

**DRAFT**  
SUBJECT TO CHANGE

*By Partners, For Partners*

**DIRECTIONS**

**NORTH AMERICA**

**2025 SPONSORSHIP**



# DIRECTIONS 2025

## 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 2025 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

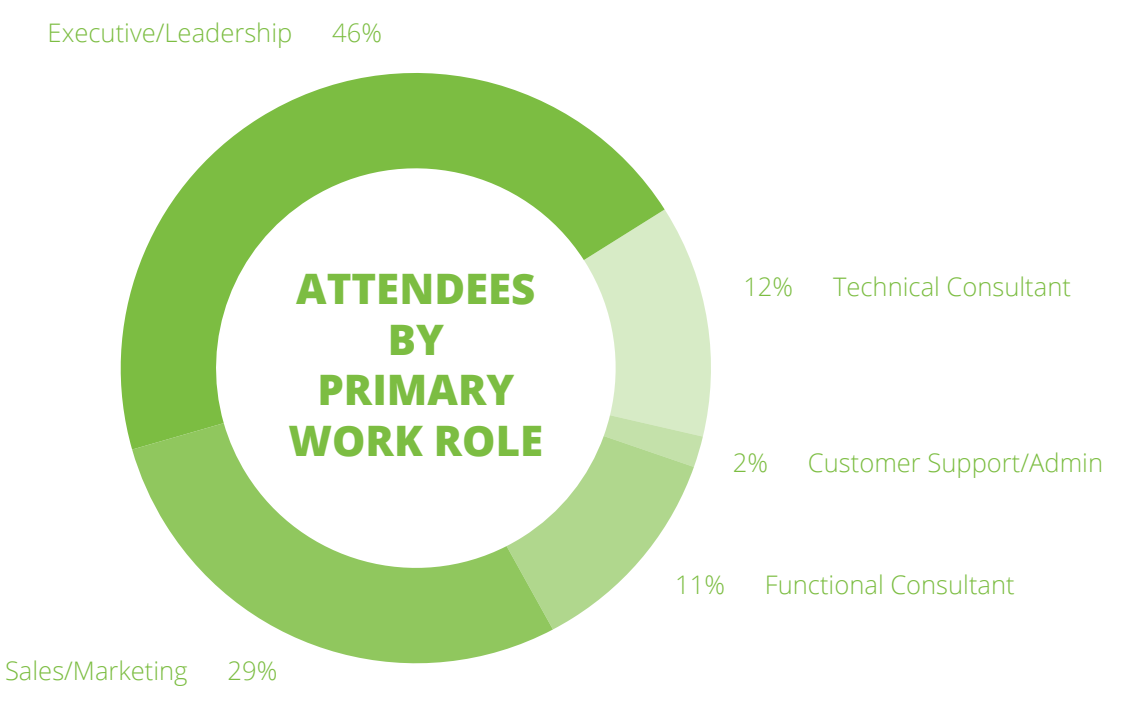
Showcase your company as an Expo Exhibitor in front of over a thousand Microsoft Dynamics Partners. During the Expo Receptions, your company will be spotlighted and have the time to connect. New this year, Expo will be open during breakfast and lunch.

