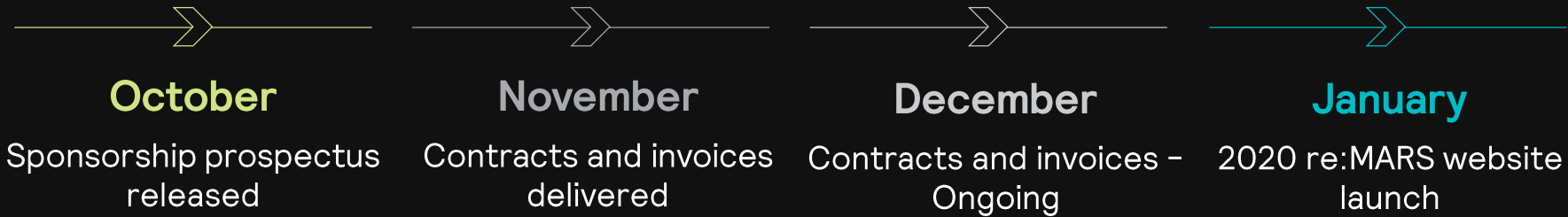
This sponsorship provides a 5' diameter all-inclusive turnkey booth space in the Expo hall, pre-event and on-site logo recognition, and complimentary passes for attendance.

# Bronze Sponsorship Benefits

Benefit	Quantity per package	Benefit description
Full conference passes	3	Access to all conference activities, early access to the expo hall
Booth staff passes	3	Early access to expo hall and access to the Thursday evening party
Paid booth staff passes (\$900/each)	2	Early access to expo hall and access to the Thursday evening party
One (1) 5' diameter booth space	1	5' diameter booth space
One (1) Turnkey kiosk	1	Booth will include: structure, graphic panel, AV, electrical, and cleaning
Complimentary lead retrieval device	1	One lead retrieval device for scanning attendee badges. Information provided includes: full name, company name, title, email, city/state/zip, and country
Website recognition—sponsor page	1	Logo and URL
Mobile app inclusion	1	Logo, URL, and company description
Sponsor Thank You wall	1	Agenda Thank You wall with sponsor logo

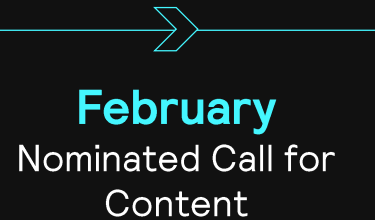


# Sponsorship Timeline



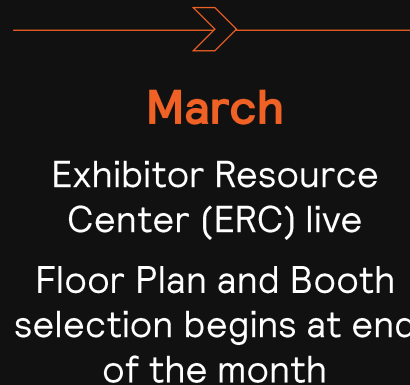
January

2020 re:MARS website launch



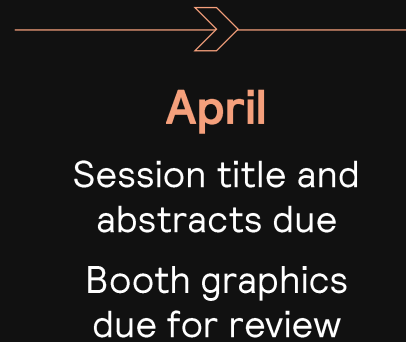
February

Nominated Call for Content



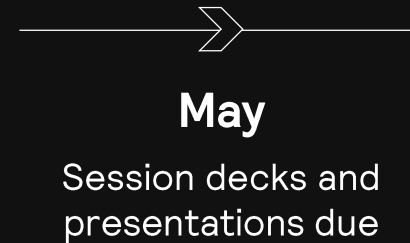
March

Exhibitor Resource Center (ERC) live  
Floor Plan and Booth selection begins at end of the month



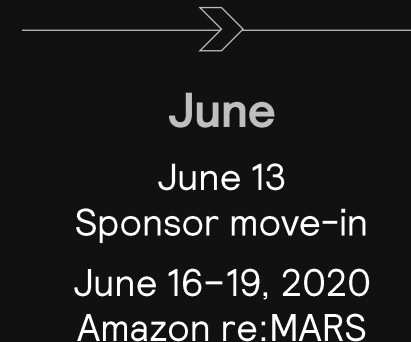
April

Session title and abstracts due  
Booth graphics due for review



May

Session decks and presentations due



June

June 13 Sponsor move-in  
June 16–19, 2020 Amazon re:MARS





# Sponsorship FAQs

Who is eligible to sponsor Amazon re:MARS?

Companies with relevant products and services in one or more of the MARS (Machine Learning, Automation, Robotics, and Space) categories are eligible to participate. All sponsorship participation is subject to Amazon approval at Amazon's sole discretion.

How do I sign-up to sponsor?

Please email [remars-sponsorship@amazon.com](mailto:remars-sponsorship@amazon.com) and indicate the sponsorship tier you wish to sign-up for. Sponsorships will be available upon request on a first come, first served basis.

How can I learn more about the event?

Additional 2020 Amazon re:MARS event details will be posted on February 5, 2020.



# Next Steps

Please contact the Amazon re:MARS sponsorship team to reserve a sponsorship:

[remars-sponsorship@amazon.com](mailto:remars-sponsorship@amazon.com)

Contracts will be distributed based on the order of request starting November 2019.





We look  
forward to  
working  
with you!