

Advertising & Marketing Technology

at AWS re:Invent 2026

ATTENDEE GUIDE

November 30 – December 4, 2026 · Las Vegas, NV

Welcome to re:Invent 2026

Welcome to AWS re:Invent 2026! This is our biggest year yet for the Advertising & Marketing Technology community—five days of learning, connection, and hands-on building designed around the priorities shaping our industry.

This year we're spotlighting agentic advertising and marketing, low-latency real-time bidding, privacy-enhanced data collaboration, and new ways to monetize content, video, and AI bot traffic. You'll find curated sessions, executive engagements, and networking built specifically for Advertising and Marketing leaders and builders.

Whether it's your first re:Invent or your tenth, come ready to engage. Stop by our industry lounge, join a reception, and let's build what's next together.

Get started

This guide is full of tips and tricks provided by re:Invent veterans and staff to make sure you're ready for this year's event.

AWS re:Invent attendees should:

- Learn firsthand about AWS services from recognized experts.
- Get technical questions answered on the spot.
- Receive immediate access to what's new.
- Most of all, enjoy yourself while learning!

Register now

We've curated the resources in this guide to help you plan a successful agenda. View the quick links below to get started:

[Keynotes >>](#)

[Advertising & Marketing Recommended Sessions >>](#)

[Advertising, Media & Entertainment, and Games Demos >>](#)

[Networking & Receptions >>](#)

[Other Recommended Sessions >>](#)

[Resources >>](#)



Plan your re:Invent



Keynotes

[Learn more](#)



CEO Keynote

Matt Garman

CEO, AWS

Tues, Dec 1 | 8:30 AM - 10:30 AM



Developer Keynote

Mon, Nov 30 | 7:30 PM - 8:45 PM



Data & AI Keynote

Wed, Dec 2 | 8:30 AM - 10:00 AM



Partner Keynote

Wed, Dec 2 | 3:00 PM - 4:00 PM



Technology Innovation Keynote

Thurs, Dec 3 | 8:30 AM - 10:00 AM



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Session types



Breakout sessions

Lecture-style sessions that feature one or more speakers presenting on an educational topic. Lectures are in either standard breakout rooms or on a silent session stage. Breakout sessions in standard rooms include an optional group Q&A at the end, as time allows.

Workshops



Hands-on sessions where attendees work under the guidance of AWS experts to build a solution using AWS. Attendees must bring their laptops to participate.

Code talks



Engaging, code-focused sessions with a small audience. AWS experts lead an interactive discussion featuring live coding and/or code samples as they explain the “why” behind AWS solutions.

Builders' sessions



Small-group sessions led by one AWS expert providing interactive learning on how to build on AWS. Attendees use their own laptops to experiment and build with guidance from the AWS expert.

Chalk talks



Chalk talks are highly interactive whiteboarding sessions with AWS experts. Expect a lively technical discussion, centered around real-world architecture challenges.

RECOMMENDED ADVERTISING & MARKETING TECHNOLOGY SESSIONS

IND3337

The Trade Desk's Cloud Journey: AI-Assisted Optimization to AI Agents

Monday, November 30, 2026, 4:30 PM

Caesars Forum | Level 1 | Forum 120 | Content Hub | Blue Theater

[View session](#)

The Trade Desk operates a real-time advertising platform on AWS, where infrastructure must handle massive scale while making bidding decisions in milliseconds. At that volume, cloud cost optimization is a continuous discipline, not a one-time audit. In this breakout, The Trade Desk shares how it moved from manual cost audits to an AI-assisted approach: an internal MCP server that lets AI agents investigate cost and usage data, surface savings across services like S3, NAT Gateway, EBS, and Graviton, and apply a repeatable method for optimizing workloads over time. You'll see how the team structured the agents, what they found, and where the approach is headed.

