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.
   a. To create a new AWS Account, navigate to the following link:
      https://portal.aws.amazon.com/billing/signup#/start
      i. In the process of 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.

   b. To use an existing AWS Account, navigate to the following link and log in:
2. Once your AWS Account has been set up, navigate here: https://aws.amazon.com/marketplace/management/tour/
   a. Scroll down and click the “Sign up as an AWS Marketplace Seller” button.
   b. Log in using the AWS account credentials you just set up.
3. After signing in, you will be prompted to “sign up” as an AWS Marketplace Seller (accepting the terms and conditions).
   
   a. If you are not automatically prompted, navigate to the “settings” tab, where you should see that prompt inside of a yellow box.
   
   b. The name you use here should be the name you want to appear on your invoices. This account will be the seller of record for your Private Offers via AWS Marketplace and will be used for reporting, disbursement and communications to you from AWS Marketplace. Once an AWS account is associated with a product, the account cannot be changed.

   Agree to Terms and Conditions

   These Terms and Conditions are being agreed to by

   [Name]

   If the company or full name are not correct, log out and sign in with the AWS account for the company you are registering.

   This should be the name you want to appear on your customer invoicing. This account will be the seller of record for your products on AWS Marketplace and will be used for reporting, disbursement and communications to you from AWS Marketplace. Once an AWS account is associated with a product, the account cannot be changed.

   Terms and Conditions

   These Terms and Conditions for AWS Marketplace Sellers (this "Agreement") govern your listing or offer of Your Marketplace Content in AWS Marketplace and are an agreement between Amazon Web Services, Inc. ("AWS," "we," "us," or "our") and you or the entity you represent ("you" or "your"). This Agreement takes effect when you click an "I Accept" button or check box presented with these terms or, if earlier, when you use any of the Service Offerings (the "Effective Date"). You represent to us that you are lawfully able to enter into contracts (e.g., you are not a minor). If you are entering into this Agreement for an entity, such as the company you work for, you represent to us that you have legal authority to bind that entity. Please see Section 10 for definitions of certain capitalized terms used in this Agreement.

   1. Eligibility. You must meet the following eligibility requirements to offer Your Marketplace Content through AWS Marketplace.

   1.1 General. For purposes of listing Your Marketplace Content, other than AWS IQ, you must: (a) if you have a Paid Listing, be a permanent U.S., U.K., or European Union (EU) resident or citizen or a business entity organized or incorporated in the United States, United Kingdom, or a member state of the EU and have a verified U.S. bank account and (where applicable) a valid VAT registration; (b) have a valid Amazon Web Services customer account; and (c) meet any other eligibility requirements specified in AWS Marketplace Listings Guidelines on the AWS Site.
4. Once you have accepted the terms, navigate again to the “settings” tab.
   a. Once you accept the terms, the system may take several minutes to process. Don’t close your browser.

5. You will be prompted to begin the Tax Wizard and add bank account information.
   a. 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 Hypwerwallet account to obtain a US bank account. Here is an overview of the Hypwerwallet registration process.

![Account Settings](image-url)
6. Once tax and banking are complete, fill out the “public profile” section to complete the process of signing up as a seller in AWS Marketplace.