



Dear Microsoft Partner,

Directions North America, running April 14-17, 2024, in San Diego, CA, is the largest annual Microsoft Dynamics Partner event in North America. Our event prides itself on the fact that it is run entirely by Partners, for Partners. We are a non-profit organization made up of a volunteer board from the Dynamics Partner Community. Our mission is to expand, enhance, and empower the Microsoft Dynamics channel partners. We provide a professional venue where Dynamics partners can collaborate, form alliances, and strengthen the collaboration with each other and Microsoft.

We serve the community by conducting this annual conference that is deep in leadership, sales, marketing, consulting, and technical content. We empower Dynamics partners to attract new customers, increase existing customer satisfaction and introduce new products/services, thereby increasing overall partner profitability. We vigorously communicate product innovation, leadership, and success to the Microsoft Dynamics ecosystem. Since the beginning of the event 20 years ago, Microsoft has been our primary sponsor and supporter of the event. While the event is organized by Partners, we work closely with Microsoft on delivering the most value as possible for our attendees.

Registration never costs more than \$2,295 per attendee (passes can be acquired for as low as \$1,495 depending on when they are purchased) to access multiple sessions over the 4-day event.

A few facts to help make your decision:

- 1,200+ attendees from Microsoft Dynamics Partners representing various roles across Leadership, Sales, Marketing, Consulting and Development.
- 50+ Microsoft Team Members representing various roles across Leadership, Product, Sales, Marketing and Support.
- 250+ Speakers from both partner organizations and Microsoft.
- 3 Keynote Sessions by Microsoft leadership delivering updates and roadmaps on the Microsoft Dynamics Ecosystem.
- 200+ expert led breakout sessions and townhalls organized by a Leadership, Sales, Marketing, Consulting and Technical focus as it pertains to Dynamics Applications, Power Platform, Data Analytics, Artificial Intelligence & more.
- Deep dive workshops focusing on various Microsoft and ISV technology.
- While the event was founded and is it still largely focused on the Dynamics Business Central Application, it has now grown to cover sessions focusing on Dynamics Sales, Dynamics Field Service, Power Platform, Azure, and Artificial Intelligence.
- A Microsoft staffed Support Room that is open each day where attendees can talk directly to the Microsoft Product Team about questions and daily challenges.
- Dedicated Microsoft Meeting Rooms for Partners to schedule meetings with Microsoft Leadership.
- Networking hubs with tables equipped with power and USB charging stations located in the conference area are ideal for ad hoc meetings.
- An Expo including 100+ ISVs that can add tremendous value for your customers.
- All meals and receptions are included in your registration.
- Potential pre-conference Training offered by ISVs (incremental cost).

We hope this will help justify your trip to join us!

- **Directions North America Board Members**