

## 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](mailto:aws-mp-channel@amazon.com) and someone from the AWS Marketplace Channel Team will contact you.

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## 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](mailto: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](#).*

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](https://aws.amazon.com/marketplace/management/seller-settings/register?source=CHANNEL_PARTNERS)

- a. *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.*
- b. *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.*
- c. *Once you have completed this step, please refer back to this guide for step 2*

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### TO LEARN MORE ABOUT THE AWS MARKETPLACE:

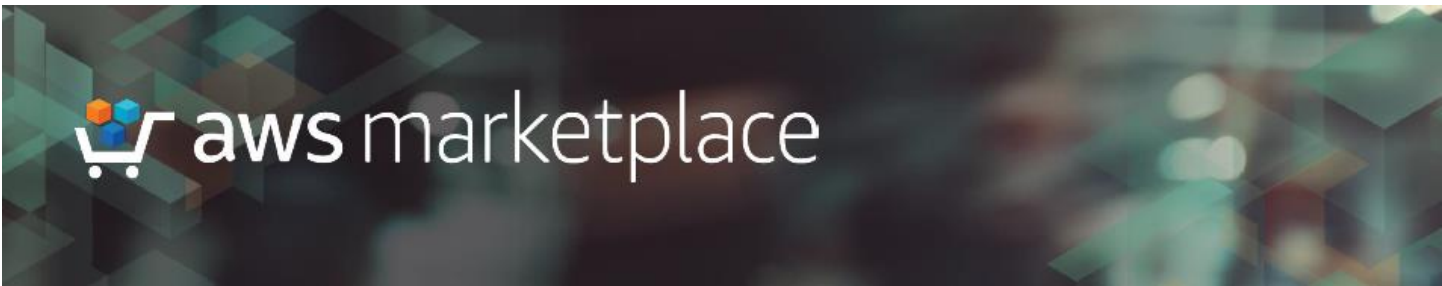
Contact your Partner Development Manager (PDM), or email us @ [aws-mp-channel@amazon.com](mailto:aws-mp-channel@amazon.com)

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A screenshot of the AWS sign-in page. At the top left is the AWS logo. Below it is the text "Sign in". There are two radio button options: "Root user" (selected) and "IAM user". The "Root user" option has a sub-label "Account owner that performs tasks requiring unrestricted access. Learn more". The "IAM user" option has a sub-label "User within an account that performs daily tasks. Learn more". Below these options is a text input field for "Root user email address" with the placeholder text "username@example.com". To the right of the input field is a blue "Next" button. Below the input field and button is a link "New to AWS?". At the bottom is a button "Create a new AWS 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.*

The screenshot shows the "Register to sell software to customers on AWS Marketplace" form. A red oval highlights the "Review legal business name" section, which includes a text input field for the "Legal business name" and a "Download as PDF" button. Another red oval highlights the "Review and accept terms and conditions" section, which contains a scrollable "Terms and Conditions" area and a checkbox for "I have read and agree to the AWS Marketplace Seller Terms and Conditions". A third red oval highlights the "Tell us about yourself" section, which contains five numbered questions with various options and dropdown menus. At the bottom right, a red oval highlights the "Cancel" and "Register & Sign Into Management Portal" buttons.

**Register to sell software to customers on AWS Marketplace**

**Review legal business name**

**Legal business name**  
This name is shown on communications between you and buyers, and between you and AWS Marketplace.  
[Text input field]  
Max 100 characters

**Review and accept terms and conditions** [Download as PDF]

**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 have a valid Amazon Web Services customer account and meet any other eligibility requirements specified in the AWS Marketplace Listing Guidelines on the AWS Site. If you are not a permanent U.S. resident or citizen or a business entity organized or incorporated in the United States, then you agree that you will perform all services contemplated under this Agreement outside the United States unless you have otherwise notified us that you are performing services inside the United States.

I have read and agree to the AWS Marketplace Seller Terms and Conditions

**Tell us about yourself**

1. What's your business purpose for registering on AWS Marketplace?

- Listing software products
- Listing Data Exchange products
- Registering as a channel partner
- Registering as AWS IQ
- Listing Machine Learning products

2. What types of software do you intend to list on AWS Marketplace? Select all that apply. - optional

- Server - AMI
- Server - AMI with CloudFormation templates
- Server - Container
- SaaS
- Machine learning or artificial intelligence algorithms/models
- Data Exchange
- Undecided

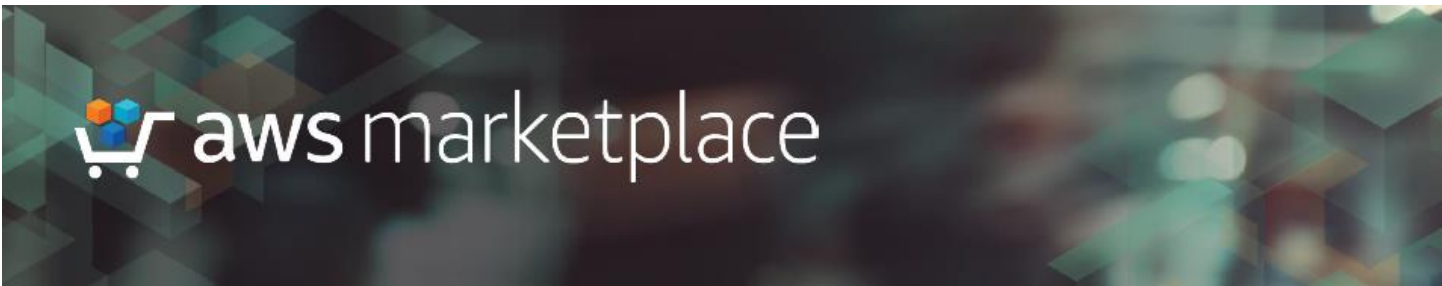
3. Which pricing models do you plan to support? Select all that apply. - optional

