

AWS re:Invent

DECEMBER 1 - 5, 2025 | LAS VEGAS, NV

Partner Insider Guide



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Welcome

Welcome from Dr. Ruba Borno, Vice President, AWS Specialists & Partners

Get ready to re:Invent, where otherworldly innovations are on full display and changing the landscape before our eyes.

We're entering the Agentic Age, the most significant technological shift since the internet itself. AI agents are fundamentally reshaping how we work and live, enabling technological advancements so transformative, they seem to defy reality. But turning these possibilities into production-ready solutions requires more than technology — it requires AWS Partners like you who amplify AWS's comprehensive solutions into real-world impact.

Throughout re:Invent, we've crafted a Partner Experience that maximizes every moment of your time here. From dedicated networking spaces to connect with customers, to strategic meetings with AWS teams, to cutting-edge technical sessions and keynotes — each element is designed to help you build relationships, discover the latest advancements, and accelerate your success with AWS.



Don't miss the Partnership Advantage keynote on Wednesday at 3:00PM, where I'll showcase extraordinary stories and peel back the curtain on the precise science of AWS and Partner relationship, giving you the blueprint to replicate this success.

With agentic innovation moving at unprecedented speed, our Partner relationship has never been more critical. Together, let's redefine what's possible for our customers and create the future of technology.

I look forward to seeing you in Las Vegas.

Ruba

VICE PRESIDENT,
AWS SPECIALISTS & PARTNERS



What's on at re:Invent?

Get Ready to re:Invent

Press & Analyst Best Practices

Plan Ahead: Walking Times

Get Ready to re:Invent

This Partner Insider Guide is your roadmap to maximizing every moment, from exclusive Partner events and executive engagements to networking designed to accelerate your AWS success.

Hi! I'm Peccy, your re:Invent Partner Insider Guide. Look for me throughout this guide for tips and tricks I've learned over the years at re:Invent.



AWS Events App

Download the AWS Events app on [iOS](#) or [Android](#) to plan your re:Invent experience like a pro.

Reserve Your Seats

Reserve your seats early in the AWS Events app to secure your access to high-demand sessions before they fill up.

Get Social

Partner activities are happening everywhere. Share your photos, meet-ups, and social events.



[AWS Twitch](#)



[@AWS-Partners](#)



[@AWSPartnerNetwork](#)



[@AWS_Partners](#), [@AWSMarketplace](#), [@AWSCloud](#)





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AWS Hero Partner Guides

These Partner-specific [attendee guides](#) have curated session recommendations, networking strategies, and ROI-focused activities.



Virtual Team Registration

[Virtual registration](#) gives your whole team access to keynotes and innovation talks, including those who can't attend in-person.



Badge Pick-up & Lanyards

Your badge is your access throughout re:Invent. Badge pickup is available at:

- Mandalay Bay
- MGM Grand
- The Venetian
- Harry Reid International Airport

Lanyard colors help you identify key contacts ...

ORANGE — AWS Employee

BLACK — General Attendee

RED — Press and Analysts

GRAY — Executive Summit

PURPLE — re:Play Attendee

GREEN — Booth Staff



Pro Tip: Pick-up your badge at the airport to save time and head straight to the action!



What's on at re:Invent?

Get Ready to re:Invent

Press & Analyst Best Practices

Plan Ahead: Walking Times



Press & Analyst Best Practices

Maximize media opportunities while ensuring your communications align with AWS Partnership guidelines and approval processes.

Check out the official [AWS Partners KBYG blog](#) in advance!

Press

Follow AWS standards and plan early. Here are some key guidelines:



Use correct service names and phrasing. Reference "Amazon Web Services (AWS)" first, then "AWS" for following mentions.



Refer to yourself as an AWS Partner Network member and avoid competitor comparisons or financial disclosures.



Press releases should be submitted 15-20 business days in advance for AWS approval. Coordinate all submissions through your AWS Account Manager for timely approvals.

Analyst Relations

Analyst meetings are managed solely by AWS, with access through scheduled meetings and the exclusive AWS Analyst Summit.