### Take advantage of all our exciting Marketing Promotion Opportunities!

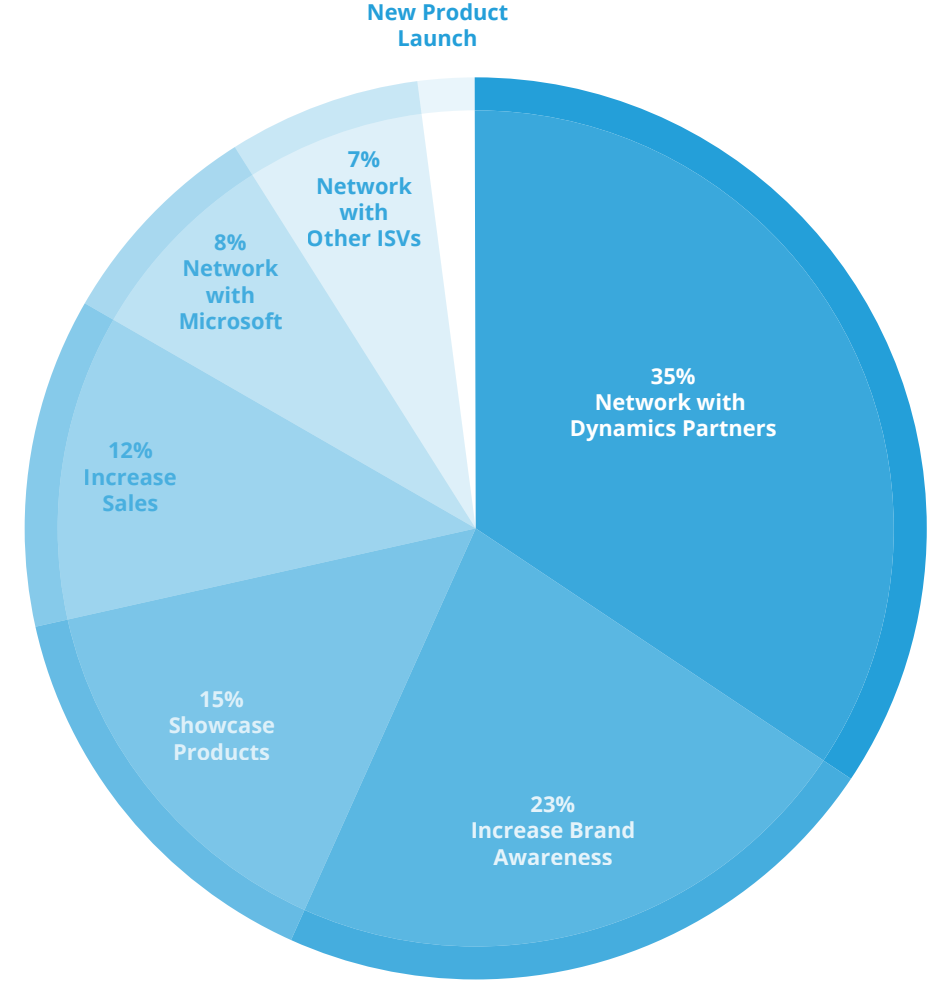
Contact Ryan Grant, Sponsorship Chair: [sponsors@DirectionsNA.com](mailto:sponsors@DirectionsNA.com)  
 Website: [DirectionsNA.com](http://DirectionsNA.com)  
 Please review: [Terms and Conditions](#) and [Rules and Regulations](#)

