

Directions EMEA 2024

Sponsor Brochure

We are the 'go-to' place, a natural hub, and the preferred global community for sharing, learning, and collaboration for all partners, professionals, and ISV's working with Microsoft Business Applications, with a focus on the SMB and Mid-Market space.

directions | share
for | the
partners | future

Share the future

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Establish your position as an Industry Leader!

Welcome to Directions EMEA, our flagship conference with a remarkable 15-year tradition. Throughout the years, all roles in Microsoft's Dynamics 365 partner organisation have been represented: Sales and Marketing, Implementation and Technical Consultants, Developers, Managers, Business Owners and Key Decision Makers.

Here are some **stats** from last year's event in Lyon, France:

- **2964 attendees**
- **803 partners**
- **70 countries**
- **97 sponsors**
- **3 keynotes**
- **248 sessions**
- **247 speakers**
- **15 ISV Theatre sessions**

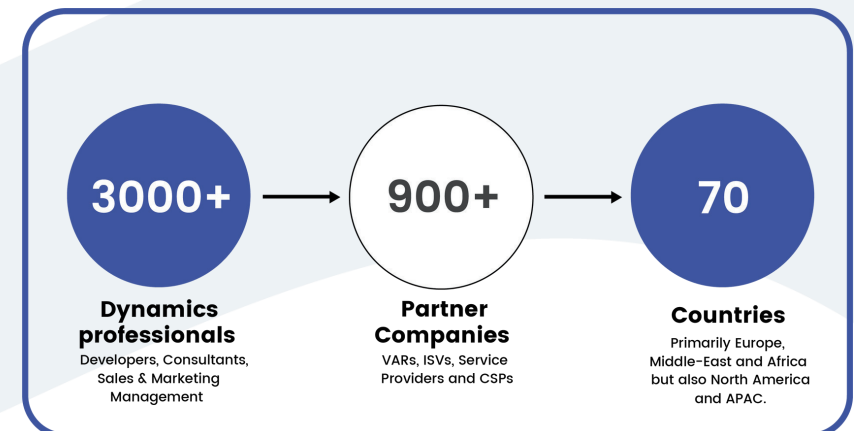
No setup required – Important information for first-time sponsors! You provide the booth design, we'll ensure it meets the requirements and handle the printing for you.

See you in Vienna!

By partners, for partners

Directions for Partners is the **largest, independent, Microsoft Dynamics 365 SMB and Mid-Market community** organized by partners for partners.

Directions EMEA 2024



Why sponsor?

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Become a sponsor of Directions EMEA 2024 and take your place among the leading Dynamics partners.

Directions EMEA is the 'must-attend' conference for Microsoft Dynamics 365 partners who are focused on the Europe, Middle East and Africa markets. As a sponsor you will:

- **Showcase your product(s) and solution(s) to the Dynamics 365 Partner Community** to increase sales and brand awareness
- **Strengthen and develop partnerships:** meet face-to-face for year-round collaboration beyond online interactions
- **Demonstrate your readiness** for Dynamics 365 Business Central, Sales, Marketing, and aligned products
- **Build** an agile Dynamics 365 **Partner community** to support your business growth
- Gain **access to Microsoft's R&D, Sales, Marketing, and Leadership teams** to align your product strategy and roadmap
- **Connect with other ISV's** to network and share strategies

Please reach out to us with questions:
sponsor@directions4partners.com

[Purchase your sponsorship](#)



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

Platinum sponsor

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Expo

- Platinum expo booth, area 20 m2 with power supply and wifi
- Customized booth, with TV screens
- Choose your furniture - to be confirmed with the Directions for Partners team

Conference access

- Ten (10) full attendee conference tickets included
- Fixed super early-bird price for additional company staff

Pre-event marketing

- Company logo and 150-word description on website (incl. link to company URL) and conference app
- Logo in pre-event post on LinkedIn
- Platinum sponsor media pack, including e-mail footers for e-mail and social media visuals
- Logo on general sponsor communication (identifying all sponsors, grouped per level)
- 45 min webinar before the conference, organised by Directions for Partners, available on community portal afterwards