- AWS hosts an exclusive, invitation-only Analyst Summit during re:Invent for top industry analysts from firms like Gartner, Forrester, and IDC.
- Partners may occasionally be included in AWS-coordinated analyst activities, but this would be arranged entirely through the AWS Analyst Relations team.






What's on at re:Invent?

Get Ready to re:Invent

Press & Analyst Best Practices

Plan Ahead: Walking Times

Plan Ahead: Walking Time

FROM	TO	TIME
 VENETIAN	ARIA	40 MINUTES
	BELLAGIO	30 MINUTES
	COSMOPOLITAN	25 MINUTES
	LAS VEGAS FESTIVAL GROUNDS	25 MINUTES
	CAESARS PALACE	15 MINUTES
	ENCORE	20 MINUTES
	PARK MGM	10 MINUTES
	WYNN LAS VEGAS	15 MINUTES

Add 15 minutes to your walk. It takes me between 12 to 25 minutes to go from the Venetian to Wynn.



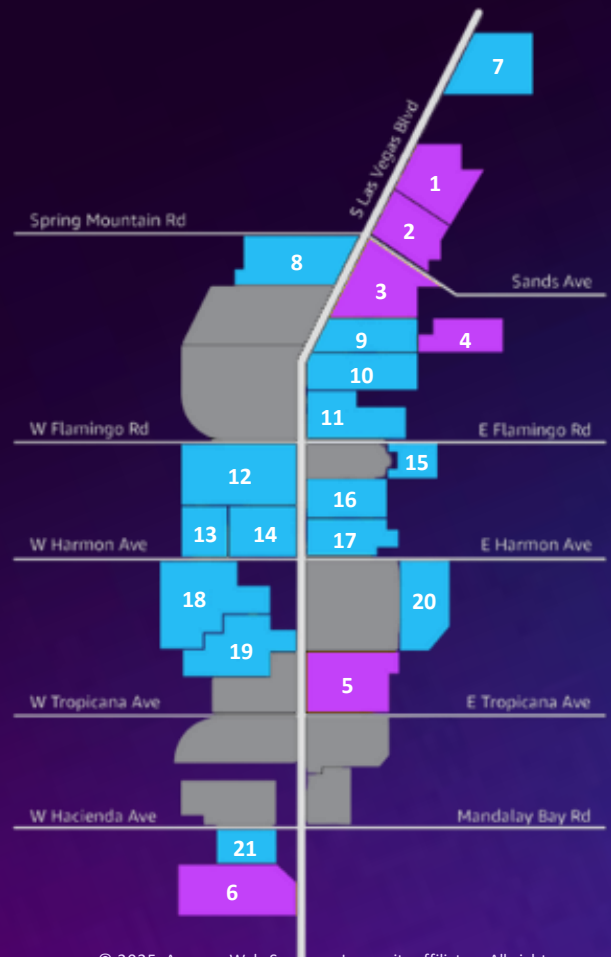
re:Invent Campus Map

Venue and Sleeping Room Hotel

- 1 Encore
- 2 Wynn
- 3 The Venetian
- 4 Caesars Forum (venue only)
- 5 MGM Grand
- 6 Mandalay Bay

Sleeping Room Hotel

- 7 Fontainebleau
- 8 Treasure Island
- 9 Harrah's
- 10 The LINQ
- 11 Flamingo
- 12 Bellagio
- 13 Vdara
- 14 The Cosmopolitan
- 15 Horseshoe
- 16 Paris
- 17 Planet Hollywood
- 18 ARIA
- 19 Park MGM and Nomad Las Vegas
- 20 Signature at MGM





Partner Engagement & Networking

Partner Kick-Off Events

Partner Networking

Partner Executive Engagement

Partner Kick-Off Events

Expo Welcome Reception

THE VENETIAN EXPO

MONDAY, DECEMBER 1, 4:00PM - 7:00PM

Mingle with AWS experts and other Partners and enjoy complimentary drinks and snacks.

Partner Awards Gala

INVITE
ONLY

XS NIGHTCLUB, THE WYNN

MONDAY, DECEMBER 1, 5:00PM - 7:00PM

The awards honor exceptional results, innovation, and collaboration across the AWS Partner Network.