## Demographics and Ratings

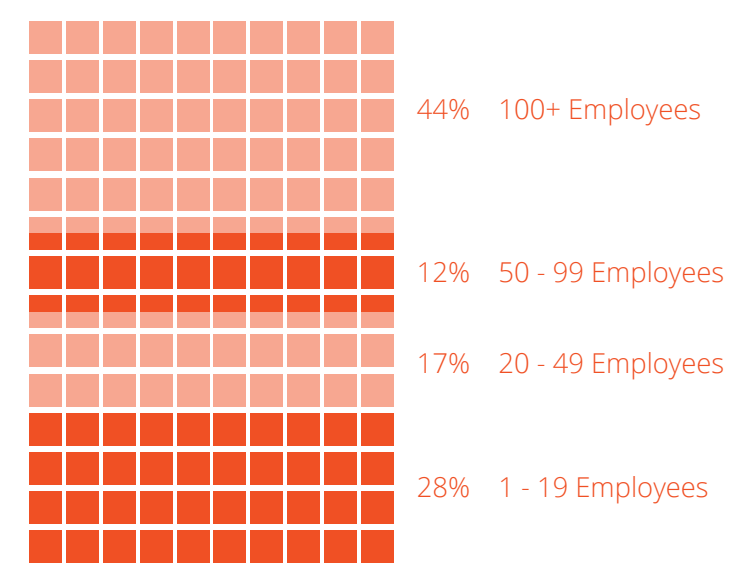
### HOW ATTENDEES RATE DIRECTIONS NA



### TOP 3 REASONS GIVEN FOR SPONSORING DIRECTIONS NA



### ATTENDEES BY COMPANY SIZE



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# DIAMOND SPONSOR

**\$36,000**  
 ONLY 6 AVAILABLE

## Deliver Your Message During Prime Time

### 7-minute Presentation in One General Session

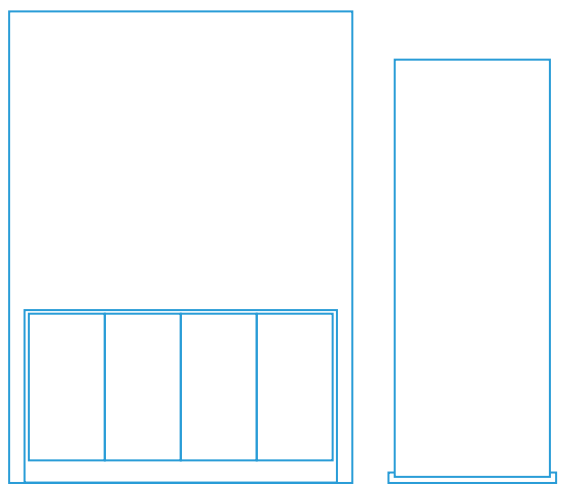
On stage presentation including up to one 120-second video

### Two 30-minute ISV Sessions

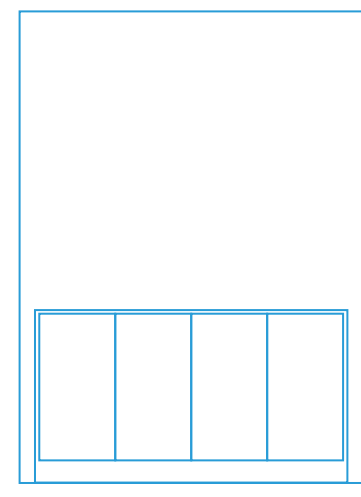
Your own session to educate and inspire Partners

## Two Turnkey Kiosks

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



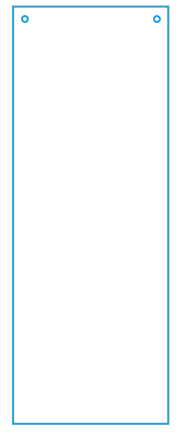
2-meter Kiosk with Standing Sign @ Premier Sponsor Exhibit



2-meter Kiosk @ Expo

## Visibility @ Conference

Includes print production and setup. Sponsor to provide artwork.  
 Plus, Logo on exclusive sponsor banners displayed at General Sessions.



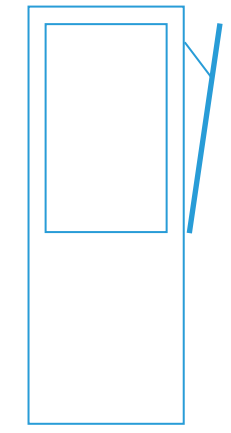
3' x 8' Banner outside General Session



3' x 8' Banner in Expo Hall



2 Digital Ads on Conference Flatscreens



Logo on all Agenda Kiosk Screens

## Sponsor Listings

- Logo + Profile on Website
- Logo on Directions NA marketing emails
- Listing in Mobile App
- Listing in Directions NA Conference Guide

## Marketing Emails

*Exclusively for Diamond Sponsors*

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

## 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 meals, Expo, Partner Celebration, General Sessions, and your ISV Sessions. Does not include 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.

## VIP Perks

### Special General Session Seating

Private balcony suite during your Company Presentation at General Sessions, plus reserved seating section during all General Sessions

### Partner Celebration

VIP Reception at Directions Partner Celebration plus, one reserved branded Cabana to distribute swag.

