



By Partners, For Partners

DIRECTIONS

NORTH AMERICA

2024 SPONSORSHIP

DIRECTIONS 2024

Play a visible role in an event focused 100% on Microsoft Dynamics Partners

Directions North America - gateway to the Dynamics 365 Market - brings together developers, implementers, technical experts, sales and executive/owner representatives from Dynamics Partners, ISVs, Service Providers, and Microsoft across North America and beyond. Take maximum advantage of using Directions North America 2024 as part of your Microsoft Dynamics sales strategy.

This is one investment that will reap positive ROI for your company

Here's how you can take maximum advantage of using Directions North America as part of your Microsoft Dynamics sales strategy:

Be a Sponsor

Put your business in front of key Dynamics partners. Join Platinum Sponsor Microsoft by becoming a Sponsor today!

Be an Expo Exhibitor

Showcase your company as an Expo Exhibitor in front of over a thousand Microsoft Dynamics Partners. During the Welcome and Expo Receptions, your company will be spotlighted and have the time to connect.

Take advantage of all our exciting Marketing Promotion Opportunities!

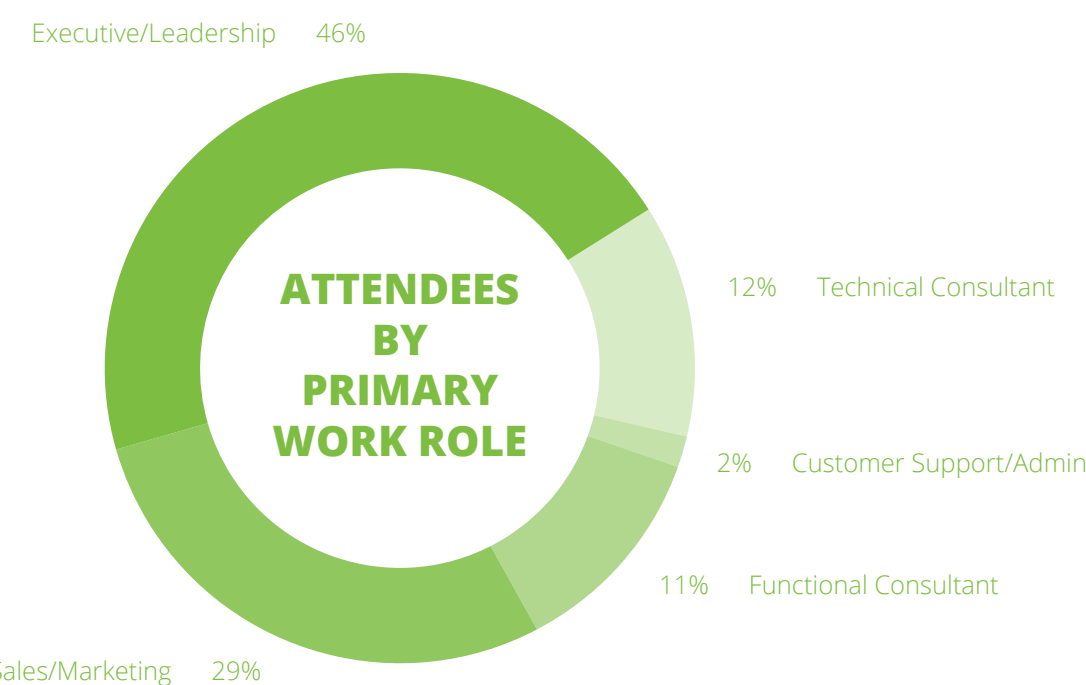
Contact Diane Saeger, Sponsorship Chair: sponsors@DirectionsNA.com