Women of the Cloud Networking Reception

DELILAH, THE WYNN

MONDAY, DECEMBER 1, 3:00PM - 5:30PM

Celebrate women in tech and allies with AWS. Drop in, connect, and grow your network in an inclusive, welcoming, come-and-go format.

Partner Appreciation Event

XS NIGHTCLUB, THE WYNN

MONDAY, DECEMBER 1, 9:00PM - 12:00AM

Open to all AWS Partners and sales reps. Arrive early, there is limited capacity.

Want to win a Partner Award in 2026?

Start collecting customer success stories now and work with your PDM early in the year to identify your strongest customer use cases. Nominations open mid-July and close August 15, 2026.





Partner Engagement & Networking

Partner Kick-Off Events

Partner Networking

Partner Executive Engagement



Partner Networking

Beyond official AWS events, there are 50+ Partner-hosted events happening all week. [Click here](#) for updates and registration links.

APJ Kick-Off Party

[REGISTER
HERE](#)

DRAI'S NIGHTCLUB, THE CROMWELL
MONDAY, DECEMBER 1, 7:00PM - 10:00PM

Celebrate with AWS teams and fellow Asia Pacific and Japan Partners with a fun night of music hosted by Jaime Vallés, VP of AWS Global Sales, APJ.

Partner Evening Receptions

THE VENETIAN, RESTAURANT ROW & MGM GRAND
TUESDAY, DECEMBER 2 & WEDNESDAY, DECEMBER 3
6:00PM - 8:00PM

Evening receptions are where networking and Partnerships take shape.

EMEA Reception

[REGISTER
HERE](#)

XS NIGHTCLUB, THE WYNN
WEDNESDAY, DECEMBER 3, 6:30PM - 10:15PM

Europe, Middle East, and Africa Partners are invited to an exclusive night with Tanuja Randery, Managing Director, AWS EMEA.

AWS Marketplace Night Out

DELMONICO STEAKHOUSE, THE VENETIAN
TUESDAY, DECEMBER 2, 6:00PM - 8:00PM

Connect with buyers and sellers, learn about AWS Marketplace, and discuss shared wins at this popular re:Invent celebration.

AI + Data Competency Partners Reception

INVITE ONLY

EAST SIDE LOUNGE, THE WYNN
MONDAY, DECEMBER 1, 7:00PM - 9:00PM

Hosted by Rahul Pathak and Mark Relph, this invite-only event celebrates the achievements of AI + Data Competency Partners.

AWS Training Partner & Authorized Instructor Appreciation Reception

INVITE ONLY

MOTT 32, THE VENETIAN
WEDNESDAY, DECEMBER 3, 5:30PM

Celebrate the educators powering cloud innovation.

Public Sector Partner Appreciation Reception

INVITE ONLY

GHOSTBAR, PALMS RESORT & CASINO
WEDNESDAY, DECEMBER 3, 5:30PM - 7:00PM

Public Sector Partners are invited for networking and breathtaking views on the 55th floor of the Ivory Tower.

AWS Partner T&C Reception

INVITE ONLY

MOTT 32, THE VENETIAN
TUESDAY, DECEMBER 2, 7:45PM

Partners are invited to share success stories, and toast to another year of innovation together.



Partner Engagement & Networking

Partner Kick-Off Events

Partner Networking

Partner Executive Engagement

Partner Executive Engagement

Make the most of your re:Invent meetings

Arrive early to give yourself time to find the venue.

Check your email for meeting details and arrive at your meeting 10 minutes early. Connect with your PDM or Account Manager for additional details.

EBC Quick Connect: Last-Minute Partner Meeting Requests

THE VENETIAN, LEVEL 4

Partners can request a semi-private meeting space in the Executive Briefing Center by contacting their AWS Account Manager, PDM, Specialist, or on-site Amazonian starting December 1.

AWS Leadership Meetings

AWS Specialist and Partner meetings offer valuable opportunities to strengthen relationships and discuss strategic opportunities.

