directions paris emea 2026

# Directions EMEA 2026

## 27-29 October | Paris, France

# 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 for partners | share the 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 18-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.

**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 2026**

**Join us again for Directions EMEA 2026 in Paris, France!** Known for its rich history, vibrant culture and warm hospitality, Paris offers the perfect backdrop for our annual gathering.

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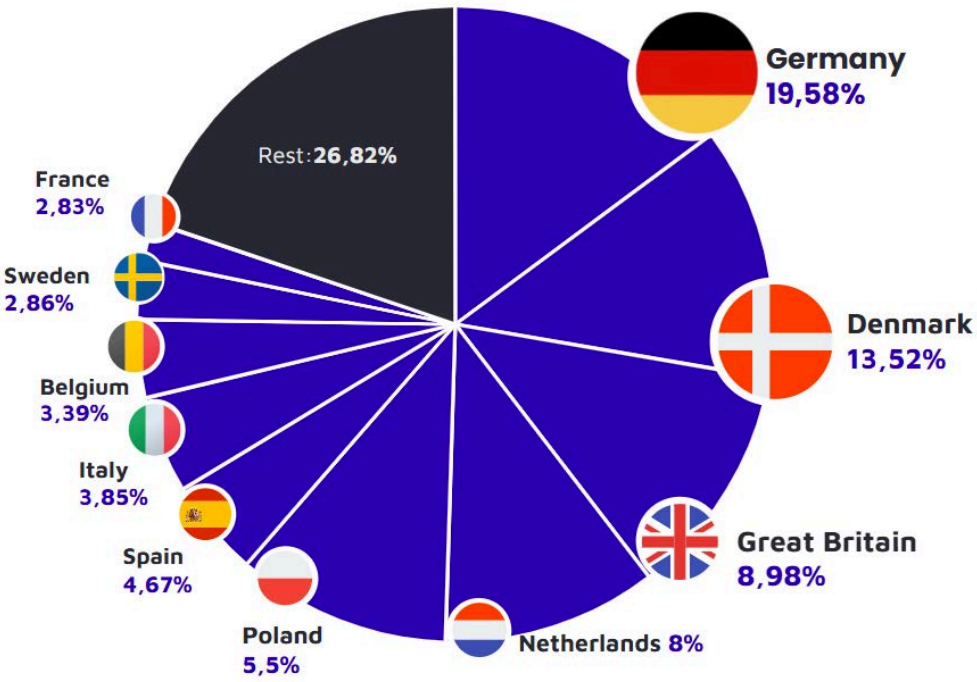
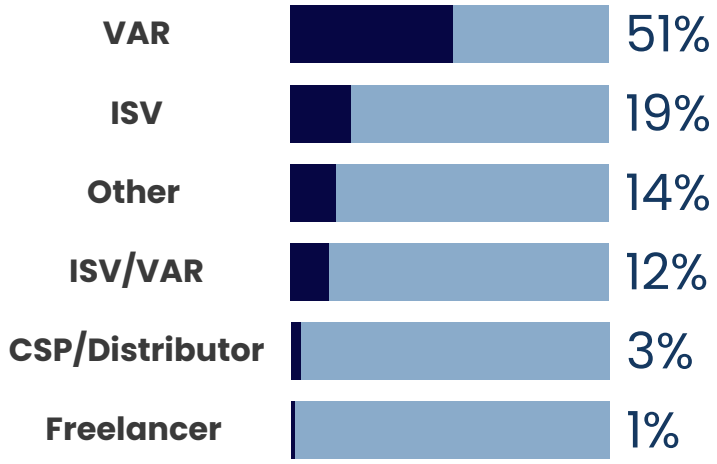
# *Who* attended last year

**Directions EMEA 2025 welcomed participants representing a diverse, international community from across the Microsoft Dynamics ecosystem.**





# Why *sponsor?*

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**Become a sponsor of Directions EMEA 2026 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.**

Many ISVs use the Directions conferences for their yearly face-to-face meeting with their international resellers.
It is a cost-effective way of maintaining a strong personal relationship!
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

**No setup required** – You provide the booth design, we'll ensure it meets all requirements and handle the printing, set-up and tear-down for you.