- Pay-as-you-go/consumption based pricing (e.g. hourly usage, metered usage etc.)
- Contract based pricing (e.g. Annual, multi-year contract etc.)
- Free
- Bring your own license (BYOL)
- Undecided

4. What is the primary software category that best describes your products? - optional  
[Choose an option]

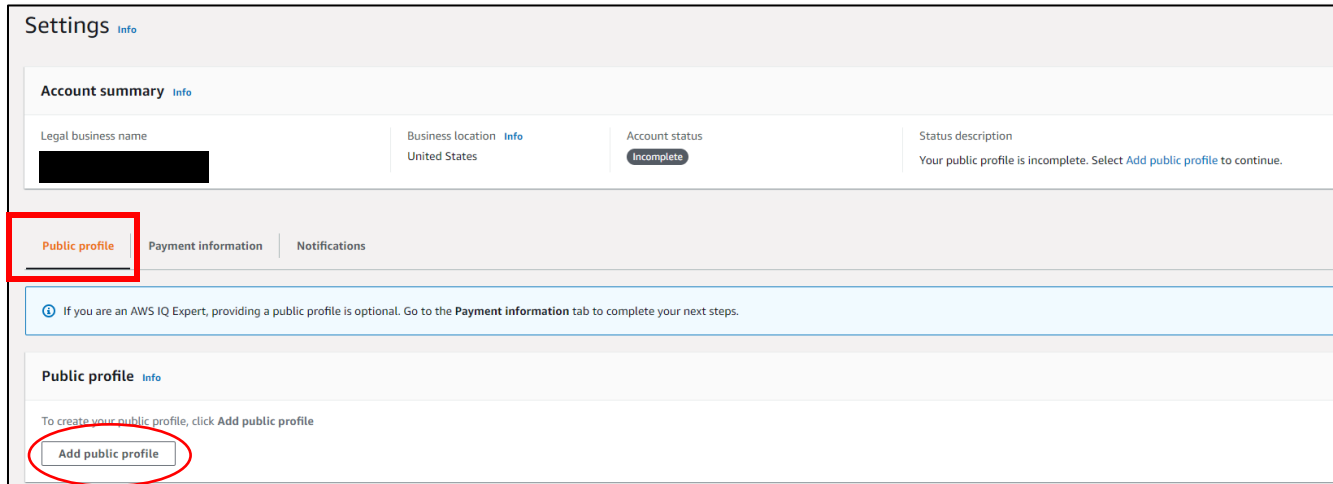
5. Which industry segment do you provide solutions for? - optional  
[Choose an option]

[Cancel] [Register & Sign Into Management Portal]



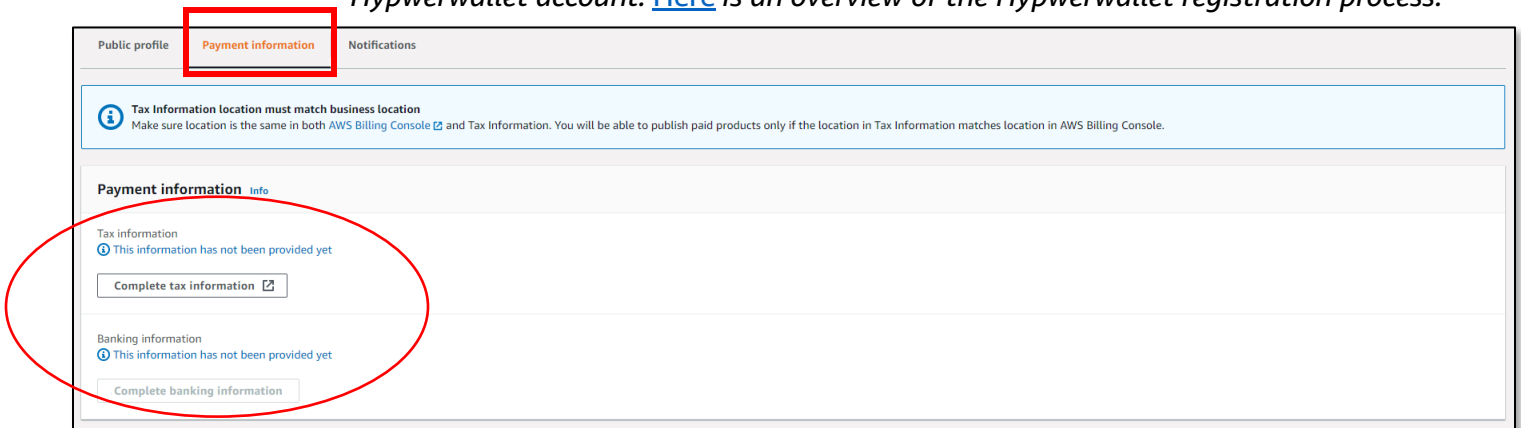
3. On the Account Settings page

- a. Provide a Public profile by clicking on the "Add" button in the Public profile section (required)



- b. Click on the "Payment Information" button to provide tax and banking information (required)

- 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, and mark "no" to "Do you have a US bank account?". Once complete, you will receive an email from Amazon to register for a Hypwerwallet account. [Here](#) is an overview of the Hypwerwallet registration process.



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