Website: DirectionsNA.com

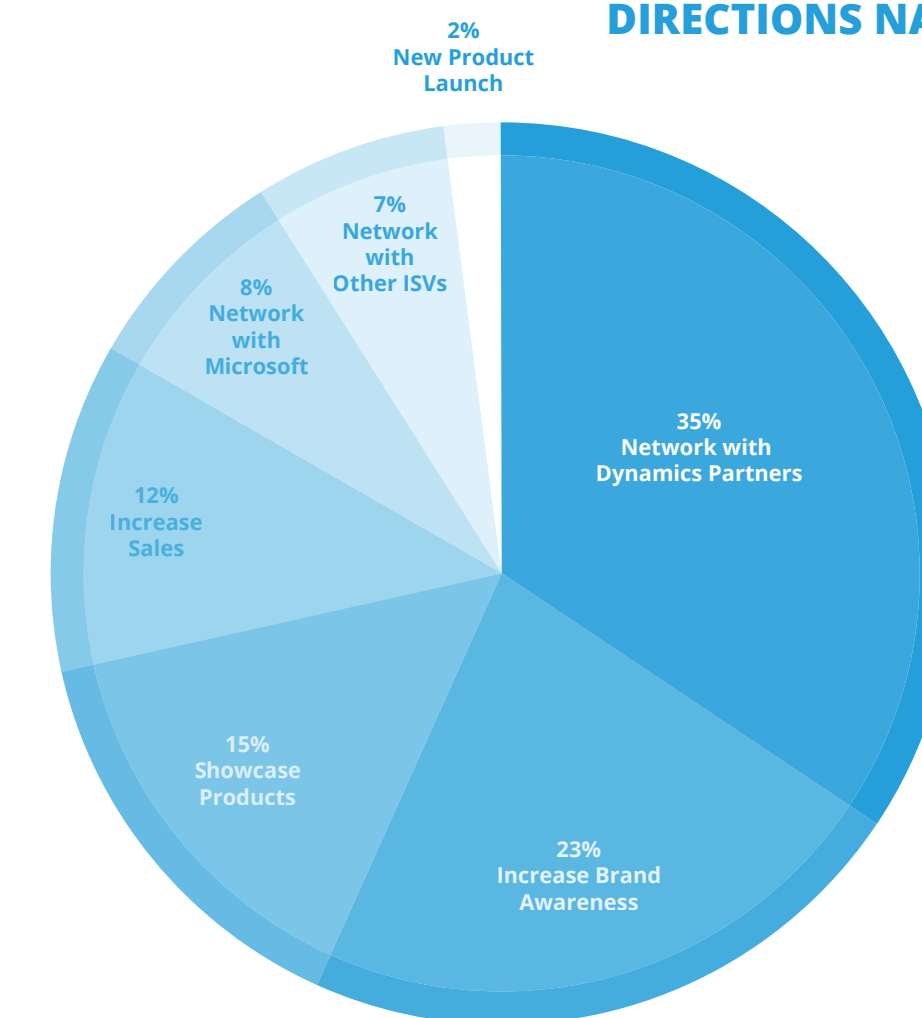
Please review: [Terms and Conditions](#) and [Rules and Regulations](#)