### 25% Off MPOs

Discount on Marketing Promotion Opportunities

### Attendee List

Opt-in list available after conference

## Visibility Opportunities

### Choice of one, first-come, first-served:

WiFi Sponsor with your company or product name in Conference Attendee WiFi SSID

Directions Connections Sponsor with Logo on signage and power centers

Hospitality Sponsor for one Expo Reception with Logo on signage and branded cocktail napkins (2 available)

AM & PM Break Sponsor for one day with Logo on signage and recognition (2 available)

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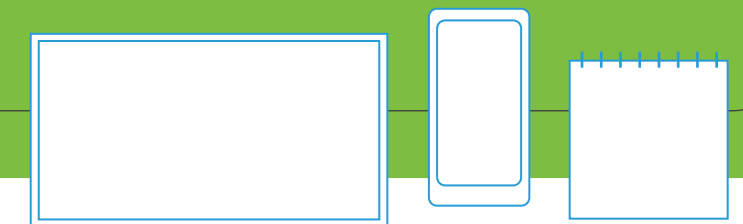
# DISTRIBUTOR SPONSOR

**\$32,000**  
 BY INVITATION ONLY

## Connect and Deliver Value to Your Partners

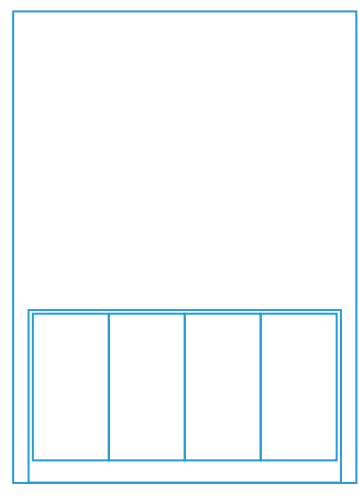
### One 30-minute ISV Session

Your own session to educate and inspire Partners

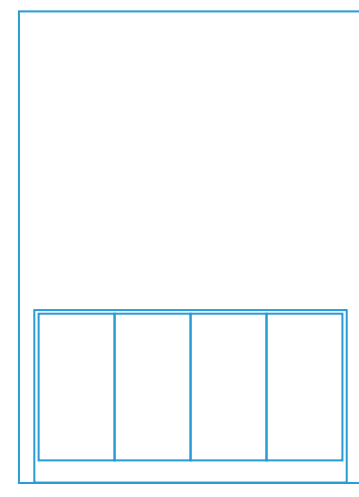


### Two Turnkey Kiosks

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



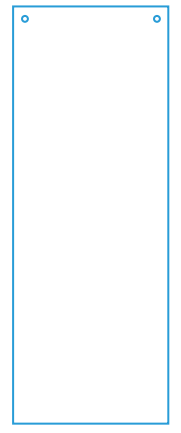
2-meter Kiosk  
 @ Premier Sponsor Exhibit



2-meter Kiosk  
 @ Expo

### Visibility @ Conference

Includes print production and setup. Sponsor to provide artwork.  
 Plus, Logo on exclusive sponsor banners displayed at General Sessions.



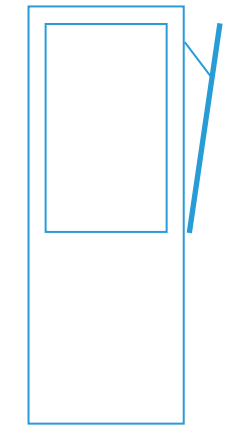
3' x 8' Banner outside  
 General Session



3' x 8' Banner in  
 Expo Hall



Digital Ad on  
 Conference Flatscreens



Logo on all  
 Agenda Kiosk Screens

### Sponsor Listings

- Logo + Profile on Website
- Logo on Directions NA marketing emails
- Listing in Mobile App
- Listing in Directions NA Conference Guide

### VIP Perks

**Special General Session Seating**  
 Private balcony suite during one General Session, to be scheduled by event team, plus reserved seating section during all General Sessions

**Partner Celebration**  
 VIP Reception at Directions Partner Celebration

**20% Off MPOs**  
 Discount on Marketing Promotion Opportunities

**Attendee List**  
 Opt-in list available after conference

### Bonus!

Content TBD.