Level: 400—Expert

Breakout session

Featured speakers: Sharik Pahwa, Principal Solutions Architect (AWS); Shreyas Shah, Staff Product Manager (The Trade Desk); Sathyajith Bhat, Staff Software Engineer (The Trade Desk)

IND3300

How WBD Became the First Media Company to Go Agentic Across AdTech

Wednesday, December 2, 2026, 4:00 PM

Caesars Forum | Level 1 | Forum 120 | Content Hub | Orange Theater

[View session](#)

Buying and selling media has historically been manual, constrained by legacy systems and fragmented tools. Warner Bros. Discovery is changing that. As the first media company to integrate agentic AI workflows into every system across the media lifecycle, WBD is leapfrogging the competition by embedding autonomous agents at every step: planning, forecasting, optimization, and measurement. This converged platform makes linear TV as addressable and measurable as digital. Learn how WBD and AWS are replacing decades of manual process with self-improving agents that drive precision, yield, and entirely new monetization models at scale.

Level: 300—Advanced

Breakout session

Featured speakers: Ken Kanagaraj, Principal Cloud Architect, (AWS); Ashish Kapur, Principal Engagement Manager (AWS); Nage Sethu, Senior Vice President of Technology (Warner Bros. Discovery)

IND3339

Agentic Advertising with Privacy-Enhanced Data Collaboration

Wednesday, December 2, 2026, 5:30 PM

Venetian Expo Hall | Level 2, Hall B | Industries Zone Theater

[View session](#)

rogrammatic advertising is shifting from rule-based heuristics to autonomous agents that plan, orchestrate, and bid inside the millisecond bidstream. This Lightning Talk shows three AWS building blocks combining into one agentic ad tech stack: multi-agent collaboration on Amazon Bedrock AgentCore for media planning and inventory optimization; ARTF-compliant containers running deep-learning models on NVIDIA Triton and Amazon EKS for real-time bid shading, audience activation, and deal management; and AWS Clean Rooms ML as the trust layer, training lookalike models on collective data without exposing underlying records. Leave with a reference architecture for where inference, orchestration, and privacy all work together.

Level: 300—Advanced

Lightening Talk

Featured speakers: Zelle Steyn, Principal Solutions Architect, AWS; Ryan Malecky, Principal SA Clean Rooms, AWS



RECOMMENDED ADVERTISING & MARKETING TECHNOLOGY SESSIONS

IND405

Build low latency real-time bidding workloads with AWS RTB Fabric

Session 1: Tuesday, December 1, 2026, 3:00 PM

Caesars Forum | Level 1 | Forum 114

Session 2: Wednesday, December 2, 2026, 9:00 AM

Caesars Forum | Level 1 | Alliance 314

[View session](#)

With the growth of digital media, including streaming video and retail media, customers that operate advertising platforms need to buy, sell, deliver, and measure millions of ad transactions per second while meeting stringent latency requirements. In this chalk talk, you will learn how to run real-time bidding workloads with your AdTech partners on a dedicated network in the cloud using AWS RTB Fabric. You will learn how to setup, onboard, and integrate AWS RTB Fabric with your supply and demand-side-platforms. Additionally, you will learn about key features including the core network, modules, and pricing model of the service.

Level: 400 - Expert

Chalk talk

Featured speakers: Sergio Serra, Product Lead (AWS); Luca Passani, CTO (ScientiaMobile)

IND419

Monetize AI Bot Traffic: Agent-Ready Media with AWS WAF & AI Analysis

Thursday, December 3, 2026, 12:30 PM

Caesars Forum | Level 1 | Academy 412

[View session](#)

More than half of web traffic now comes from AI bots that consume content built for humans while returning little value to publishers. This hands-on workshop tackles both the content and the monetization side. First, you'll build a pipeline that converts images, video, and audio into concise, agent-friendly markdown summaries including interpreting what's shown, said, and meant, while preserving the originals for human readers. Then you'll monetize bot traffic with AWS WAF AI traffic monetization, setting per-request pricing by bot verification tier and collecting payment via the x402 protocol. You'll build a working dual-audience pipeline and WAF pricing configuration you can deploy against your own media.