Demographics and Ratings

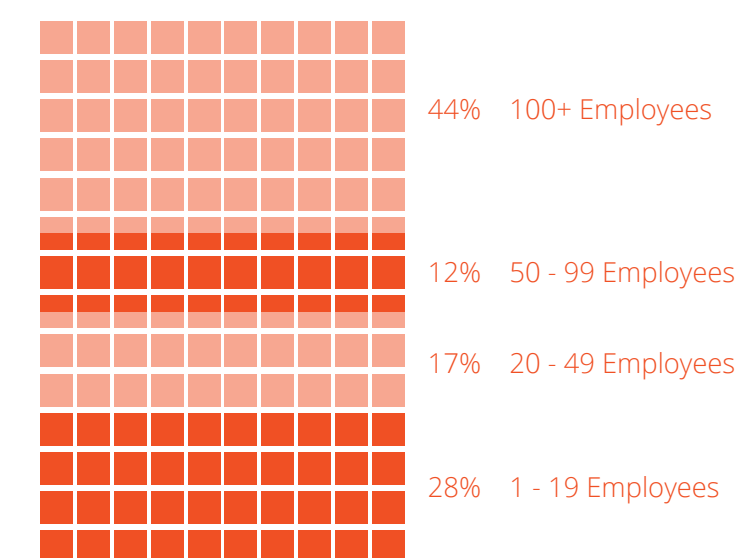
HOW ATTENDEES RATE DIRECTIONS NA



TOP 3 REASONS GIVEN FOR SPONSORING DIRECTIONS NA



ATTENDEES BY COMPANY SIZE



DIAMOND SPONSOR

\$36,000
 ONLY 4 AVAILABLE

Deliver Your Message During Prime Time

7-minute Presentation in One General Session

On stage presentation including up to one 120-second video

Two 30-minute ISV Sessions

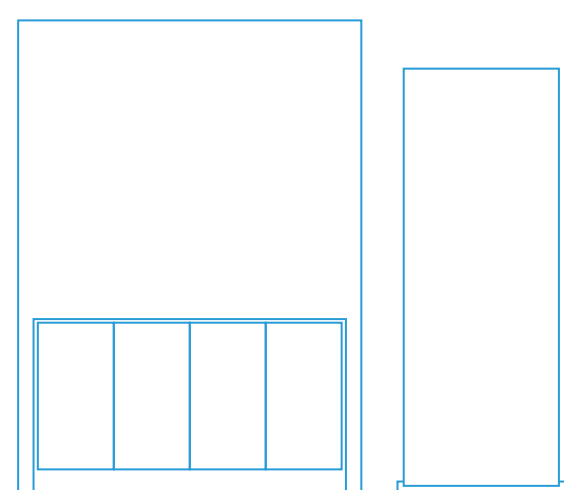
Your own session to educate and inspire Partners

Video Ad in General Session *Very Limited Availability*

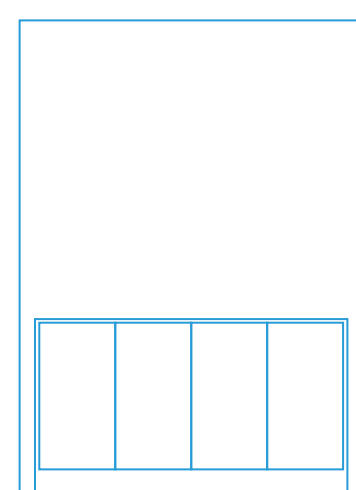
Eligible to purchase one video spot

Two Turnkey Kiosks

Two locations: (1) Premier Sponsor Exhibit; (2) Expo Receptions. Includes printing, setup and power drops. Sponsor to provide artwork. Monitor rentals extra.



2-meter Kiosk with Standing Sign @ Premier Sponsor Exhibit



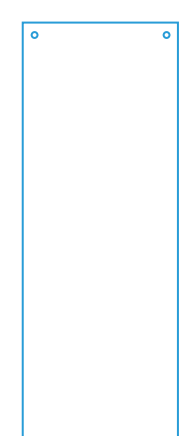
2-meter Kiosk @ Expo Receptions

Visibility @ Conference

Includes print production and setup. Sponsor to provide artwork.



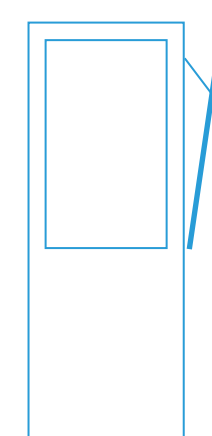
3' x 8' Banner in General Session



3' x 8' Banner in Expo Hall



2 Digital Ads on Conference Flatscreens



Logo on all Agenda Kiosk Screens

Sponsor Listings

- Logo + Profile (200 words) on Website
- Logo on Directions NA marketing emails
- Listing in Directions NA Conference Guide

Marketing Emails *Exclusively for Diamond Sponsors*

- 1 Pre-Conference and 1 Post-Conference Blind Email to all Attendees

VIP Perks

- Reserved Seating**
Reserved seats up-front in General Sessions
- Partner Celebration**
Special recognition at Directions Partner Celebration

25% Off MPOs Discount on Marketing Promotion Opportunities

Attendee List Opt-in list available after conference

Bonus!