### Bring Your Team

#### 5 Full Conference Passes

Additional passes at conference rates

#### Expo Only Passes

*Available for Sponsors and Exhibitors Only*

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

### Videography

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

**BECOME A SPONSOR!**

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# GOLD SPONSOR

**\$29,000**  
 ONLY 20 AVAILABLE

## Deliver Your Message to Key Audiences

### One 30-minute ISV Session

Your own session to educate and inspire Partners

### Additional ISV Session *Very Limited Availability*

Eligible to purchase one additional ISV Session

### Video Ad in General Session *Very Limited Availability*

Eligible to purchase one video spot

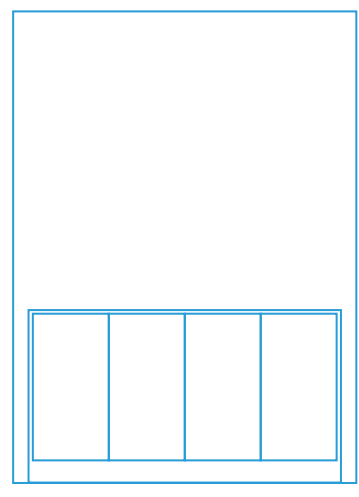
## VIP Perks

**Reserved Seating**  
 Reserved seating section in General Sessions

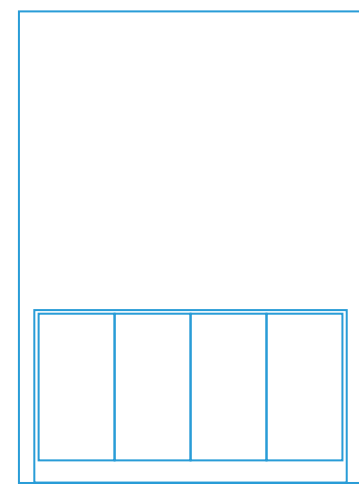
**Partner Celebration**  
 VIP Reception at Directions Partner Celebration

## Two Turnkey Kiosks

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



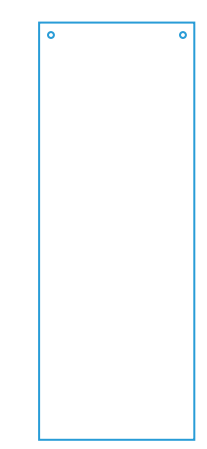
2-meter Kiosk  
 @ Premier Sponsor Exhibit



2-meter Kiosk  
 @ Expo

## Visibility @ Conference

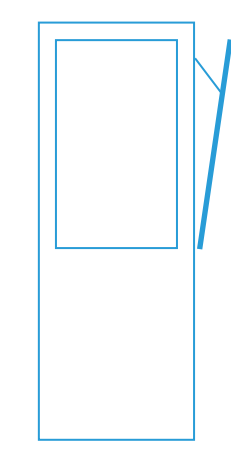
Includes print production and setup. Sponsor to provide artwork.  
 Plus, Logo on exclusive sponsor banners displayed at General Sessions.



3' x 8' Banner in  
 Expo Hall



Digital Ad on  
 Conference Flatscreens



Logo on all  
 Agenda Kiosk Screens

## Sponsor Listings

- Logo + Profile on Website
- Logo on Directions NA marketing emails
- Listing in Mobile App
- Listing in Directions NA Conference Guide

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

**Attendee List**  
 Opt-in list available after conference

## 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 meals, Expo, Partner Celebration, General Sessions, and your ISV Sessions.  
 Does not include breakout sessions, workshops, or Premier Sponsor Exhibit.

