This purpose of this guide is to walk Channel 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 channel-adoption@amazon.com and someone from the AWS Marketplace Channel Team will contact you.

Steps for Signing Up as a Seller in AWS Marketplace

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’s 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](#).

**Step 1**

Create a new AWS Account, or use an existing AWS Account by navigating to the following link: [getting started link](#)

- When registering for an AWS Marketplace Seller Account, you must use an AWS Account that was created after September 27, 2017. If you are unsure of your account creation date, the system will let you register, or prompt you to create a new account.
- If you are creating a new AWS Account, you will be asked to provide a credit card for verification purposes. Please use a card that has the same billing address as your tax locale. Your card will not be charged unless you expressly purchase an AWS Product with this account.
- Once you have completed this step, please refer back to this guide for step 2

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Step 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 Channel Partners) who will sell to customers on AWS Marketplace.
Step 3

On the Account Settings page, provide a Public profile by clicking on the "Add" button in the Public profile section (required)

![Public profile section](image)

Step 4

Click on the "Payment Information" button to:

- provide tax information (required)

- provide banking information (required) – a US bank account is required to complete this wizard. If you do not have a US bank account, mark “no” to “Do you have a US bank account?”. Once complete, you will be prompted to register for a Hyperwallet account. Here is an overview of the Hyperwallet registration process.

![Payment Information section](image)

Step 5

Click on the Notification button to ensure contact information is correct.

![Notification section](image)