Level: 400—Expert

Workshop

Featured speakers: Carlos Salazar, Senior Solutions Architect (AWS); Arturo Velasco, Senior Solutions Architect (AWS)

IND415

Build Bidstream Agents and Simulate Auction with AgentCore

Monday, November 30, 2026, 8:30 AM

Caesars Forum | Level 1 | Academy 412

[View session](#)

In this hands-on workshop, build Agentic Real-Time Framework (ARTF)-compliant agents that operate inside the bidstream, using the Agents for Advertising framework on Amazon Bedrock. You'll construct an agent container that accepts bid requests and returns pricing decisions to the ARTF specification, then orchestrate a multi-agent pipeline that simulates adversarial auction scenarios and scores your bidding strategy against the outcomes. Run interactive simulations that generate learning signals, and plug in your own bidding model to see how it performs. You'll leave with a working ARTF container and auction-simulation harness you can point at your own models.

Level: 400- Expert

Workshop

Featured speakers: Zelle Steyn, Principal Solutions Architect (AWS); Negin Rouhanizadeh, Solutions Architect (AWS)



RECOMMENDED ADVERTISING & MARKETING TECHNOLOGY SESSIONS

IND 350

Build an Agentic AI Marketing Engine Powered by Amazon Bedrock

Session 1: Tuesday, December 1, 2026, 4:00 PM

Caesars Forum | Level 1 | Alliance 311

Session 2: Wednesday, December 2, 2026, 9:00 AM

Caesars Forum | Level 1 | Forum 120 | Content Hub | Builders'

[View session](#)

In this hands-on builder session, construct a multi-agent AI system that automates campaign planning, activation, and optimization. Build four specialized agents on Amazon Bedrock including a planner, media buyer, analyst, and creative generator that turns campaign parameters into audience targeting, budget allocation, performance forecasts, and localized creative grounded in your brand guidelines and historical data. Activate campaigns through Amazon Ads DSP, then add an optimizer agent with human-in-the-loop approvals that reallocates budget across channels as performance shifts. You'll build a running multi-agent workflow and take away the Bedrock agent definitions to adapt for your own campaigns.

Level: 300 - Advanced

Builders' session

Featured speakers: Jeremy Bartosiewicz, Principal Solutions Architect (AWS); Hari Radhakrishnan, Sr. Solutions Architect (AWS); Vanessa Ji, Solutions Architect (AWS); Sanhawatt Taongern, Solutions Architect (AWS); Celine Zhu, Solutions Architect (AWS);

AMZ 401

How Amazon Ads Built a Service Mesh Without a Control Plane Service

Session 1: Tuesday, December 1, 2026, 3:00 PM

Caesars Forum | Level 1 | Forum 120 | Content Hub

Session 2: Wednesday, December 2, 2026, 1:30 PM

Wynn/Encore | Convention Promenade | Margaux 1

[View session](#)

Most service meshes require dedicated infrastructure just to manage the mesh itself. Amazon Ads took a different approach: a fully serverless xDS control plane built with AWS Lambda and S3 that manages hundreds of Envoy proxies serving 100K+ requests per second at 2ms p99 overhead with no long-running control plane servers. In this session, we walk through the architecture end to end: Envoy sidecars on Amazon ECS for service-to-service communication, an edge proxy for external ingress, and the serverless control plane that ties it together.

Level: 400 - Expert

Code Talk

Featured speakers: Yiwen Luo, Manager, Machine Learning Engineering (Amazon Ads); Garry Galinsky, Principal Solutions Architect, (AWS); Soham Kale, Senior Software Developer, (Amazon Ads)



On the ground



Explore the Expo

Open Mon, Nov 30, 4:00 PM – 7:00 PM
Open Tues, Dec 1 – Thurs, Dec 3, 10:00 AM
– 6:00 PM
450+ experts & partners



AWS Village

New launches land here first—test what's new the day it's announced and get direct time with AWS experts.



Lightning Theaters

20-minute stories of real-world implementations from the practitioners who built them. No reservations required.



Industry Zone

Organized by industry—1:1s with specialists who know your sector and peers solving the same problems.



Builder Community Zone

Hands-on challenges, guided certification labs, and building alongside open source maintainers.



Global Impact Zone

Build & Give Back projects across education, health, and climate—skills applied to real stakes.



Partner Advantage Zone

Connect with AWS Partners in AI, migration, and security, plus the AWS Marketplace Showcase.



