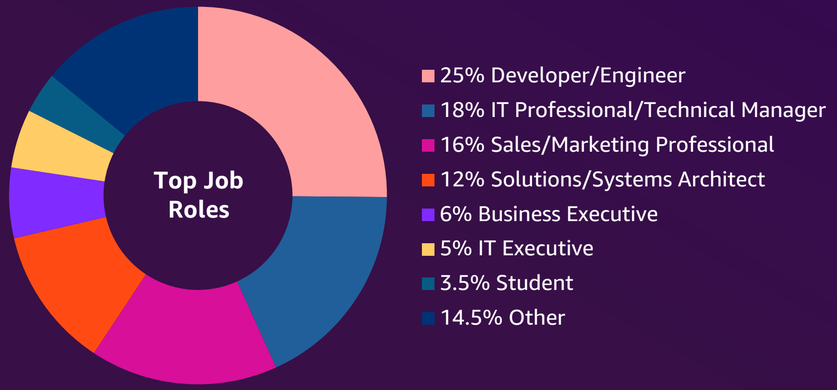
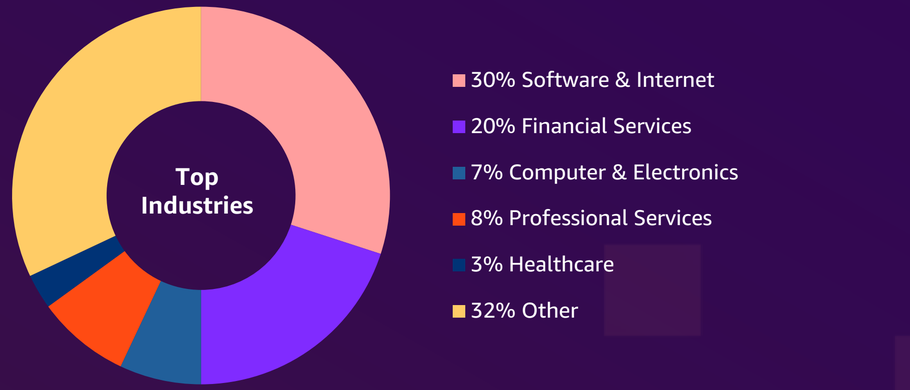
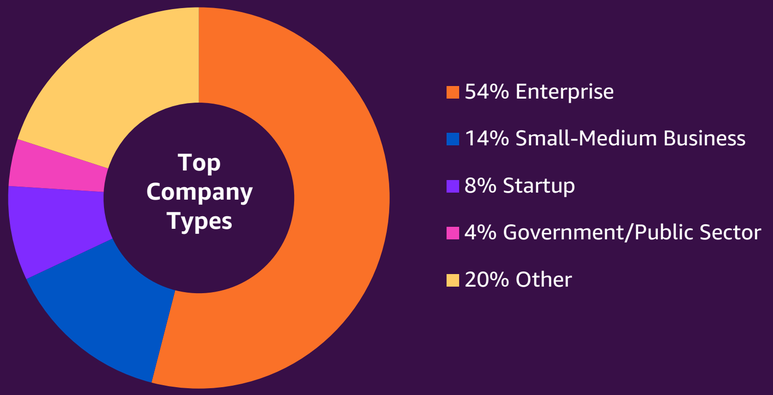
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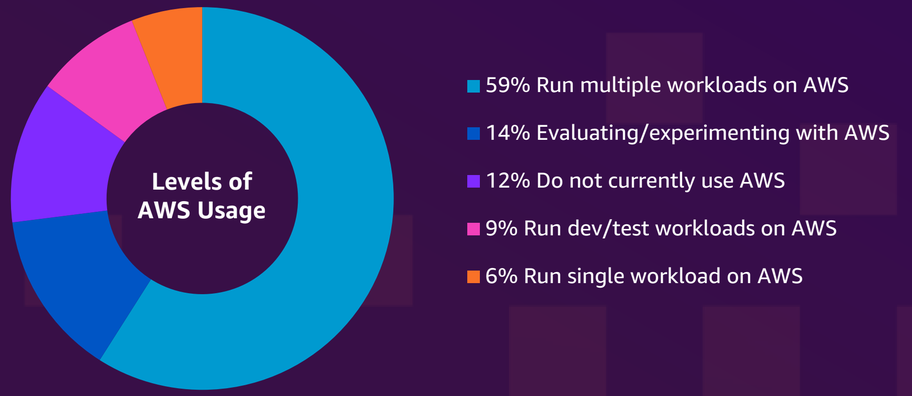
# Toronto