Choice of one unparalleled visibility opportunity. First-come, first-served.

Conference WiFi Your company or product name appears in Conference Attendee WiFi SSID

Welcome Expo Hospitality Sponsor with Logo on signage and branded cocktail napkins

Expo Reception Hospitality Sponsor with Logo on signage and branded cocktail napkins

Directions Connections Directions Connections Sponsor with Logo on signage and power centers

Bring Your Team 4 Full Conference Passes

Additional passes at conference rates

Expo Only Passes *Available for Sponsors and Exhibitors Only*

\$895 each. Access to Expo Receptions, Partner Celebration, General Sessions, and your ISV Sessions. Does not include meals, breakout sessions, workshops, or Premier Sponsor Exhibit.

Videography

Option to use Directions' videography crew and existing equipment (max 20 mins) to produce raw footage videos. Subject to availability. Editing extra.

GOLD SPONSOR

\$24,500
 ONLY 14 AVAILABLE

Deliver Your Message During Prime Time

One 30-minute ISV Session

Your own session to educate and inspire Partners

Additional Presentations *Very Limited Availability*

Eligible to purchase one 5-minute General Session presentation or ISV Session

Video Ad in General Session *Very Limited Availability*

Eligible to purchase one video spot

VIP Perks

Reserved Seating
 Reserved seats up-front in General Sessions

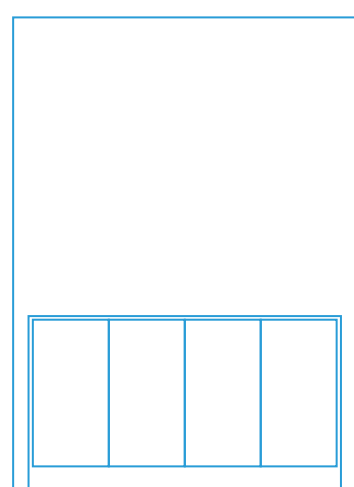
Partner Celebration
 Special recognition at Directions Partner Celebration

20% Off MPOs
 Discount on Marketing Promotion Opportunities. This discount does not apply to General Session Presentation or additional ISV Session purchase.

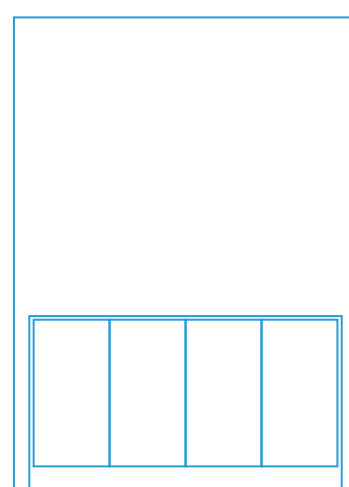
Attendee List
 Opt-in list available after conference

Two Turnkey Kiosks

Two locations: (1) Premier Sponsor Exhibit; (2) Expo Receptions. Includes printing, setup and power drops. Sponsor to provide artwork. Monitor rentals extra.



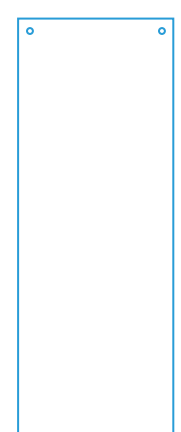
2-meter Kiosk
 @ Premier Sponsor Exhibit



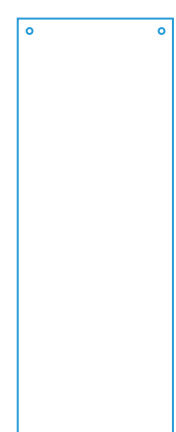
2-meter Kiosk
 @ Expo Receptions

Visibility @ Conference

Includes print production and setup. Sponsor to provide artwork.