Industry Zone

The Industries Pavilion in the Expo Hall will showcase why AWS is the best cloud for Advertising & Marketing, Media & Entertainment and Games.

Experience interactive demos showcasing the latest AWS services and see how our customers are achieving groundbreaking transformations with cloud and AI technologies. Industry experts will demonstrate how AWS helps drive innovation across the industry.

VENETIAN EXPO HALL, BOOTH 111

SCHEDULE:

Monday, December 1: 4:00 PM – 7:00 PM | Welcome Reception

Tuesday, December 2: 10:00 AM – 6:00 PM

Wednesday, December 3: 10:00 AM – 6:00 PM |
Happy Hour 4:30 PM – 6:00 PM

Thursday, December 4: 10:00 AM – 4:00 PM

INDUSTRY ZONE

Advertising & Marketing Visionary Lab

An interactive demo experience where attendees can create products or businesses using agents in minutes and see their storefront and marketing come to life.

This is an updated version of Rue Visionnaire shown at Cannes Lions.



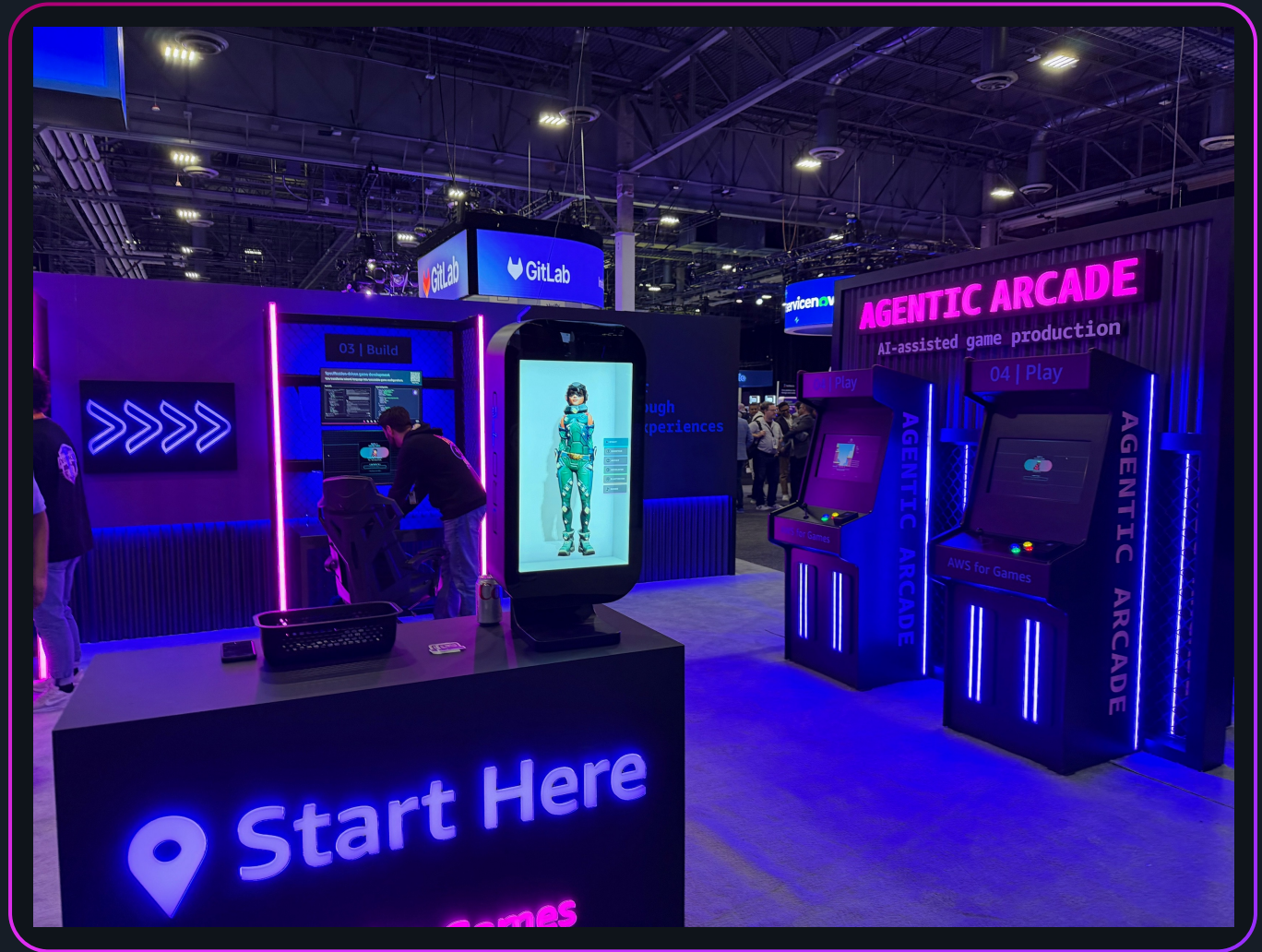
INDUSTRY ZONE

Games Agentic Arcade

An interactive demo experience where attendees can build and play a 3D game in minutes using an agentic pipeline.

New this year!

- Tokens dashboard
- Local, open-weight, and cloud LLMs
- NVIDIA DGX Spark systems
- Live agent architecture view
- Live play commentary



INDUSTRY ZONE

Media & Entertainment AI Media Studio

An immersive, end-to-end journey where attendees star in their own microdrama and interact with it through the entire media lifecycle through three sections: Create, Understand, Experience.



Customer Showcase

Caesars Forum Summit Ballroom

Sunday, Nov 29: 12 PM – 6 PM

Monday–Thursday: 8:30 AM – 5:30 PM

New this year!

- The Customer Showcase is a brand-new immersive program with interactive, hands-on activations for customers to engage directly with technology across AWS' biggest customers.
- The Showcase Theatre is a new venue where debates, long-form interviews, and nontraditional breakout sessions will happen. These sessions will feature external voices—researchers, independent practitioners, frontier scientists, and thinkers from outside technology discussing top priorities across the industry.
- Come experience activations and sessions from some of our customers including Disney, Roblox, NBA, NFL, PGA, F1, and many more!



Networking & Receptions