LOCATIONS

PARTNER MEETINGS

DELMONICO STEAKHOUSE,
THE VENETIAN RESORT

SPECIALIST MEETINGS

TOWER SUITES,
THE WYNN HOTEL

VALID RE:INVENT BADGE REQUIRED FOR ALL MEETINGS

APJ Customer Hub

The APJ Customer Hub provides an exclusive meeting space at the Prestige Club Lounge, 23rd floor of Palazzo at The Venetian Resort.

AI + Data Partner and Customer Meeting Hub

If you are a GenAI Competency Partner or Data & Analytics Competency Partner, go to Flight Club in the Venetian Hotel at your confirmed meeting time.





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Ruba's Keynote

Other Keynotes



All keynotes are held in
The Venetian.



If you arrive later than 15 minutes
before the session, you risk losing your
reserved seat to walk-ins.



Reserve seats through the
[AWS Events app](#).



Arrive 30 minutes early for
Matt Garman's opening keynote.



[Livestream here](#) if you can't
watch in-person.



Line queuing begins 90 minutes prior
to start time.



Join me for Ruba's keynote on Wednesday. I've
heard the first 100 attendees will get special
swag.



The Partnership Advantage Keynote

DR. RUBA BORNO

VICE PRESIDENT, AWS SPECIALISTS & PARTNERS

WEDNESDAY, DECEMBER 3, 3:00PM - 4:30PM

Join Dr. Ruba Borno as she reveals how AWS
Partners are using agentic AI and AWS
Marketplace to unlock meaningful business
outcomes.



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Other Keynotes

Did you know you can watch the keynotes live on channel 91 (Venetian and Palazzo) or channel 347 (MGM properties).



CEO Keynote

MATT GARMAN

CHIEF EXECUTIVE OFFICER, AWS

TUESDAY, DECEMBER 2, 8:00AM - 10:30AM

Join to learn how AWS is reinventing core technologies and creating new experiences to empower customers.



The Future of Agentic AI is Here

SWAMI SIVASUBRAMANIAN

VICE PRESIDENT, AGENTIC AI, AWS

WEDNESDAY, DECEMBER 3, 8:30AM - 10:30AM

Learn about the tools you can use to build, deploy, and run secure, reliable, and scalable agents on AWS.

Infrastructure Innovations

PETER DESANTIS

AWS SVP UTILITY
COMPUTING

DAVE BROWN

VICE PRESIDENT, COMPUTE & MACHINE
LEARNING SERVICES

THURSDAY, DECEMBER 4, 9:00AM - 10:30AM

Dive deep into the technology that powers AWS services.



A Special Closing Keynote

DR. WERNER VOGELS

AMAZON.COM CTO

THURSDAY, DECEMBER 4, 3:30PM - 4:30PM

This developer keynote reveals how tools, patterns, and practices are evolving in an AI-driven world.



The Expo Experience

AWS Partner Experience Pavilion

Can't Miss at the Expo

AWS Partner Experience Pavilion

AWS Marketplace Hub

Discover, test, and deploy thousands of Partner solutions to accelerate outcomes and grow your business.

AWS Partners Live!

This popular broadcast from inside the Partner Pavilion dives deep into generative AI, security, and industry topics with games, rotating hosts, and surprise guests. [Tune in here](#) to virtually listen in.

AWS Partner Network Booth

Meet AWS experts, explore programs and co-selling opportunities, and learn how to build and grow your business with AWS.

Specialized AWS Partner Solutions

See how AWS Partners are tackling real-world customer challenges with proven technical expertise across key domains.

AI & Agentic AI

AI Security & Governance

Database Specialization

Analytics & Resilience

CloudOps & Security/MSSP

Migration & Modernization

AWS Built-In

End-User Computing & Connect

FinOps

Security Incident Response & Cyber Insurance



There are more than 200 booths to visit at the Expo. I'm starting my day at the AWS Marketplace booth — it's the perfect place for Partners to learn and connect.





The Expo Experience



AWS Partner Experience Pavilion

Can't Miss at the Expo

I am heading to the Partner Pavilion during lunch to network with AWS Partner Ambassadors and explore the 11 kiosks when they have no lines.

AWS Partner Experience Pavilion

Welcome Desk

Connect with AWS experts, get guidance on Partner programs, and make the most of your re:Invent experience.

AWS Partner Central

Visit us to learn about AWS Partner Central and to ask all of your burning questions.