## Attendee Insights




*Expected attendee demographic data is based on actual 2025 AWS Summit Toronto attendees.*

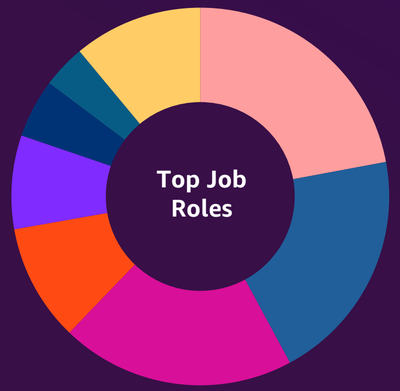
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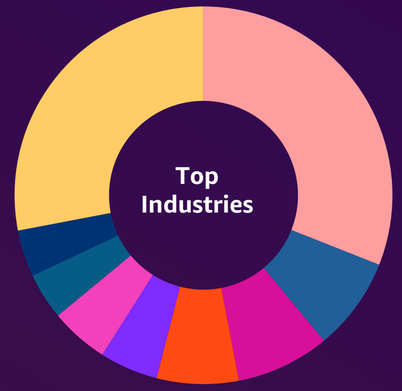
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# Los Angeles

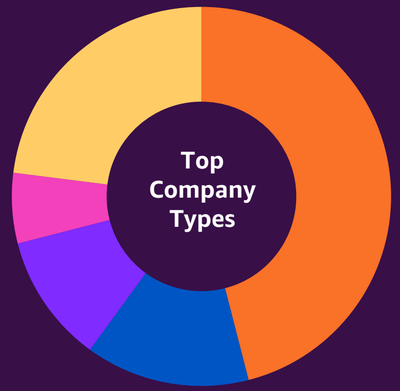
## Attendee Insights



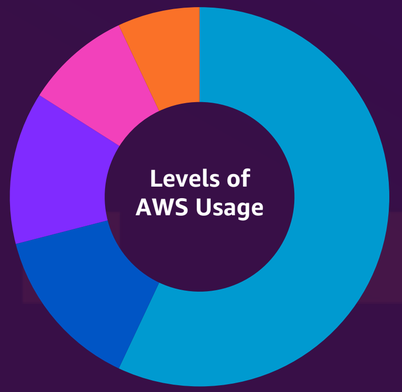

- 22% Sales/Marketing Professional
- 20% Developer/Engineer
- 20% IT Professional/Technical Manager
- 10% Solutions/Systems Architect
- 8% Business Executive
- 5% IT Executive
- 3.7% Student
- 11.3% Other




- 31% Software & Internet
- 8% Computers & Electronics
- 8% Media & Entertainment
- 7% Professional Services
- 5% Financial Services
- 5% Education
- 4% Government
- 4% Healthcare
- 28% Other




- 46% Enterprise
- 14% Small-Medium Business
- 11% Startup
- 6% Education
- 23% Other




- 57% Run multiple workloads on AWS
- 14% Evaluating/experimenting with AWS
- 13% Do not currently use AWS
- 9% Run dev/test workloads on AWS
- 7% Run single workload on AWS

*Expected attendee demographic data is based on actual 2025 AWS Summit Los Angeles attendees.*

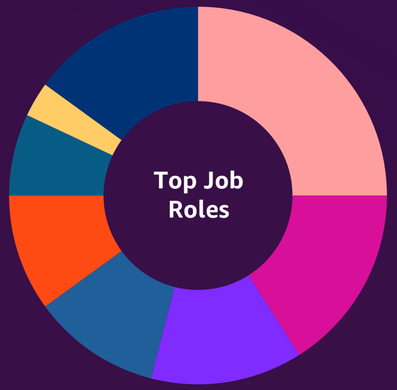
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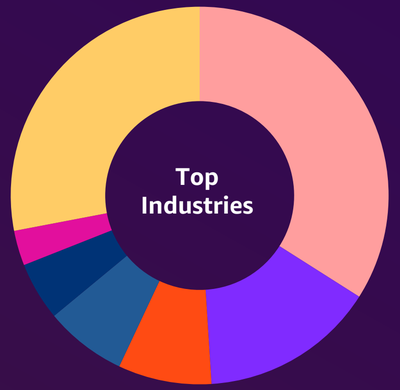
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# New York