Industries & Startup Party

Date: Wednesday, December 2nd

Time: 7:00 pm

Where: Area15

Register in your re:Invent registration portal

Senior Leaders Track

Date: Wednesday, December 2nd

Where: Venetian Ballroom

Register in your re:Invent registration portal.

[Find the track sessions here](#)

Uniquely re:Invent

A hallmark of re:Invent are fun activities that bring people together throughout the week.



Game on

Bingo after dark
Magic the Gathering
Game Night
Hackathon

Make a difference

Join AWS in supporting local communities by building support kits and materials at our Build and Give Back locations.

Go wild

Tattoos and piercings
Chicken wing competition
Office chair relay races
LEGO build

re:Play

NEW location: Allegiant Stadium on the strip
AI interactive zone
Performer to be announced soon!

Additional Suggested sessions



ADDITIONAL RELEVANT SESSIONS

Breakout session

IND 3301

[View session](#)

Content at the Speed of Live: AI-Powered Media Ops at Live Nation

Live Nation's subsidiaries generate petabytes of live event content across siloed storage. When an artist creates a viral moment, teams need it in fans' hands in minutes, not days. In this session, learn how Live Nation built a platform that unifies fragmented media silos so teams can search, create, and publish in near real time. Built using the guidance for a Media Lake on AWS, along with Amazon Bedrock, the platform uses AI-driven moment detection to surface key content automatically. We cover architecture, lessons from festival-scale deployment, and impact on fan experience.

Breakout session

IND 3302

[View session](#)

How Prime Video Built an AI-Assisted Creative Suite on AWS

Premium animated series traditionally take 3.5 years to produce. Prime Video AI Studios built the AI-Assisted Creative Suite on AWS to compress production to under 12 months, with plans to extend support to live-action shorts, second-unit VFX, and feature films. The suite is powered by AI agents on Amazon Bedrock AgentCore and the Strands Agents SDK that select models, build creative workflows, construct prompts, and evaluate outputs. Learn how Prime Video trains and serves their first-party diffusion model fleet on Amazon SageMaker and EKS, running on Amazon EC2 P6 GPU clusters for production-grade throughput and latency.

