



# accelerate

September 13-14, 2023

September 12, 2023 | Pre-conference In-person Activities  
Seattle, WA (In-person and Virtual)

## Conference Media Kit

## Help Build Buzz and Spread the Word!

We invite attendees, speakers, partners and Amazonians to join us in building excitement for Amazon Accelerate 2023. This Conference Media Kit contains sample posts and a variety of social media friendly graphics to help get you started. You can effortlessly reach your network on social media, email, newsletters or on other sites to show your excitement about participating in the conference. Thank you for helping make our conference a success!

If you haven't done so, make sure you follow us on social media to stay connected on conference updates.



## Amazon Social Media Accounts



LinkedIn: [@Sell on Amazon](#)



Facebook: [@SellonAmazon](#)



Twitter: [@Sell on Amazon](#)



Instagram: [@SellonAmazon](#)



YouTube: [@SellonAmazonNA](#)

## Happy Sharing!

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# About Amazon Accelerate

## Conference Details

Agenda At-A-Glance

September 13-14, 2023

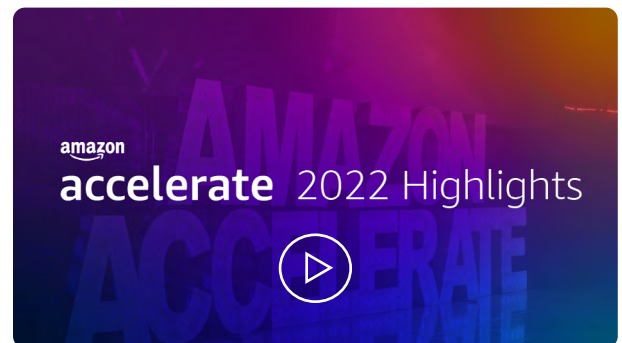
Pre-conference activities start at noon on September 12.

Seattle, WA | Seattle Convention Center Summit Building (In-person and Virtual)

## Conference Description

Amazon Accelerate is our premier annual conference designed specifically for our selling partners or anyone interested in selling in Amazon's store. It's an opportunity for sellers to learn about our latest tools and innovations, speak with Amazon experts, and network with other selling partners to fuel their business growth. All attendees, whether in person in Seattle or attending virtually, will get the same impactful content from all live sessions, plus have opportunities to network with other attendees and service providers.

Watch Amazon Accelerate 2022 conference content and highlights [here](#).



## The Facts



**16,000+ seller attendees**  
(including tenured, new, and prospective Amazon sellers)



Pre-conference activities on **9/12**  
(Unveiling of the new Accelerate Pavilion, early access to Seller Café, and opening Welcome Reception)