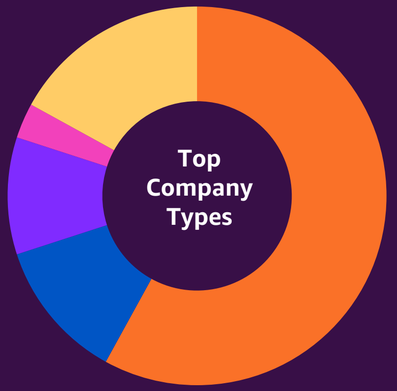
## Attendee Insights



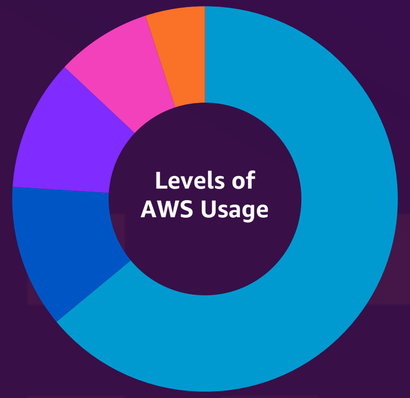

- 25% Sales/Marketing Professional
- 16% Developer/Engineer
- 13% IT Professional/Technical Manager
- 11% Business Executive
- 10% Solutions/Systems Architect
- 7% IT Executive
- 2.5% Student
- 15.5% Other




- 34% Software & Internet
- 15% Financial Services
- 8% Professional Services
- 7% Computer & Electronics
- 5% Healthcare
- 3% Media & Entertainment
- 28% Other




- 58% Enterprise
- 12% Small-Medium Business
- 10% Startup
- 3% Education
- 17% Other




- 64% Run multiple workloads on AWS
- 12% Evaluating/experimenting with AWS
- 11% Do not use AWS today
- 8% Run dev/test workloads on AWS
- 5% Run a single workload on AWS

*Expected attendee demographic data is based on actual 2025 AWS Summit New York attendees.*

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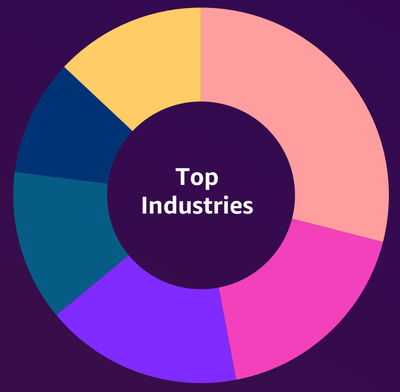
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# AWS Summit Washington, DC

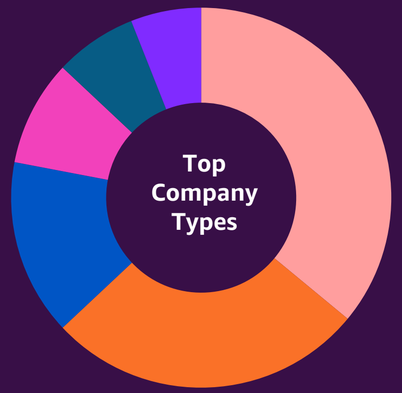
## Attendee Insights



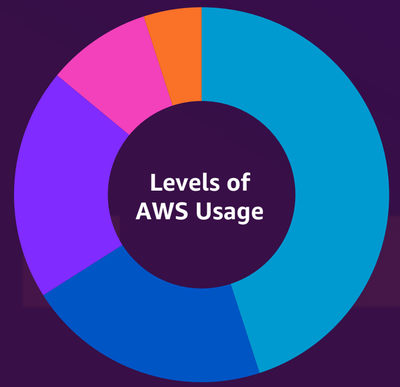

- 29% IT Professional/Technical Manager
- 18% Developer/Engineer
- 17% Business Executive
- 13% Academic/Researcher
- 10% IT Executive
- 13% Other




- 60% Government
- 10% Education
- 7% Financial Services
- 4% Nonprofit Organisations
- 4% Healthcare
- 15% Other (includes Aerospace, Manufacturing, Telecom)




- 36% Government
- 27% Enterprise
- 15% Small-Medium Business
- 9% Education
- 7% Nonprofit
- 6% Startup




- 45% Run multiple workloads on AWS
- 21% Evaluating/experimenting with AWS
- 20% Do not use AWS today
- 9% Run dev/test workloads on AWS
- 5% Run a single workload on AWS