Innovate with Generative AI

Leverage agentic AI, foundation models, and real-world use cases to accelerate innovation and automate workflows.

Co-sell with AWS

Obtain one-on-one support for joint go-to-market strategies, register opportunities in ACE, and leverage programs to accelerate deal velocity.

Migrate & Modernize with AWS

Discover proven cloud migration and transformation solutions to help customers move faster and reduce costs.

Market Solutions with AWS

Learn more about co-brand assets, access MDF funding, and amplify visibility through AWS-led campaigns.

Accelerate SMB Growth

Observe the Lightning Theater and demo stations, which showcase SMB-targeted Partner solutions.

Transform Public Sector

Discuss and demo solutions tailored for government, education, and nonprofits.

Grow with AWS

Hear specialization tracks like Co-selling, Competency, Partner Path, and Service Delivery programs.

Build Your AWS Practice

Gain hands-on guidance for Partner programs, competencies, co-sell opportunities, and specialization tracks.



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The Expo Experience



AWS Partner Experience Pavilion

Can't Miss at the Expo

I'm adding AWS Partner-focused sessions (PEX) to my schedule by visiting the [event catalog](#).

Can't Miss at the Expo



AWS Gamechangers Showcase

Innovation in action. We celebrate customers transforming industries through generative AI. This showcase features the visionaries and organizations making bold moves in generative AI. Discover their journeys.

AWS Partner Theater & Mini-Demo Stages

These high-impact, 15-minute sessions bring together AWS Partners and experts to share solutions for today's challenges.



Women Walk the Expo Floor

MEET AT THE CONTENT HUB, THE VENETIAN

TUESDAY, DECEMBER 2, 10:45AM - 12:00PM

Join The Female Quotient and AWS Women of the Cloud for a guided "Walk the Floor" tour spotlighting must-see AWS pavilions and sponsors. Meet at the Venetian Content Hub at 10:45 AM for welcome remarks by Shelley Zalis.



Experience re:Invent

Only at re:Invent

Have Fun

Spot someone in a shiny gold jacket? That's an AWS Certified Legend! Only those who've earned all 12 AWS certifications get to wear the golden jacket.



Only at re:Invent

AWS Certification

All attendees receive a **50% discount voucher** for any AWS Certification exam. Look for AWS Certified stickers on badges or spot someone wearing the legendary golden jacket.

[Learn More & Register](#)



re:Invent 5K Run

LAS VEGAS FESTIVAL GROUNDS
TUESDAY, DECEMBER 2 6:00AM

Partner meetings will consume most of your re:Invent experience so take time to lace up and start your day with energy at the official re:Invent 5K Run (or walk).

Sport Forum

CAESARS FORUM
SUNDAY – THURSDAY, 10:00 – 6:00PM

See firsthand AWS global sports and entertainment by showcasing your skills with F1, NFL, and PGA TOUR® inspired games while participating in hands-on workshops and activities.





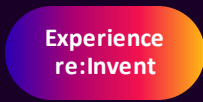
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Have Fun

I'm not going to miss the
chicken wing eating
contest on Sunday!



Have Fun



Chicken Wing Competition

Cheer on your colleagues at the Chicken Wing Eating Competition. Competitors must be lined up and registered by 2:15PM to participate.

CAESARS FORUM

SUNDAY, NOVEMBER 30 3:00PM



Ice "Barr" Trivia

Chill out and test your AWS knowledge in this ice-bar-themed trivia challenge with AWS Evangelist Jeff Barr.

THE VENETIAN

THURSDAY, DECEMBER 3, 7:00PM - 9:00PM



Tattoo & Piercing Parlor

Choose from temporary or permanent cloud-inspired tattoos or small professional piercings from licensed artists. **Bring your valid ID.**

THE VENETIAN EXPO

THROUGHOUT THE WEEK



Win Big: Bingo After Dark

Experience Bingo After Dark, an exciting twist on the classic game with bumping beats, premium prizes, and AWS-style fun.