**3 Keynote addresses**



**Celebrity Guest Speaker**



**85+ speakers** and facilitators



**45 Breakout sessions** with new ways to participate and live Q&A



**60+ Amazon Programs** and Service Providers

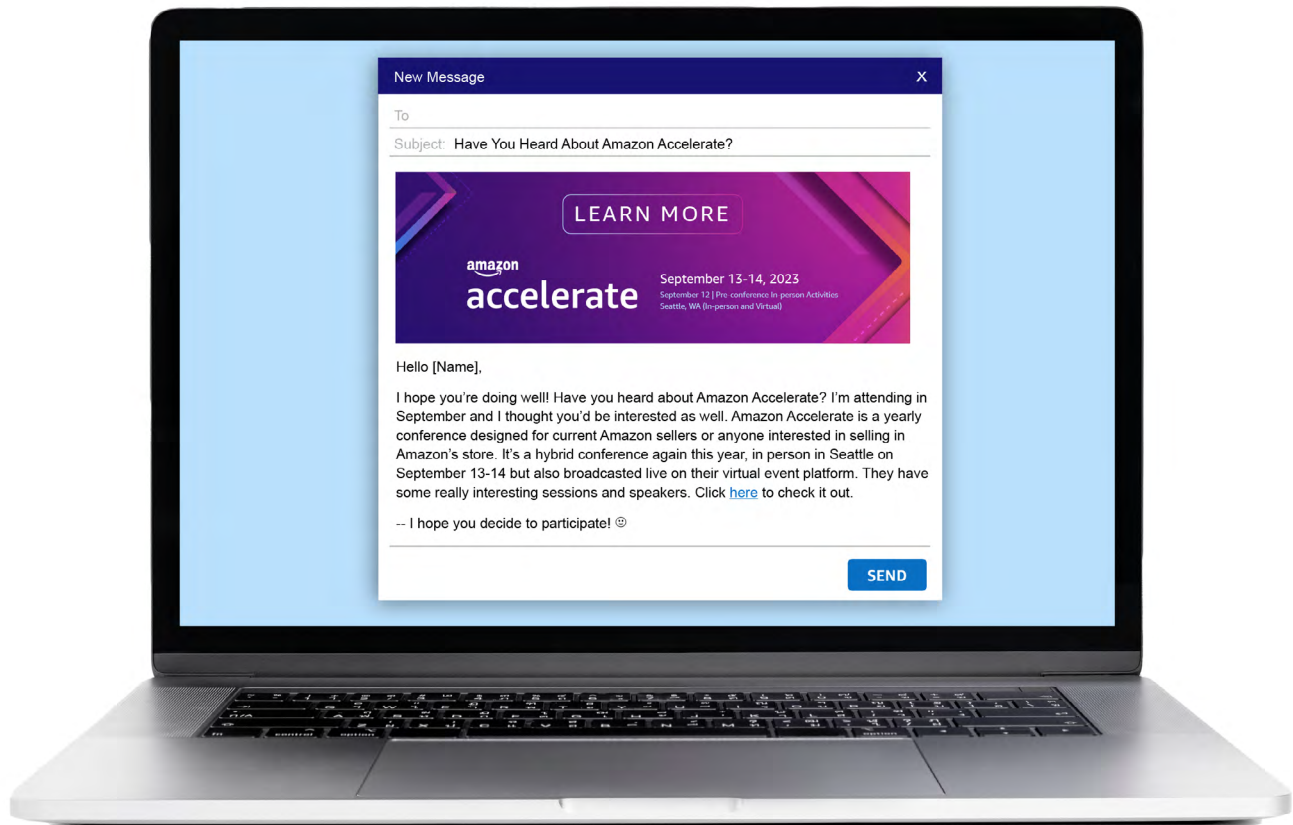


On-site one-on-one seller support via Seller Café and **1,000+ appointment slots**



**Multiple hospitality & networking activities** for in-person attendees

# Sample Email



**Use this sample for telling your friends and colleagues about Amazon Accelerate 2023.**

**Subject:** Have You Heard About Amazon Accelerate?

Hello [Name],

I hope you're doing well! Have you heard about Amazon Accelerate? I'm attending in September and I thought you'd be interested as well. Amazon Accelerate is a yearly conference designed for current Amazon sellers or anyone interested in selling in Amazon's store. It's a hybrid conference again this year, in person in Seattle on September 13-14 but also broadcasted live on their virtual event platform. They have some really interesting sessions and speakers. Click [here](#) to check it out.

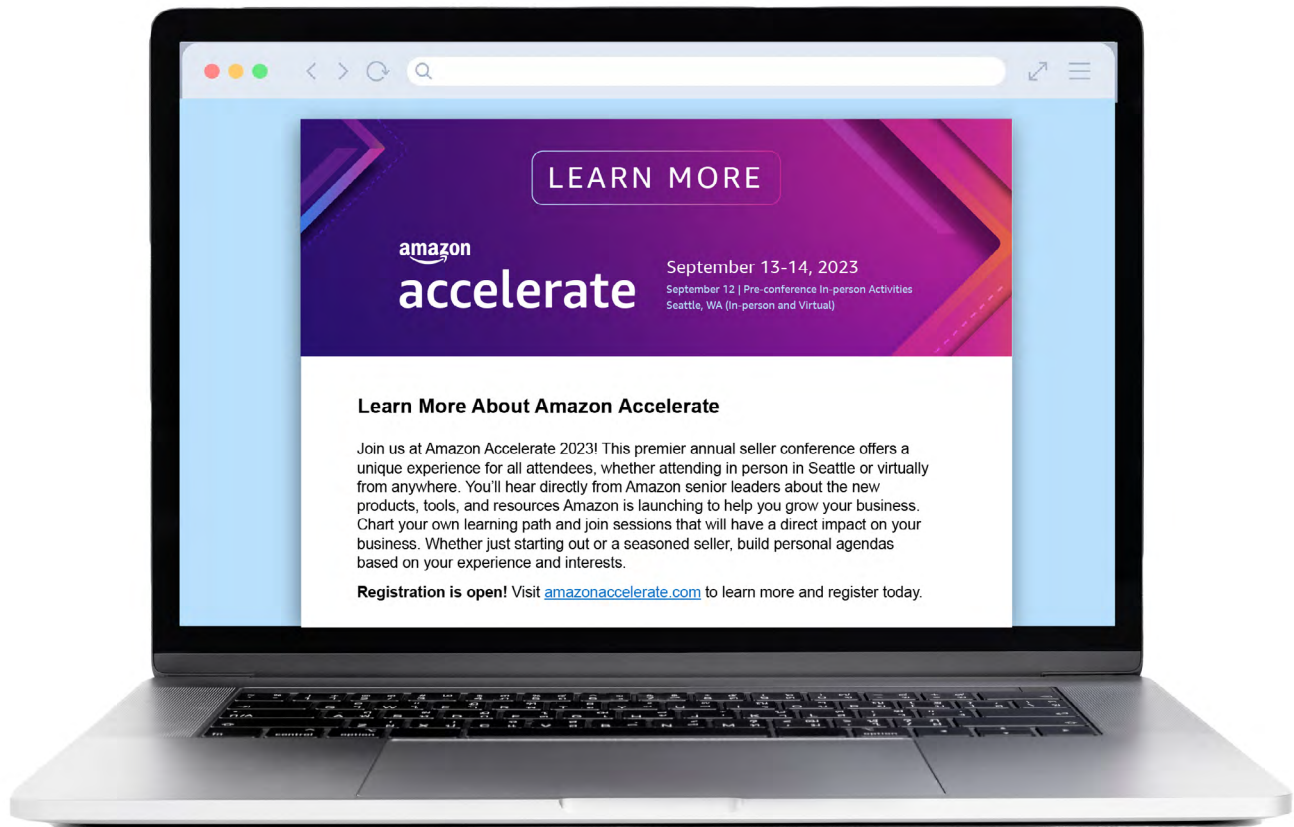
- I hope you decide to participate! 😊



**Download**  
the "Learn More" Graphic



# Sample Newsletter/Blog



**Use this sample to include in your company newsletter and/or blog to inform your network about Amazon Accelerate 2023.**

Join us at Amazon Accelerate 2023! This premier annual seller conference offers a unique experience for all attendees, whether attending in person in Seattle or virtually from anywhere. You'll hear directly from Amazon senior leaders about the new products, tools, and resources Amazon is launching to help you grow your business. Chart your own learning path and join sessions that will have a direct impact on your business. Whether just starting out or a seasoned seller, build personal agendas based on your experience and interests. **Registration is open!** Visit [amazonaccelerate.com](https://amazonaccelerate.com) to learn more and register today.



**Download**  
the "Learn More" Graphic

# Social Media

## Hashtags

The official conference hashtag is **#AmazonAccelerate**.

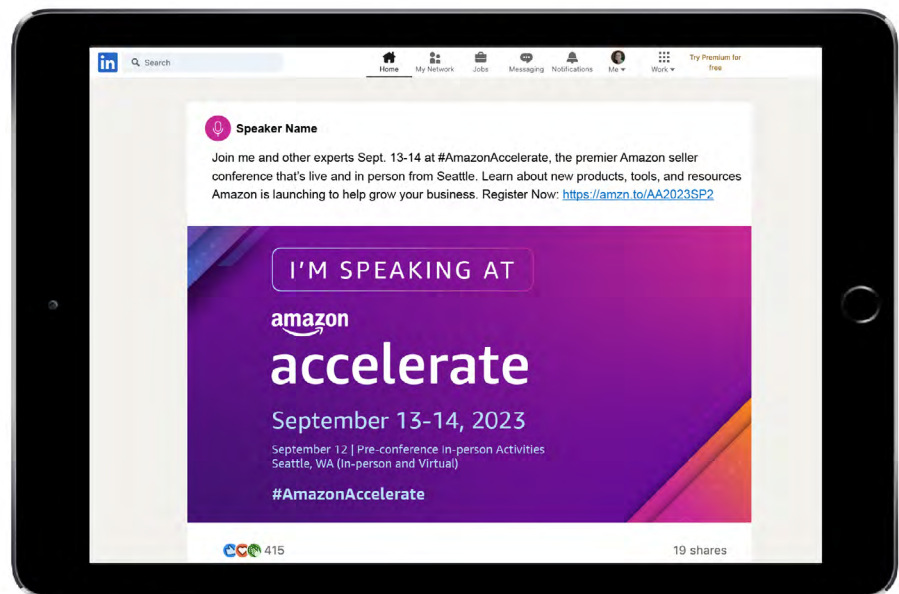
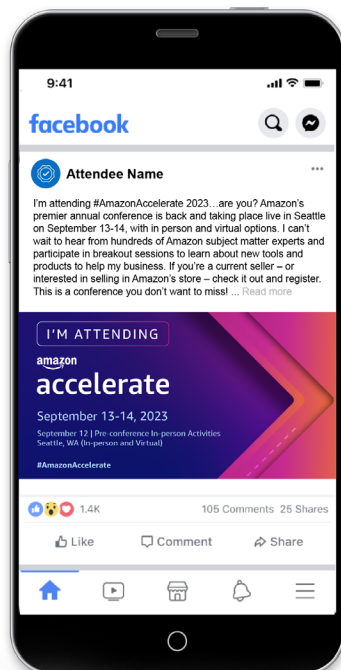
In addition to the official hashtag, you can utilize the hashtags below to help increase the visibility of your posts.

#amazonseller

#sellersconference

#sellersevent

#sellwithAmazon



# Social Media

## Sample Social Media Posts

Feel free to promote your participation in Amazon Accelerate in your voice, but if you need a little creative inspiration, we've drafted a few sample posts.



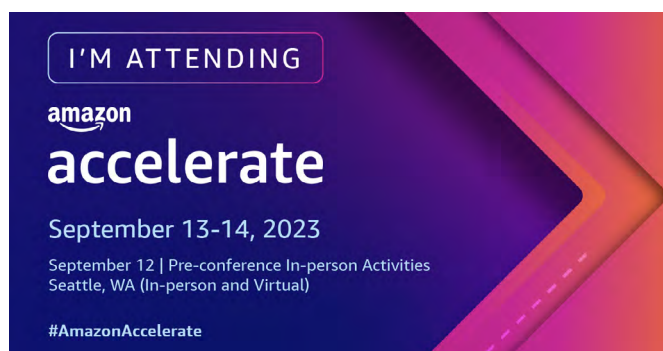
### Attendees

I'm attending #AmazonAccelerate 2023...are you? Amazon's premier annual conference is back and taking place live in Seattle on September 13-14, with in person and virtual options. I can't wait to hear from hundreds of Amazon subject matter experts and participate in breakout sessions to learn about new tools and products to help my business. If you're a current seller – or interested in selling in Amazon's store – check it out and register. This is a conference you don't want to miss! Register today: <https://amzn.to/AA2023RA1>

Seattle, here I come! I'm planning to attend #AmazonAccelerate September 13-14, and you should too. I look forward to hearing the latest from Amazon subject matter experts, plus connecting with fellow sellers. Register now before it's too late! <https://amzn.to/AA2023RA2>

If you're interested in selling in Amazon's store, like me, you should check out #AmazonAccelerate. I can't wait to hear from hundreds of Amazon subject matter experts and participate in breakout sessions to learn about new tools and products to help grow my business. This is a conference you don't want to miss! September 13-14 live from Seattle. Learn More and Register: <https://amzn.to/AA2023RA3>

Whatever your plans are for September 13-14, cancel them. You need to be heading to Seattle to attend #AmazonAccelerate. Whether you are a current seller or interested in selling in Amazon's store, this is where you need to be. See ya there! Learn more and register: <https://amzn.to/AA2023RA4>



**Download**  
the "I'm Attending!" Graphics



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### Partners

We're proud to be a partner at #AmazonAccelerate in Seattle! Join us, September 13-14 for Amazon's premier annual seller conference. Visit us at our booth located in the new Accelerate Pavilion and see what our company can offer to help you grow your business in Amazon's store. We hope to see you in person at the Partner Connect Expo or online during the virtual expo!