## Videography

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

**BECOME A SPONSOR!**

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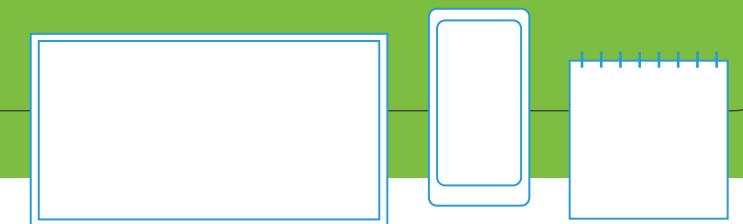
# EXECUTIVE TRACK SPONSOR

**\$25,000**  
 BY INVITATION ONLY

## Deliver Your Message to Top Executives in the Directions Community

### One 45-minute Session in Executive Ownership Track

Your own session at our invite-only Executive Ownership Track

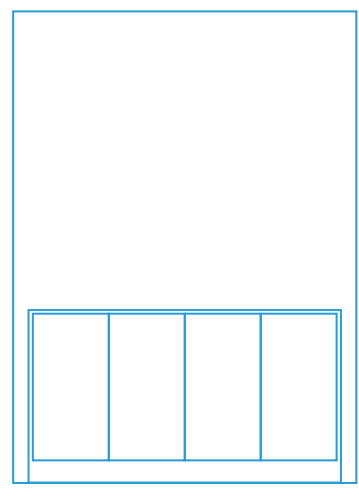


### VIP Perk

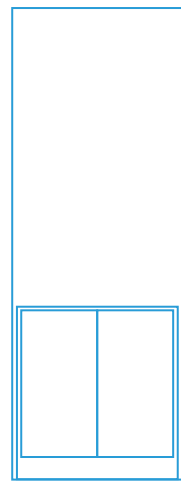
**Partner Celebration**  
 VIP Reception at Directions Partner Celebration

### Two Turnkey Kiosks

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

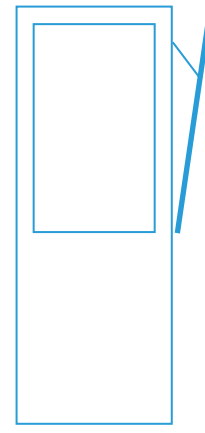


2-meter Kiosk  
 @ Premier Sponsor Exhibit



1-meter Kiosk  
 @ Expo

### Visibility @ Conference



Logo on all  
 Agenda Kiosk Screens

### Sponsor Listings

- Logo + Profile on Website
- Listing in Mobile App
- Listing in Directions NA Conference Guide

**20% Off MPOs**  
 Discount on Marketing Promotion Opportunities.

### Bonus!

1 collateral piece placed on attendee seats in Executive Ownership Track by event staff. Item produced by sponsor and subject to event team approval.

### 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 meals, Expo, Partner Celebration, General Sessions, and your Executive Ownership Track Session. Does not include breakout sessions, workshops, or Premier Sponsor Exhibit.

**BECOME A SPONSOR!**

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# SILVER SPONSOR

**\$19,000**  
 ONLY 19 AVAILABLE

## Deliver Your Message to Key Audiences

**One 30-minute ISV Session**

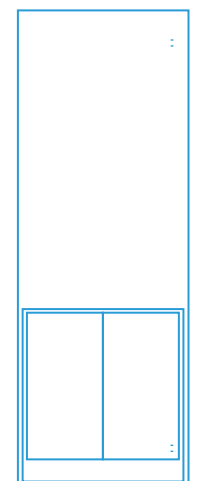
Your own session to educate and inspire Partners

**10% Off MPOs**  
 Discount on Marketing Promotion Opportunities

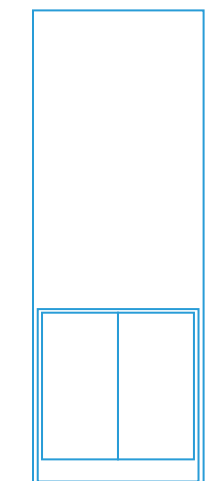
**Attendee List**  
 Opt-in list available after conference

### Two Turnkey Kiosks

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



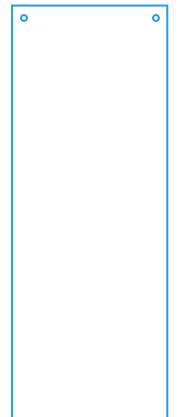
1-meter Kiosk  
@ Premier Sponsor Exhibit




1-meter Kiosk  
@ Expo

### Visibility @ Conference

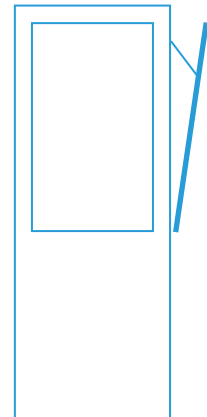
Includes print production and setup. Sponsor to provide artwork.