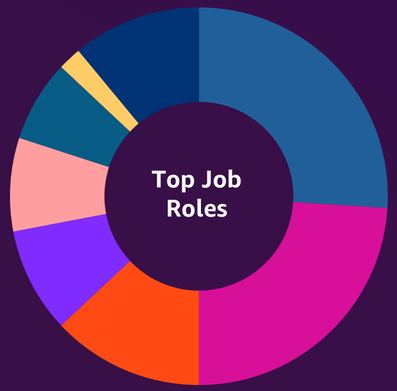
*Expected attendee demographic data is based on actual 2025 AWS Summit Washington DC attendees.*

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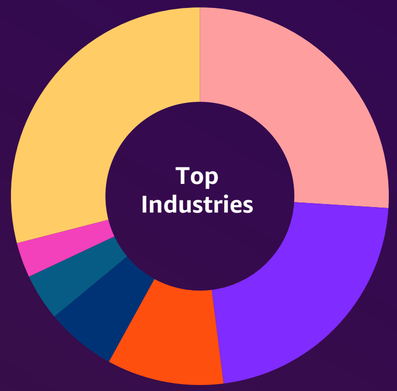
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# Bogotá

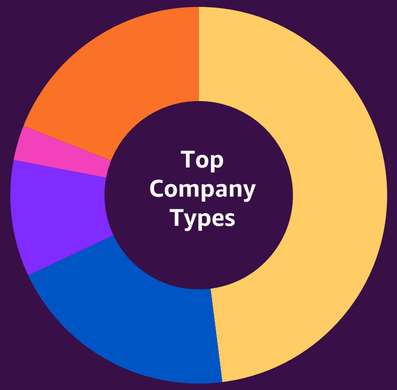
## Attendee Insights




- 26% Developer/Engineer
- 24% IT Professional/Technical Manager
- 13% Solutions/Systems Architect
- 9% Business Executive
- 8% Sales/Marketing
- 7% Technical Executive
- 2% Student
- 11% Other




- 26% Software & Internet
- 22% Financial Services
- 10% Professional Services
- 6% Telecommunications
- 4% Computers & Electronics
- 3% Education
- 29% Other




- 48% Enterprise
- 20% Small-Medium Business
- 10% Startup
- 3% Education
- 19% Other




- 33% Run multiple workloads on AWS
- 27% Evaluating/experimenting with AWS
- 20% Run dev/test workloads on AWS
- 14% Do not currently use AWS
- 6% Run single workload on AWS

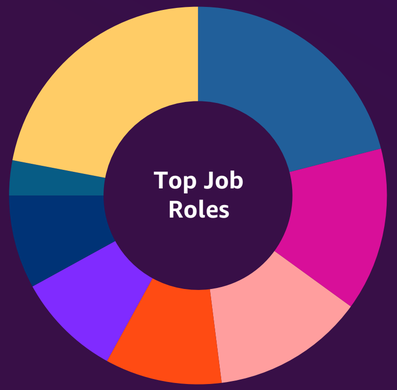
*Expected attendee demographic data is based on actual 2025 AWS Summit Bogotá attendees.*

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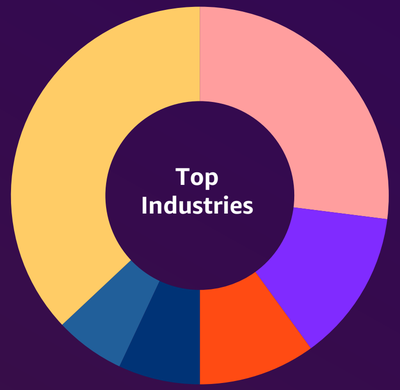
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# Ciudad de México