MANDALAY BAY

WEDNESDAY, DECEMBER 3, 6:30PM - 8:30PM



Resources & Sponsors

[Re:Invent Sponsors](#)[Quick Links](#)[Agenda At-A-Glance](#)

re:Invent Sponsors

Check out our incredible lineup of **AWS Sponsors** on the expo floor. From global innovators to fast-moving startups, these are the companies showcasing solutions that push what's possible on AWS.

Emerald



Diamond



Curious about becoming a Sponsor in 2026? [Get in touch.](#)



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Key Resources

[AWS re:Invent Main Site](#)

[AWS Partner Network \(APN\)](#)

[AWS Marketplace](#)

[Bookable re:Invent Meeting Space Portal](#)

[Event Catalog](#)



Community & Fun

[Sports Forum](#)

[re:Play Party Info](#)



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[AWS Partner Network Blog](#)



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Bring comfortable shoes (or mobility support), the average attendee covers **over 10 miles a day**, and every step leads to something great.



MONDAY, DECEMBER 1

TIME	EVENT	LOCATION
11:00AM - 2:00PM	EXECUTIVE BRIEFING CENTER (EBC) MEETINGS	THE VENETIAN (LEVEL 4)
4:00PM - 7:00PM	WELCOME RECEPTION	THE VENETIAN EXPO
5:00PM - 7:00PM	AWS PARTNER AWARDS CEREMONY (INVITE ONLY)	XS NIGHTCLUB, WYNN HOTEL
7:00PM - 9:00PM	AI + DATA COMPETENCY PARTNERS RECEPTION (INVITE ONLY)	EAST SIDE LOUNGE, WYNN HOTEL
9:00PM - MIDNIGHT	PARTNER APPRECIATION EVENT (OPEN TO ALL PARTNERS)	XS NIGHTCLUB, WYNN HOTEL

TUESDAY, DECEMBER 2

TIME	EVENT	LOCATION
6:00AM	RE:INVENT 5K RUN	LAS VEGAS FESTIVAL GROUNDS
8:00AM - 10:30AM	CEO KEYNOTE WITH MATT GARMAN	THE VENETIAN EXPO
11:00AM - 6:45PM	EXECUTIVE BRIEFING CENTER MEETINGS	THE VENETIAN (LEVEL 4)
10:45AM - 12:00PM	WOMEN WALK THE FLOOR/ AWS WOMEN OF THE CLOUD	THE VENETIAN EXPO
ALL DAY	PARTNER DEMOS & NETWORKING IN EXPO	THE VENETIAN EXPO



Resources & Sponsors

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WEDNESDAY, DECEMBER 3

TIME	EVENT	LOCATION
8:00AM - 6:45PM	EXECUTIVE BRIEFING CENTER MEETINGS	THE VENETIAN (LEVEL 4)
8:30AM - 10:30AM	AGENTIC AI & DATA FOUNDATIONS KEYNOTE (SWAMI SIVASUBRAMANIAN)	THE VENETIAN EXPO
3:00PM - 4:30PM	AWS PARTNERSHIP ADVANTAGE KEYNOTE (DR. RUBA BORNO)	THE VENETIAN EXPO
5:30PM - 7:00PM	PUBLIC SECTOR PARTNER APPRECIATION RECEPTION	GHOSTBAR, PALMS RESORT & CASINO
8:00PM - 10:00PM	WIN BIG: BINGO AFTER DARK	MANDALAY BAY

THURSDAY, DECEMBER 4

TIME	EVENT	LOCATION
8:00AM - 5:45PM	EXECUTIVE BRIEFING CENTER MEETINGS	THE VENETIAN (LEVEL 4)
8:00AM - 10:30AM	INFRASTRUCTURE & SERVICE INNOVATION KEYNOTE (PETER DESANTIS & DAVE BROWN)	THE VENETIAN EXPO
12:00PM - 2:00PM	CHICKEN WING COMPETITION	CAESARS FORUM
5:00PM - 7:00PM	ICE "BARR" TRIVIA	THE VENETIAN
7:00PM - LATE	RE:PLAY PARTY	LAS VEGAS FESTIVAL GROUNDS



Stay hydrated. Visit the Hydrate & Help stations throughout the Venetian campus. Each time you refill your water bottle, you're supporting a charity in their effort to build clean water systems around the world.