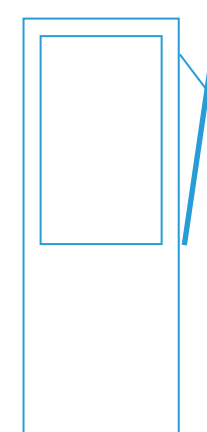
3' x 8' Banner in
 General Session



3' x 8' Banner in
 Expo Hall



Digital Ad on
 Conference Flatscreens



Logo on all
 Agenda Kiosk Screens

Sponsor Listings

Logo + Profile (150 words) on Website

Logo on Directions NA marketing emails

Listing in Directions NA Conference Guide

Videography

Option to use Directions' videography crew and existing equipment (max 10 mins) to produce raw footage videos. Subject to availability. Editing extra.

Bring Your Team

3 Full Conference Passes

Additional passes at conference rates

Expo Only Passes

Available for Sponsors and Exhibitors Only

\$895 each. Access to Expo Receptions, Partner Celebration, General Sessions, and your ISV Sessions. Does not include meals, breakout sessions, workshops, or Premier Sponsor Exhibit.

SILVER SPONSOR

\$18,000
 ONLY 20 AVAILABLE

Deliver Your Message to Key Audiences

One 30-minute ISV Session

Your own session to educate and inspire Partners

Video Ad in General Session
Very Limited Availability

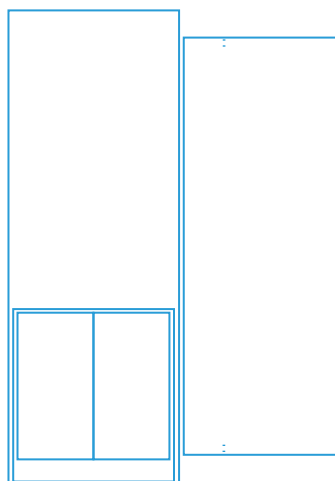
Eligible to purchase one video spot

10% Off MPOs
 Discount on Marketing Promotion Opportunities

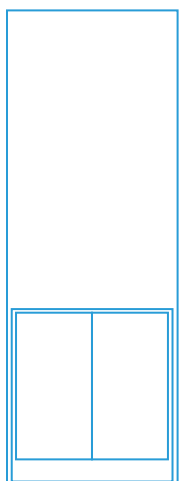
Attendee List
 Opt-in list available after conference

Two Turnkey Kiosks

Two locations: (1) Premier Sponsor Exhibit; (2) Expo Receptions. Includes printing, setup and power drops. Sponsor to provide artwork. Monitor rentals extra.



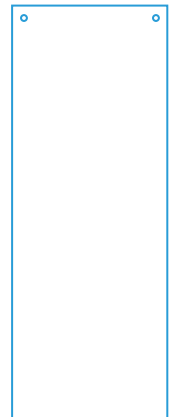
1-meter Kiosk with Hanging Banner @ Premier Sponsor Exhibit




1-meter Kiosk @ Expo Receptions

Visibility @ Conference

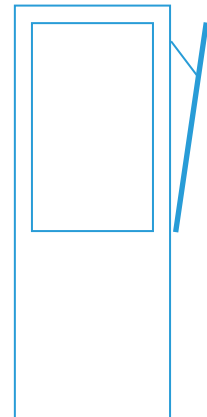
Includes print production and setup. Sponsor to provide artwork.



3' x 8' Banner in Expo Hall



Digital Ad on Conference Flatscreens



Logo on all Agenda Kiosk Screens

Sponsor Listings

- Logo + Profile (100 words) on Website
- Logo on Directions NA marketing emails
- Listing in Directions NA Conference Guide

Bring Your Team

2 Full Conference Passes

Additional passes at conference rates

Expo Only Passes
Available for Sponsors and Exhibitors Only

\$895 each. Access to Expo Receptions, Partner Celebration, General Sessions, and your ISV Sessions. Does not include meals, breakout sessions, workshops, or Premier Sponsor Exhibit.