3' x 8' Banner in  
Expo Hall



Digital Ad on  
Conference Flatscreens



Logo on all  
Agenda Kiosk Screens

### Sponsor Listings

- Logo + Profile on Website
- Logo on Directions NA marketing emails
- Listing in Mobile App
- 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 meals, Expo, Partner Celebration, General Sessions, and your ISV Sessions.  
 Does not include breakout sessions, workshops, or Premier Sponsor Exhibit.

**BECOME A SPONSOR!**

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# BRONZE SPONSOR

**\$13,000**  
 ONLY 15 AVAILABLE

## Deliver Your Message to Key Audiences

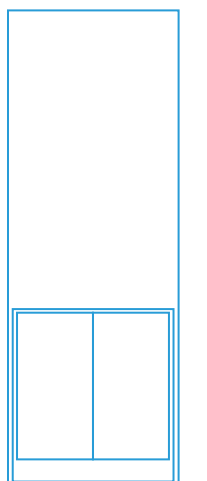
**One 30-minute ISV Session**

Your own session to educate and inspire Partners

**5% Off MPOs**  
 Discount on Marketing Promotion Opportunities

### One Turnkey Kiosk

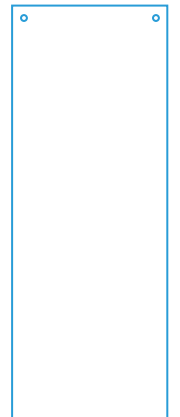
Includes printing, setup and power drop. Sponsor to provide artwork. Monitor rentals extra.



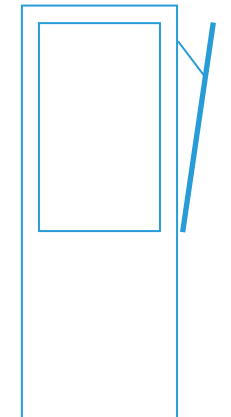
1-meter Kiosk @ Expo

### 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 on Website
- Listing in Mobile App
- Listing in Directions NA Conference Guide

**Bring Your Team**

**1 Full Conference Pass**

Additional passes at conference rates

**2 Expo Only Passes**  
*Available for Sponsors and Exhibitors Only*

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

**BECOME A SPONSOR!**

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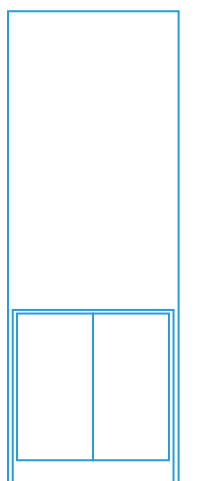
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# EXPO EXHIBITOR

**\$8,000**  
ONLY 28 AVAILABLE

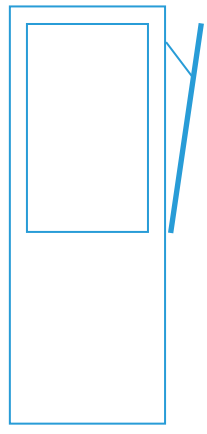
**One Turnkey Kiosk**

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



1-meter Kiosk @ Expo

**Visibility @ Conference**



Company Name on all Agenda Kiosk Screens

**Sponsor Listings**

- Company Logo + Profile on Website
- Listing in Mobile App
- Listing in Directions NA Conference Guide

**New This Year!**  
In addition to Welcome Expo and Expo Reception, Expo booths will also open during breakfasts (Tuesday, Wednesday) and all lunches.

**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 meals, Expo, Partner Celebration, General Sessions. Does not include breakout sessions, workshops, or Premier Sponsor Exhibit.

