

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.*

aws

Sign in

Root user
Account owner that performs tasks requiring unrestricted access. [Learn more](#)

IAM user
User within an account that performs daily tasks. [Learn more](#)

Root user email address

username@example.com

Next

New to AWS?

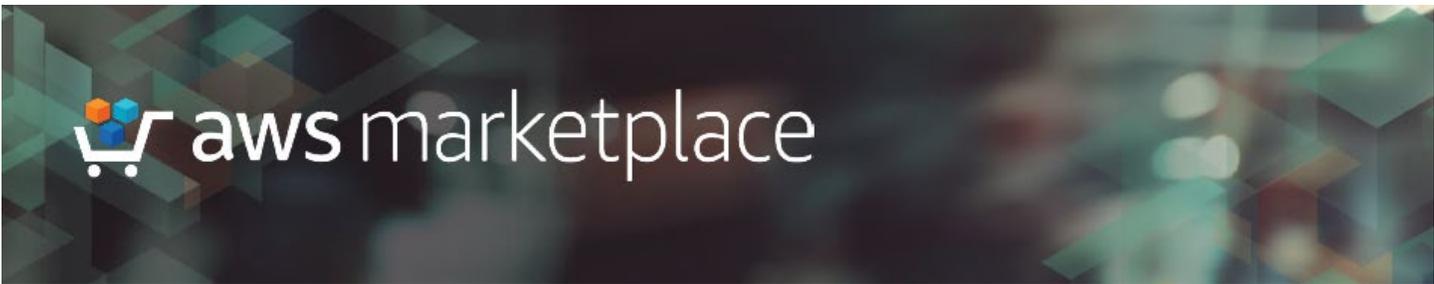
Create a new AWS account

TO LEARN MORE ABOUT THE AWS MARKETPLACE SPPO PROGRAM:

Contact your Partner Development Manager (PDM), or email AWS Marketplace @ aws-mp-channel@amazon.com

CONNECT WITH US

- AWS Marketplace Channel Website
- AWS Marketplace Twitter
- AWS Marketplace Blog
- APN Blog
- AWS Facebook
- AWS YouTube



- 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.

A screenshot of the "Register to sell software to customers on AWS Marketplace" form. The form is divided into several sections: "Review legal business name", "Review and accept terms and conditions", and "Tell us about yourself". The "Review legal business name" section has a red oval around the "Legal business name" input field. The "Review and accept terms and conditions" section has a red oval around the "I have read and agree to the AWS Marketplace Seller Terms and Conditions" checkbox. The "Tell us about yourself" section has a red bracket on the left side. At the bottom of the form, there are two buttons: "Cancel" and "Register & Sign into Management Portal", with a red oval around the latter. A red line connects the "Review legal business name" section to the "Tell us about yourself" section.

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.

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

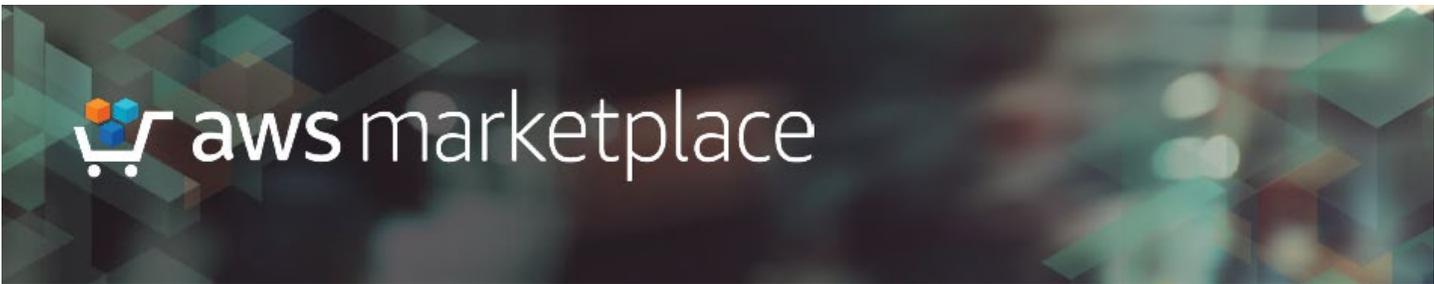
- Pay-as-you-go/consumption based pricing (e.g. hourly usage, metered usage etc.)
- Contract based pricing (e.g. Annual, multi-year contract etc.)
- Free
- Bring your own license (BYOL)
- Undecided

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



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 Hypwerwallet account. [Here](#) is an overview of the Hypwerwallet 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