BECOME A SPONSOR!

BECOME AN EXHIBITOR!

Directions North America 2024 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice

BRONZE SPONSOR

\$12,500
 ONLY 20 AVAILABLE

Deliver Your Message to Key Audiences

One 30-minute ISV Session

Your own session to educate and inspire Partners

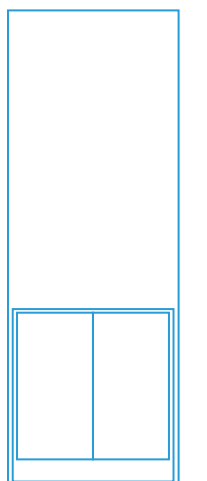
Video Ad in General Session
Very Limited Availability

Eligible to purchase one video spot

5% Off MPOs
 Discount on Marketing Promotion Opportunities

One Turnkey Kiosk

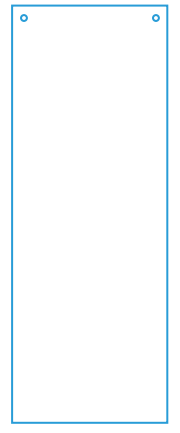
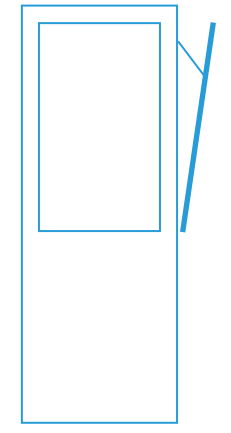
Includes printing, setup and power drop. Sponsor to provide artwork. Monitor rentals extra.



1-meter Kiosk
 @ Expo Receptions

Visibility @ Conference

Includes print production and setup. Sponsor to provide artwork.

3' x 8' Banner in Expo Hall Logo on all Agenda Kiosk Screens

Sponsor Listings

Logo + Profile (50 words) on Website
 Listing in Directions NA Conference Guide

Bring Your Team

1 Full Conference Pass

Additional passes at conference rates

2 Expo Only Passes
Value of \$895 each

Value of \$895 each for upgrade to Full Conference Pass. Additional Expo Only Passes at \$895 each. Access to Expo Receptions, Partner Celebration, General Sessions, and your ISV Sessions. Does not include meals, breakout sessions, workshops, or Premier Sponsor Exhibit.

BECOME A SPONSOR!

BECOME AN EXHIBITOR!

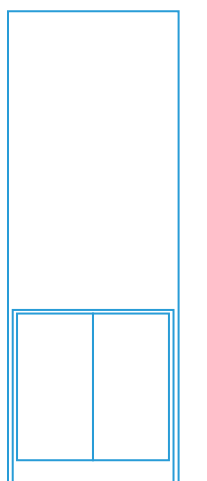
Directions North America 2024 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice

EXPO EXHIBITOR

\$7,000
 LIMITED AVAILABILITY

One Turnkey Kiosk

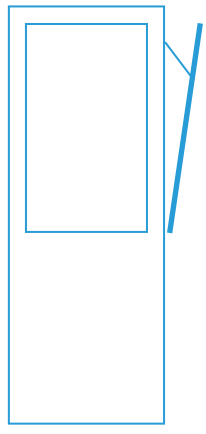
Includes printing, setup and power drop. Sponsor to provide artwork.
 Monitor rentals extra.



1-meter Kiosk
 @ Expo Receptions

Visibility @ Conference

Sponsor to provide artwork.