Chalktalk

IND 368

[View session](#)

Transform Episodic Content Into High-Converting Microdramas

Turn your episodic content into binge-worthy microdramas. In this session, you'll learn how to build both single- and multi-episode formats, multiply one source into a library of platform-ready content assets, and monetize a story in multiple ways including advertising, subscription, and social distribution. We'll walk through scroll-stopping production techniques optimized for vertical, mobile-first viewing, and the pacing and cliffhanger patterns that drive completion and re-watch rates. Leave with a repeatable workflow for producing microdrama series at scale and a clear playbook for turning your existing catalog into high-converting, platform-ready short-form videos.

Chalk talk

IND 315

[View session](#)

Multi-Agent Operations for Broadcast & Streaming

When live or streaming video breaks, every second costs revenue and audience trust. This session shows how to build coordinated AI agents using Amazon Bedrock AgentCore and the Strands SDK that ingest observability data from AWS Media Services and partners, reason across signal domains, and accelerate root cause identification. Walk away with an architecture for agentic operations that turns reactive troubleshooting into proactive resolution.

Code talk

AMZ 401

[View session](#)

Real-Time AI Video Enrichment with AWS Elemental Inference

Most service meshes require dedicated infrastructure just to manage the mesh itself. Amazon Ads took a different approach: a fully serverless xDS control plane built with AWS Lambda and S3 that manages hundreds of Envoy proxies serving 100K+ requests per second at 2ms p99 overhead with no long-running control plane servers. In this session, we walk through the architecture end to end: Envoy sidecars on Amazon ECS for service-to-service communication, an edge proxy for external ingress, and the serverless control plane that ties it together.

Lightning talk

HMC 307

[View session](#)

Scaling Interactive Generative AI at Netflix with AWS Local Zones

Generative AI VFX and Animation teams at Netflix require the latest GPU hardware for creative workflows, including real-time rendering, VFX editorial, and color correction. These workloads demand low-latency access to high-performance compute close to creative teams. AWS Local Zones make this possible by placing Amazon EC2 G7e instances with NVIDIA RTX PRO 6000 GPUs in the Los Angeles metro. Netflix's Studio GenAI Infrastructure, including GenAI Sessions and Universal Compute Service, uses Local Zones to serve just-in-time combinations of software and hardware in secure, isolated sandbox environments. Tools like ComfyUI and AI Toolkit with complex dependencies run on task-oriented, elastic GPU assignments, so Netflix scales creative AI workloads efficiently without managing physical infrastructure.



Resources



Know before you go



[DOWNLOAD THE re:INVENT APP](#) →

re:Invent mobile app

Download the official re:Invent app to build your agenda, reserve seats, and get real-time alerts.

Registration & badge pickup

Pick up your badge at the Venetian Level 2 registration desk, Sun–Thu from 7:00 AM. Bring photo ID.

Campus map & shuttles

Sessions span Venetian, Wynn, Encore, Caesars Forum, and MGM. Free shuttles run every 15 minutes, 7:00 AM – 7:00 PM.

Hotels & logistics

HQ hotels: Venetian and Wynn. Business-casual dress; venues run cold—bring a layer. Help desks at every venue.

re:Invent checklist

- ✓ Register for re:Invent, book your hotel, book your travel reservations, and upload your badge photo.
- ✓ Visit the [re:Invent website](#) to stay up to date on announcements.
- ✓ Add all keynotes to your agenda.
Pro tip: This is where you'll catch the biggest AWS launches.
- ✓ Add your favorite Innovation sessions to your agenda.
- ✓ Get ready for reserved seating: Favorite the learning sessions of interest to you.
- ✓ Familiarize yourself with sponsors in the [Expo](#), along with the Expo map.
- ✓ If you're attending with a team, connect with your colleagues to plan how to maximize the learnings.
Pro tip: Don't forget to find time to reconvene with your team and debrief on everyone's experiences.
- ✓ Check out the [community](#) activities and add them to your agenda.
- ✓ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter.

See you at re:Invent!

— The AWS Advertising & Marketing Technology team

Registration: reinvent.awsevents.com