Platinum

65.000 €



*The visual of the booth may change according to the supplier

Platinum sponsor

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ISV session

- 45-minute presentation session, with a 100-word description on website and in conference app

Networking

- Dedicated meeting room, in board room setup, with your company logo, TV screen for 10p. max. incl. coffee, water and soft drinks during the entire conference
- VIP party table for 10 people at Community Party

On-site marketing

Logo

- Logo on-site on all banners, incl. keynote room
- Logo on website, app and on community portal
- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)

Video

- Max. 90 sec. video (MP4, Full HD, with sound) played exclusively during one of the keynotes
- Max. 60 sec. video (MP4), with sound, played before each keynote
- Max. 60 sec. video (MP4), without sound, played in a loop at the expo area and on poly wall

Evening reception

- Drink sponsor for one evening reception, with logo on napkins

Conference bag

- Logo of all platinum sponsors on the conference tote bag

Post-event marketing

- Photo package of booth & ISV session
- 1 month promotion in Community Portal after the conference (in highlights)
- Recap video interview, recorded on-site and produced after the conference by Directions for Partners.
- After event social post to the Directions for Partners LinkedIn audience with this video. Platinum Sponsor also gets the video to share, use and distribute.

Gold sponsor

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3 Gold sponsorship packages available different keynote presentation time!

Gold sponsorships are granted by the Directions EMEA team and rotated annually to ensure quality and relevance. Please express your interest in being a Gold sponsor [here](#). We will inform you by the end of February if you have been selected.

Expo

- Gold expo booth area, 16 m2 with power supply and wifi
- Customized booth, with TV screens
- 3 high tables, with 6 chairs
- Lockable cabinet (can be integrated in the design of the booth)

Conference access

- Four (4) full attendee conference tickets included
- Fixed super early-bird price for additional company staff

Pre-event marketing

- Company logo and 150-word description on website (incl. link to company URL) and conference app
- Logo in pre-event post on LinkedIn
- Gold sponsor media pack, including e-mail footers for e-mail and social media visuals

Gold 1 50.000 €

10 min presentation during keynote **day 1**

Gold 2 45.000 €

10 min presentation during keynote **day 2**

Gold 3 35.000 €

10 min presentation during keynote **day 3**



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Gold sponsor

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**3 Gold sponsorship packages available
different keynote presentation time!**

ISV session

- 45-minute presentation session, with a 100-word description on website and in conference app

Networking

- Dedicated meeting room, in board room setup, with your company logo, TV screen for 10 people, incl. coffee, water and soft drinks during the entire conference
- VIP party table for 10 people at Community Party

On-site marketing

Keynote presentation

- Gold 1: 10 min. presentation during keynote on day 1
- Gold 2: 10 min. presentation during keynote on day 2
- Gold 3: 10 min. presentation during keynote on day 3

Logo

- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)

Video

- Max. 60 sec. video (MP4), with sound, played before each keynote
- Max. 60 sec. video (MP4), without sound, played in a loop at the expo area and on poly wall

Post event marketing

- Photo package of booth & keynote speakers

Silver sponsor

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Expo

- Silver expo booth area, 12 m2 with power supply and wifi
- Booth back-wall, with TV screen
- 2 high tables, with 4 chairs
- Lockable cabinet (can be integrated in the design of the booth)

Conference access

- Three (3) full attendee conference tickets included
- Fixed super early-bird price for additional company staff

Pre-event marketing

- Company logo and 100-word description on website (incl. link to company URL) and conference app
- Logo in pre-event post on LinkedIn
- Silver sponsor media pack, including e-mail footers for e-mail and social media visuals
- Logo on general sponsor communication (identifying all sponsors, grouped per level)

Silver

22.000 €



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Silver sponsor

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Networking

- Shared meeting room for silver sponsors with screen, HDMI cable, powersupply and wi-fi, soft drinks, coffee and tea included

On-site marketing

ISV session

- 45-minute presentation track ISV session, with a 100-word description on website and in conference app

Logo

- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)

Video

- Max. 60 sec. video (MP4), without sound, played in a loop at the expo area and on poly wall

Post event marketing

- Photo package of booth

Bronze sponsor

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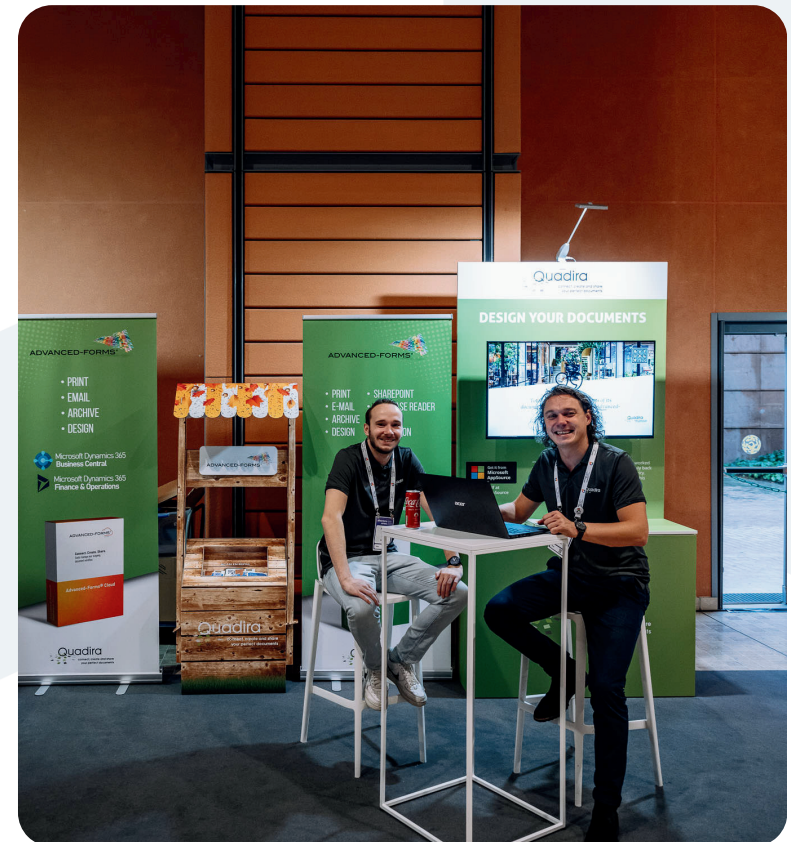
Expo

- Bronze expo booth area, 8 m2 with power supply and wifi
- Booth back-wall, with TV screen
- 1 high table, with 2 chairs
- Lockable cabinet (can be integrated in the design of the booth)

Conference access

- Two (2) full attendee conference tickets included
- Fixed super early-bird price for additional company staff

Bronze 12.500 €



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Bronze sponsor

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Pre-event marketing

- Company logo and 50-word description on website (incl. link to company URL) and conference app
- Logo in pre-event post on LinkedIn
- Bronze sponsor media pack, including e-mail footers for e-mail and social media visuals
- Logo on sponsor communication (identifying all sponsors, grouped per level)

On-site marketing

- Logo - Thank you sponsors in keynote (identifying all sponsors, grouped per level)



NEW

ISV Lounge meeting table

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Your dedicated meeting point throughout the conference

What's included?

