Sign up as a Seller in AWS Marketplace

This purpose of this guide is to walk Consulting Partners and ISV’s through the steps to sign up as a seller in AWS Marketplace. This is the first stage to joining the AWS Marketplace Channel. After you have completed signing up as a seller, you are eligible to join AWS Marketplace Channel Programs.

If you need additional help, please contact your channel account manager or e-mail aws-mp-channel@amazon.com and someone from the AWS Marketplace Channel Team will contact you.

Steps

By following the below steps you will get set up as a seller in AWS Marketplace.

It is a best practice to assign the account to a dedicated alias for the program (e.g., AWSMarketplaceSales@company.com) rather than an individual email address. This can prevent account lock outs and will allow more than one individual to access program information. Once the account is set up, you can set up IAM (Individual Access Management) permissions to specific individuals. More information can be found here.

1. Create a new AWS Account, or use an existing AWS Account by navigating to the following link: https://aws.amazon.com/marketplace/management/seller-settings/register?source=CHANNEL_PARTNERS

   a. If you are creating a new AWS Account, you will be asked to provide a credit card for verification purposes. Your card will not be charged unless you expressly purchase an AWS Product with this account.
2. Click [here](#) to register to sell software to customer in AWS Marketplace by completing this form. The form will pop up automatically when you click the link. Once you complete the form, click Register and Sign into Management Portal and you will be directed to the Account Settings tab. 

This form must be completed by all partners (ISV's and Consulting Partners) who will sell to customers on AWS Marketplace.
3. On the Account Settings page:
   a. Provide tax and banking information by clicking on the “Start” button in the provide tax and banking information section
      i. A US bank account is required to complete this wizard. If you do not have a US bank account, please complete the tax wizard. Once complete, you will receive an email from Amazon to register for a Hypowerwallet account. Here is an overview of the Hypowerwallet registration process.
   b. Provide a Public profile by clicking on the “Add” button in the Public profile section to complete the process of signing up as a seller on AWS Marketplace