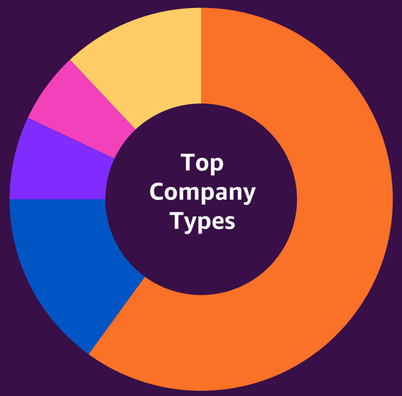
## Attendee Insights



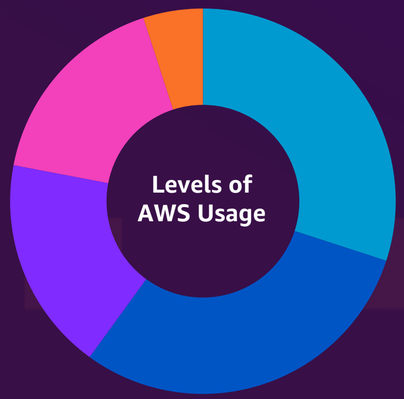

- 21% Developer/Engineer
- 14% IT Professional/Technical Manager
- 13% Sales/Marketing Professional
- 10% Solutions/Systems Architect
- 9% Business Executive
- 8% IT Executive
- 3% Student
- 22% Other




- 27% Software & Internet
- 13% Financial Services
- 10% Professional Services
- 7% Healtcare
- 6% Computer & Electronics
- 37% Other




- 60% Enterprise
- 15% Small-medium Business
- 7% Startup
- 6% Education
- 12% Other




- 30% Run multiple workloads on AWS
- 30% Evaluating/experimenting with AWS
- 18% Do not currently use AWS
- 17% Run dev/test workloads on AWS
- 5% Run single workload on AWS

*Expected attendee demographic data is based on actual 2025 AWS Summit Ciudad de México attendees.*

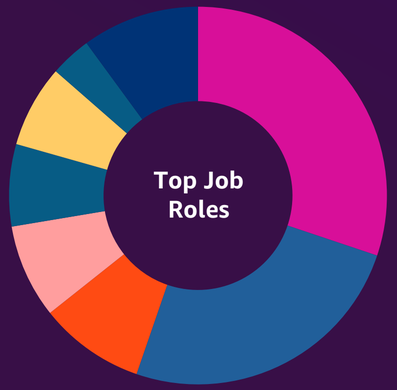
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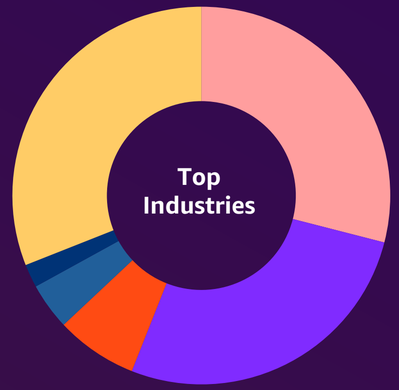
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# São Paulo

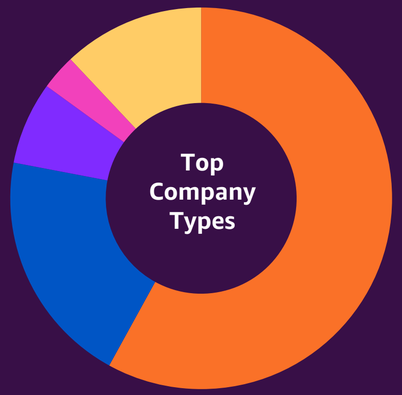
## Attendee Insights



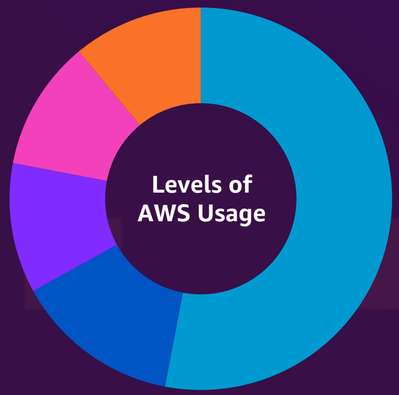

- 30% IT Professional/Technical Manager
- 25% Developer/Engineer
- 9% IT Executive
- 8% Business Executive
- 7% Solutions/Systems Architect
- 7% Sales/Marketing Professional
- 3.5% Student
- 10% Other




- 29% Software & Internet
- 27% Financial Services
- 7% Professional Services
- 4% Computers & Electronics
- 2% Healthcare
- 31% Others




- 58% Enterprise
- 20% Small-Medium Business
- 7% Startup
- 3% Independent Software Vendor (ISV)
- 12% Other




- 53% Run multiple workloads on AWS
- 14% Evaluating/experimenting with AWS
- 11% Do not currently use AWS
- 11% Run dev/test workloads on AWS
- 11% Run single workload on AWS

*Expected attendee demographic data is based on actual 2025 AWS Summit São Paulo attendees.*

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