- Networking table with 4 chairs, power supply and wi-fi
- Branded with your company logo
- Including bar station with soft drinks, coffee and tea for you and your guests
- In the ISV Lounge networking area

Tailormade for ISVs

Your own spot, where you can:

- Schedule meetings with existing partners
- Present your ISV solutions or apps to potential new partners

Important

- Can be purchased without a sponsor package
- There is NO conference ticket included

ISV Lounge

5.000 €



Expo session

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Expo session

2.500 €

Present your offering

Present your offering to an audience of up to 50 people – joining with headsets

To focused audience

15 minutes in front of relevant partners – during the breaks – focusing only on you

At low cost

Expo sessions are available at €2.500. Sessions will be allocated on a first-come-first-served basis

Important

- Can be purchased without a sponsor package
- There is NO conference ticket included



Sponsor overview

	Bronze	Silver	Gold 3	Gold 2	Gold 1	Platinum
Price	12.500 €	22.000 €	35.000 €	45.000 €	50.000 €	65.000 €
Expo						
Booth in expo area, including - TV screen - Furniture	8 m2 TV screen 1 table & 2 chairs	12 m2 TV screen 2 tables & 4 chairs	16 m2 TV screens 3 tables & 6 chairs	16 m2 TV screens 3 tables & 6 chairs	16 m2 TV screens 3 tables & 6 chairs	20 m2 TV screens combination of high tables chairs and sofa seating
Conference access						
Complimentary full attendee conference tickets	2	3	4	4	4	10
Fixed super early-bird price for additional attendees	✓	✓	✓	✓	✓	✓
On-site marketing						
Keynote: 10 minute presentation			3rd keynote	2nd keynote	1st keynote	
ISV Session + follow up mail distributed by Directions for Partners (With a 100-word description on website and in conference app)		45 min	45 min	45 min	45 min	45 min
Video - played during one of the keynotes						90 sec
Video - before keynote			60 sec	60 sec	60 sec	60 sec
Video - played in a loop at the expo area and on poly wall (no sound)		60 sec	60 sec	60 sec	60 sec	60 sec
Banner with logo in keynote room			✓	✓	✓	✓
Thank you sponsors with logo during keynote, grouped per level	✓	✓	✓	✓	✓	✓

Booth will be completely provided by Directions for Partners. This includes design check, production, set up and dismantling. Sponsor only needs to provide the design according to the instructions sent in deliverables brochure.

Sponsor overview

	Bronze	Silver	Gold 3	Gold 2	Gold 1	Platinum
Networking						
Dedicated meeting room: boardroom for 10 people including coffee, water and soft drinks screen, HDMI cabel, power supply and wi-fi available			✓	✓	✓	✓
Shared meeting room for sponsors		✓				
VIP party table at community party for 10 people			✓	✓	✓	✓
Pre-event marketing						
Company logo and description on website incl. company URL	50 words	100 words	150 words	150 words	150 words	150 words
Company logo and description in conference app	50 words	100 words	150 words	150 words	150 words	150 words
Logo in pre-event post on LinkedIn by Directions for Partners	✓	✓	✓	✓	✓	✓
Sponsor marketing toolkit, with email signature footers and social media visuals	✓	✓	✓	✓	✓	✓
Logo on general sponsor communication (identifying all sponsors, grouped per level)	✓	✓	✓	✓	✓	✓
45 min webinar before the conference, organised by Directions for Partners, available on community portal afterwards						✓
Post-event marketing						
Photo package of booth & keynote speakers			✓	✓	✓	✓
Photo package of booth		✓				

Add-on *options*

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Add these options to your sponsor package for more visibility or to enhance your conference experience
Only available for Platinum, Gold, Silver and Bronze sponsors



Private Meeting Room

7.500 €

Limited availability.
Dedicated meeting room, for the entire conference, in board room setup, with your company logo, TV screen for 10p. max. incl. coffee, water and soft drinks.



Lanyards

7.500 €

Only two available!
Distributed to 50% of the audience. Branded with your logo and Directions for Partners logo.



Party Music Sponsor

5.000 €

Only one available!
Thank you in the opening speech, your company logo on the main screen several times during the evening.



Seat drop

2.000 €

One per keynote.
Design, printing and distribution on seats in keynote room will be done by the sponsor.

Contact

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

Sponsor packages and additional attendee passes can be purchased online. You can also check up-to-date availability.

[Get in touch](#)

[Check availability online](#)