**BECOME A SPONSOR!**

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# MPO MARKETING PROMOTION OPPORTUNITIES

## For All Sponsors

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

Signage and recognition throughout Partner Celebration area. Servers will wear t-shirts with Partner Celebration Sponsor logos. One reserved branded Premier Cabana where you may distribute 1 giveaway from your cabana only. Item produced by sponsor and subject to event team approval.

**Partner Celebration Poolside Cabana** **\$4,000**

One reserved branded Cabana for your team at the Partner Celebration. You may distribute 1 giveaway from your cabana only. Item produced by sponsor and subject to event team approval.

**Welcome Drink Sponsor** **\$3,500 + F&B Costs**  
*1 Sponsor*

Company Logo on signage and branded napkins during Sunday Welcome Cocktail Reception

**New to Directions Session Sponsor** **\$3,000**  
*1 Sponsor*

3-minute presentation during a special session for attendees prior to conference start. 1 collateral piece placed on seats by event staff. Item produced by sponsor and subject to event team approval.

**Keynote Seat Drop** **\$2,500**  
*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.

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

Company Logo on Attendee Badge Lanyards

**Attendee Giveaway** **\$3,500**  
*1 Sponsor*

1 attendee giveaway with your Company Logo and Messaging distributed by event team to all attendees. Items to be produced by sponsor and subject to event team approval.

**Lunch Sponsor** **\$2,500**  
*1 Sponsor per Meal*

Company messaging on Table Tents (artwork only required) on dining tables during one lunch

**Breakfast Sponsor** **\$1,500**  
*1 Sponsor per Meal*

Company messaging on Table Tents (artwork only required) on dining tables during one breakfast

**Keycard Sponsor** **TBD**  
*1 Sponsor*

Company Messaging on Hotel Room Keycards

### Customize Your Own MPO!

Have an idea for a unique way to reach your audience at Directions? Looking to add extra branding, promotional, and face-to-face opportunities not listed here? Contact our Sponsorship Committee at [sponsors@directionsna.com](mailto:sponsors@directionsna.com) and we'll help make it happen!

## For Gold Sponsors Only

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

An additional ISV Session to educate and inspire Partners

**Video Ad in General Session** **\$5,000**  
*Very Limited Availability*

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

<b>60-second Video</b>	<b>\$5,000</b>
<b>45-second Video</b>	<b>\$4,000</b>
<b>30-second Video</b>	<b>\$3,000</b>

## For All Sponsors and Exhibitors

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

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.

**BECOME A SPONSOR!**

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# ATA GLANCE

	DIAMOND SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXPO EXHIBITOR
<b>Expo Receptions, Breakfast &amp; Lunch</b>					
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
<b>Premier Sponsor Exhibit (All Day until Expo Receptions)</b>					
Turnkey Kiosk with Artwork only required	2-Meter Kiosk with 3' x 8' Standing Sign	2-Meter Kiosk	1-Meter Kiosk	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
<b>Speaking Opportunities</b>					
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)	NA	NA	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
<b>Marketing</b>					
Conference Website	Logo + Profile	Logo + Profile	Logo + Profile	Logo + Profile	Logo + 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
<b>VIP Seating and Recognition</b>					
Private balcony suite on keynote day	Yes	NA	NA	NA	NA
Reserved seating section during all General Sessions	Yes	Yes	NA	NA	NA
VIP Reception at Partner Celebration	Yes	Yes	NA	NA	NA

# ATA GLANCE

	DIAMOND SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXPO EXHIBITOR
<b>On-Site Promotion</b>					
Choice of one unique visibility opportunity	Company or Product Name included as part of Conference Attendee WiFi SSID  Directions Connections Sponsor  Hospitality Sponsor for one Expo Reception (two available)  AM & PM Break Sponsor for one day (two available)	NA	NA	NA	NA
On-Site Dedicated Signage with Artwork only required	3' x 8' banner outside General Session 3' x 8' banner in Expo Hall	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 exclusive sponsor banner Logo on screen during keynote walk in	Logo on exclusive sponsor banner 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
<b>Videography</b>					
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
<b>Conference Passes</b>					
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