Company Name on all
 Agenda Kiosk Screens

Sponsor Listings

Company Name + Profile (50 words) on Website

Listing in Directions NA Conference Guide

MPO

Sponsor Coupon Ad in Conference Guide

Your Coupon Ad should invite attendees to your booth to enter into a drawing for a prize worth between \$100-\$400 that you offer. Artwork only required. One Ad per sponsor. \$500 each

Bring Your Team **1 Full Conference Pass**

Additional passes at conference rates

Expo Only Passes
Available for Sponsors and Exhibitors Only

\$895 each. Access to Expo Receptions, Partner Celebration, General Sessions.
 Does not include meals, breakout sessions, workshops, or Premier Sponsor Exhibit.

BECOME A SPONSOR!

BECOME AN EXHIBITOR!

Directions North America 2024 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice

MPO MARKETING PROMOTION OPPORTUNITIES

For Gold Sponsors Only

5-minute General Session Presentation **\$5,000**
Very Limited Availability

On stage presentation including up to one 60-second video

30-minute ISV Session **\$5,000**
Very Limited Availability

An additional ISV Session to educate and inspire Partners

For All Sponsors and Exhibitors

Sponsor Coupon Ad in Conference Guide **\$500**
1 Coupon per Sponsor

Opportunity to place an ad (artwork only required) in Conference Guide distributed to all attendees. Your Coupon Ad should invite attendees to your booth to enter into a drawing for a prize worth between \$100-\$400 that you offer.

For Diamond, Gold, Silver and Bronze Sponsors Only

Video Ad in General Session **\$2,000**
Very Limited Availability

Your Video Ad will be shown during one General Session in front of all Dynamics Partner attendees.

30-second Video **\$2,000**

45-second Video **\$3,000**

60-second Video **\$4,000**

Partner Celebration Hospitality Sponsor **\$7,500**
Limited to 4 Sponsors Only

Opportunity to have the Partner Celebration food and/or drink servers wear t-shirts with our Partner Celebration Sponsor logos and "Thank You" signage at the event. Shirts provided by Directions Conference.

Lanyard Sponsor **\$5,000**
1 Sponsor

Company Logo on Attendee Badge Lanyards

Lunch Table Tents **\$2,500**
1 Sponsor per Day

Be a conversation starter during lunch. Company messaging on Lunch Table Tents (artwork only required) during one day of conference.

New to Directions Session Sponsor **\$2,500**

Opportunity to introduce your company at the special New to Directions Session for new attendees prior to conference start. Includes one 3-minute presentation during the session and placement of one collateral piece on attendee seats by event staff. Item produced by sponsor and subject to event team approval.

Attendee Giveaway **\$2,500**
1 Sponsor

Opportunity to distribute, by event staff, an attendee giveaway with your Company Logo and Messaging at the conference. Items to be produced by sponsor and subject to event team approval.

Keynote Seat Drop **\$1,250**
1 Sponsor per Keynote

1 collateral piece placed on attendee seats in a Keynote General Session by event staff. Item produced by sponsor and subject to event team approval.