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

Purchase your sponsorship

Directions EMEA 2026 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, carpet in the colour of your choice
- Choose your furniture - to be confirmed with the Directions for Partners team

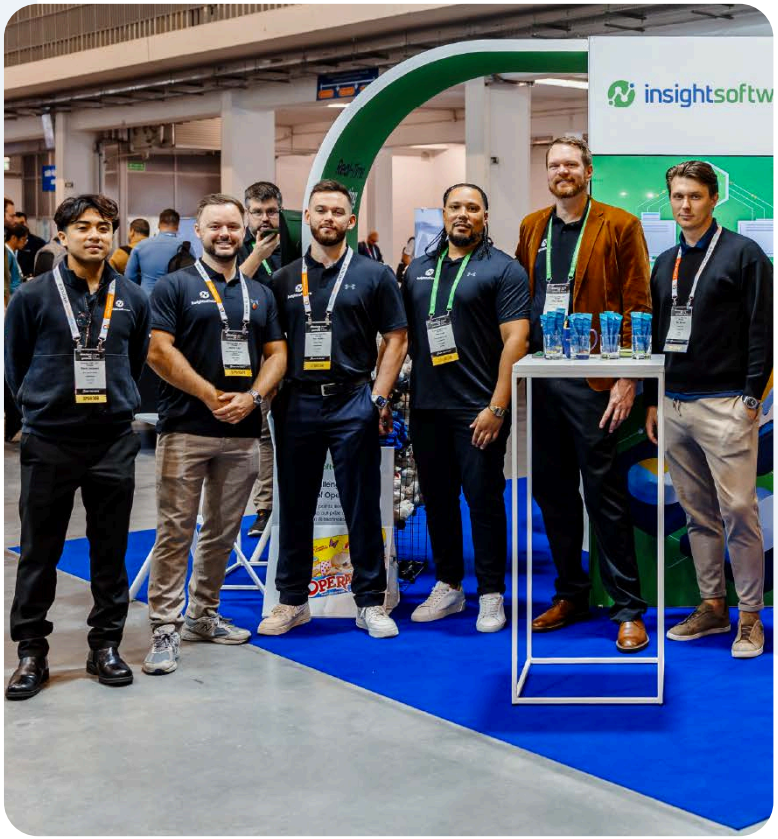
## Conference access

- Ten (10) full attendee conference tickets included
- Fixed super early-bird ticket 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)

Platinum 70.000 €




*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, 16:9, Full HD, with sound) played exclusively during one of the keynotes
- Max. 60 sec. video (MP4, 16:9, Full HD, with sound) played before each keynote
- Max. 60 sec. video (MP4, 16:9, Full HD, without sound) played in a loop at the expo area

### Evening reception

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

### Conference bag

- Logo of all platinum sponsors on the conference tote bag

# 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.

| | |
|---|---|
| Gold 1 | 50.000 € |
| 10 min presentation during keynote **day 1** | |
| Gold 2 | 47.500 € |
| 10 min presentation during keynote **day 2** | |
| Gold 3 | 45.000 € |
| 10 min presentation during keynote **day 3** | |

## Expo

- Gold expo booth area, 16 m2 with power supply and wifi
- Customized booth, with TV screens, carpet
- 3 high tables, with 6 stools

## Conference access

- Four (4) full attendee conference tickets included
- Fixed super early-bird ticket 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

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# *Gold* 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 10 people, incl. coffee, tea 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

- Logo on-site on all banners, incl. keynote room

### Video

- Max. 60 sec. video (MP4, 16:9, Full HD, with sound) played before each keynote
- Max. 60 sec. video (MP4, 16:9, Full HD, without sound) played in a loop at the expo area

# *Silver* sponsor

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**3 Silver sponsorship packages available**
**different ISV session time!**

*Silver 1* 25.000 €
ISV session (45 min) on **day 1**

*Silver 2* 25.000 €
ISV session (45 min) on **day 2**

*Silver 3* 20.000 €
ISV session (45 min) on **day 3**

## Expo

- Silver expo booth area, 12 m2 with power supply and wifi
- Customized booth backwalls, with TV screen, carpet
- 2 high tables, with 4 stools
- Lockable cabinet (can be integrated in the design of the booth)

## Conference access

- Three (3) full attendee conference tickets included
- Fixed super early-bird ticket 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

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# *Silver* sponsor

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## Networking

- Shared meeting rooms for silver sponsors with screen, HDMI cable, power supply 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, 16:9, Full HD, without sound) played in a loop at the expo area

# Bronze sponsor

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## Expo

- Bronze expo booth area, 8 m2 with power supply and wifi
- Customized booth backwall, with TV screen, carpet
- 1 high table, with 2 stools
- Fixed lockable cabinet (can be integrated in the design of the booth)

## Conference access

- Two (2) full attendee conference tickets included
- Fixed super early-bird ticket 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)

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# ISV Lounge meeting table

ISV Lounge 6.000 €

**Your dedicated meeting point throughout the conference**

## What's included?

- Networking table with seating for 4 persons, 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
- One (1) full attendee conference ticket included

# ISV theatre

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## 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 €3.500. 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

ISV theatre 3.500 €

# Sponsor *overview*

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| | Bronze | Silver 3 | Silver 2 | Silver 1 | Gold 3 | Gold 2 | Gold 1 | Platinum |
|---|---|---|---|---|---|---|---|---|
| **Price** | 12.500 € | 20.000 € | 25.000 € | 25.000 € | 45.000 € | 47.500 € | 50.000 € | 70.000 € |
| **Expo** | | | | | | | | |
| Booth in expo area, including<br>- TV screen<br>- Furniture | 8 m2<br>TV screen<br>1 table & 2 stools | 12 m2<br>TV screen<br>2 tables & 4 stools | 12 m2<br>TV screen<br>2 tables & 4 stools | 12 m2<br>TV screen<br>2 tables & 4 stools | 16 m2<br>TV screens<br>3 tables & 6 stools | 16 m2<br>TV screens<br>3 tables & 6 stools | 16 m2<br>TV screens<br>3 tables & 6 stools | 20 m2<br>TV screens<br>3 tables & 6 stools |
| **Conference access** | | | | | | | | |
| Complimentary full attendee conference tickets | 2 | 3 | 3 | 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 | 45 min | 45 min |
| Video - played during one of the keynotes | | | | | 60 sec | 60 sec | 60 sec | 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 | 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*

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| | Bronze | Silver 3 | Silver 2 | Silver 1 | Gold 3 | Gold 2 | Gold 1 | Platinum |
|---|---|---|---|---|---|---|---|---|
| **Networking** | | | | | | | | |
| VIP party table at community party for 10 people | | | | | ✓ | ✓ | ✓ | ✓ |
| Dedicated meeting room: boardroom for 10 people including coffee, tea and soft drinks screen, HDMI cabel, power supply and wi-fi available | | | | | ✓ | ✓ | ✓ | ✓ |
| Shared meeting room for sponsors | | ✓ | ✓ | ✓ | | | | |
| **Pre-event marketing** | | | | | | | | |
| Company logo and description on website incl. company URL | 50 words | 100 words | 100 words | 100 words | 150 words | 150 words | 150 words | 150 words |
| Company logo and description in conference app | 50 words | 100 words | 100 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) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

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# Add-on *options*

**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**

## Party Music Sponsor

5.000 €

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

## Mobile Phone Charging Station

2.585 €

Customized with your branding. User contact details are required to unlock the battery so your leads are captured and delivered to you at the end of the Conference.

## Seat drop

2.500 €

One per keynote.
Design and printing will be done by the sponsor.
Distribution on seats will be done by the organiser.

## Photo Booth

1.750 €

Only two available!
Photo booth with unlimited print of pictures. Picture frame and picture background branded by your company logo.

## Lanyards

7.500 €

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

# Contact

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Directions EMEA 2026 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