Learn more about Amazon Accelerate: **[Insert Link Provided]**

Attention #amazonsellers! Join us for #AmazonAccelerate in Seattle, September 13-14 for Amazon's premier annual seller conference. Visit us at our booth located in the new Accelerate Pavilion and let's discuss how we can help grow your business. Learn more about Amazon Accelerate: **[Insert Link Provided]**

**[Insert company name or handle]** is proud to be a partner for #AmazonAccelerate 2023 and participating in the Partner Connect Expo. Amazon's premier annual conference is back again and taking place live in Seattle on September 13-14. Come join us and other sellers in the new Accelerate Pavilion to network and explore how we can help address your business challenges. Learn more about Amazon Accelerate: **[Insert Link Provided]**

We are participating in the Partner Connect Expo at #AmazonAccelerate sharing resources to take your business to the next level. Join us in Seattle September 13-14 for an exclusive look at what our team has to offer. Learn more about Amazon Accelerate: **[Insert Link Provided]**



**Download**  
the "See Us At Partner Connect"  
Graphics

# Social Media

## Sample Social Media Posts

Feel free to promote your participation in Amazon Accelerate in your voice, but if you need a little creative inspiration, we've drafted a few sample posts.



## Speakers

Are you planning to attend #AmazonAccelerate 2023? Join me in Seattle as I present **[insert topic]**! This is Amazon's premier annual seller conference, where you will hear from hundreds of Amazon subject matter experts like me. Hope to see you there, September 13-14, in person or virtually online! Register Today: <https://amzn.to/AA2023SP1>

Join me and other experts Sept. 13-14 at #AmazonAccelerate, the premier Amazon seller conference that's live and in person from Seattle. Learn about new products, tools, and resources Amazon is launching to help grow your business. Register Now: <https://amzn.to/AA2023SP2>

Get ready for top-tier speakers, networking, and an agenda packed with information to take your business to the next level! Register now to join me and other Amazon subject matter experts in Seattle September 13-14. Register Now: <https://amzn.to/AA2023SP3>

I'm counting down the days until #AmazonAccelerate in Seattle! Join me September 13-14 for this important #sellingonamazon annual conference! Learn more and register: <https://amzn.to/AA2023SP4>



**Download**  
the "I'm Speaking!" Graphics

# Social Media

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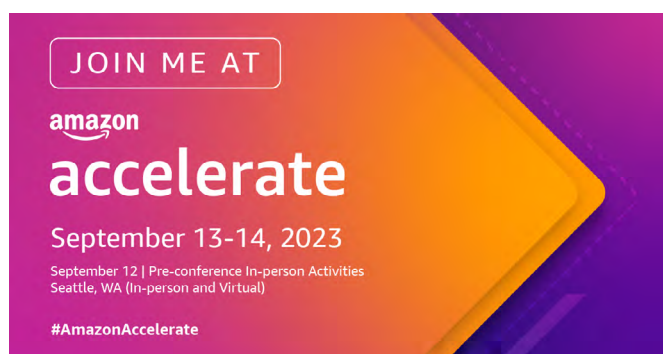


### Amazonians

#AmazonAccelerate 2023 is our premier annual conference taking place live from Seattle on September 13-14! All Amazon sellers – or anyone interested in selling in Amazon's store – can gain valuable insights to help grow their business. Register Today: <https://amzn.to/AA2023AM1>

Join me and other Amazon leaders and employees at #AmazonAccelerate. Taking place live from Seattle on September 13-14, you will be able to get insights on exciting innovations that will help drive business growth, as well as learn from hundreds of Amazon subject matter experts in breakout sessions with live Q&A. What are you waiting for? Register Today: <https://amzn.to/AA2023AM2>

Registration for #AmazonAccelerate is now open! Don't miss the chance to hear from Amazon leaders, connect with other sellers, and network with Amazon product and account managers. Register now and join me! <https://amzn.to/AA2023AM3>



**Download**  
the "Join Us!" Graphics

# Tips

Help boost your sharing efforts with these tips.

- Like, share, and retweet posts from other sellers and speakers who have recently registered or will be participating at Amazon Accelerate 2023
- Like, comment, and share Instagram posts from other sellers and speakers to Instagram stories tagging @SellOnAmazon #AmazonAccelerate
- Add a call-to-action to your post, such as “Join Me,” “Register Today,” or “Learn More”
- Share your #AmazonAccelerate experience by tagging @SellOnAmazon in your Instagram stories.
- Use the official conference hashtag - #AmazonAccelerate
- Download social graphics based on the social media platform – images are sized for LinkedIn, Facebook Twitter and Instagram
- Include the appropriate link to the conference website in your post

# Questions

If you have questions about this toolkit or how to share information within your network, email [helpdesk@amazonaccelerate.com](mailto:helpdesk@amazonaccelerate.com).