AT A GLANCE

| | DIAMOND SPONSOR | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR | EXPO EXHIBITOR |
|--|--|---|------------------------------------|------------------------------------|--|
| Expo (Receptions on April 14 and 15, and Lunch on April 15) | | | | | |
| Turnkey Kiosk with Artwork only required | 2-Meter Kiosk | 2-Meter Kiosk | 1-Meter Kiosk | 1-Meter Kiosk | 1-Meter kiosk |
| Electrical | 1 Power Drop | 1 Power Drop | 1 Power Drop | 1 Power Drop | 1 Power Drop |
| Premier Sponsor Exhibit (All Day until Expo) | | | | | |
| Turnkey Kiosk with Artwork only required | 2-Meter Kiosk with 3' x 8' Standing Sign | 2-Meter Kiosk | 1-Meter Kiosk with 3' x 8' Banner | NA | NA |
| Furniture | 2 Bar Stools | 1 Bar Stool | 1 Bar Stool | NA | NA |
| Electrical | 1 Power Drop | 1 Power Drop | 1 Power Drop | NA | NA |
| Speaking Opportunities | | | | | |
| General Session Presentation | 7-minute General Session presentation, including up to 2 minutes to show a video if you choose May purchase Video Ad (extra cost) | May purchase 5-minute General Session presentation, including up to 1 minute to show a video if you choose (extra cost) May purchase Video Ad (extra cost) | May purchase Video Ad (extra cost) | May purchase Video Ad (extra cost) | NA |
| ISV Session | 2 - 30-minute ISV Sessions | 30-minute ISV Session May purchase additional 30-minute ISV Session (extra cost) | 30-minute ISV Session | 30-minute ISV Session | NA |
| Marketing | | | | | |
| Conference Website | Logo + 200-word Profile | Logo + 150-word Profile | Logo + 100-word Profile | Logo + 50-word Profile | 50-word Profile |
| Sponsor Blind E-mail | 1 Pre-Conference e-mail 1 Post-Conference e-mail | NA | NA | NA | NA |
| Directions Marketing E-mail | Logo on e-mails | Logo on e-mails | Logo on e-mails | NA | NA |
| Opt-in Attendee List (After conference) | Yes | Yes | Yes | NA | NA |
| Marketing Promotion Opportunities | 25% off MPO | 20% off MPO | 10% off MPO | 5% off MPO | Sponsor Coupon Ad in Conference Guide at \$500 |
| VIP Seating and Recognition | | | | | |
| Reserved seats up front at General Sessions | Yes | Yes | NA | NA | NA |
| Recognition at Partner Celebration | Yes | Yes | NA | NA | NA |

BECOME A SPONSOR!

BECOME AN EXHIBITOR!

Directions North America 2024 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice

AT A GLANCE

| | DIAMOND SPONSOR | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR | EXPO EXHIBITOR |
|--|-----------------|--------------|----------------|----------------|----------------|
|--|-----------------|--------------|----------------|----------------|----------------|

| | DIAMOND SPONSOR | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR | EXPO EXHIBITOR |
|---|--|--|--|--|---|
| On-Site Promotion | | | | | |
| Choice of one unique visibility opportunity | 1) Company or Product Name included as part of Conference Attendee WiFi 2) Hospitality Sponsor at Welcome Expo 3) Hospitality Sponsor at Expo Reception 4) Directions Connections Sponsor | NA | NA | NA | NA |
| On-Site Dedicated Signage with Artwork only required | 3' x 8' banner in General Session 3' x 8' banner in Expo Hall | 3' x 8' banner in General Session 3' x 8' banner in Expo Hall | 3' x 8' banner in Expo Hall | 3' x 8' banner in Expo Hall | NA |
| On-Site Co-Branded Signage | Logo on Conference signage and Agenda Kiosks | Logo on Conference signage and Agenda Kiosks | Logo on Conference signage and Agenda Kiosks | Logo on Conference signage and Agenda Kiosks | Listing on Conference signage and Agenda Kiosks |
| Recognition during General Sessions | Logo on screen during keynote walk in | Logo on screen during keynote walk in | Logo on screen during keynote walk in | Logo on screen during keynote walk in | Listing on screen during keynote walk in |
| Digital Ad in ad rotations on Conference Flatscreen | 2 Digital Ads | 1 Digital Ad | 1 Digital Ad | NA | NA |
| Videography | | | | | |
| Use of Directions video crew and existing equipment. Subject to availability. Video editing is extra. | Production of raw footage videos of case studies. Maximum crew time 20 minutes. | Production of raw footage video of case studies. Maximum crew time 10 minutes. | NA | NA | NA |
| Conference Passes | | | | | |
| Full Conference Passes (Included. Additional at conference rates) | 4 Passes | 3 Passes | 2 Passes | 1 Pass | 1 Pass |
| Expo Only Passes (Available to Sponsors and Expo Exhibitors only) | \$895 each | \$895 each | \$895 each | 2 included, with additional \$895 each | \$895 each |

BECOME A SPONSOR!

BECOME AN EXHIBITOR!

Directions North America 2024 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice