

REGISTRATION



Directions

NORTH AMERICA

DIRECTIONS 2019 SPONSORSHIP

May 5 - 8, 2019

Red Rock Casino Resort & Spa, Las Vegas, NV

DIRECTIONS 2019

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

Directions North America - **gateway to the Dynamics SMB Market** - brings together developers, implementers, technical experts, sales and executive/owner representatives from Dynamics SMB Partners, ISVs, Service Providers, and Microsoft across North America and beyond.

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

Here's how you can take maximum advantage of using Directions 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 Diamond, Gold, Silver or Bronze Sponsor and/or sponsor a networking event.

Be an Expo Exhibitor

Showcase your company as an Expo Exhibitor in front of hundreds of Microsoft Dynamics SMB 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

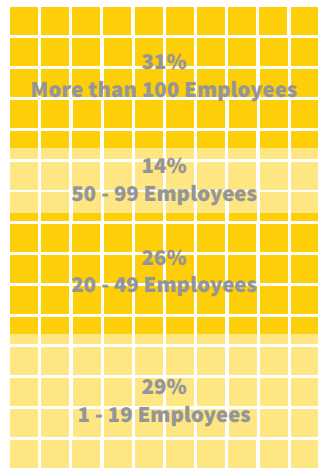
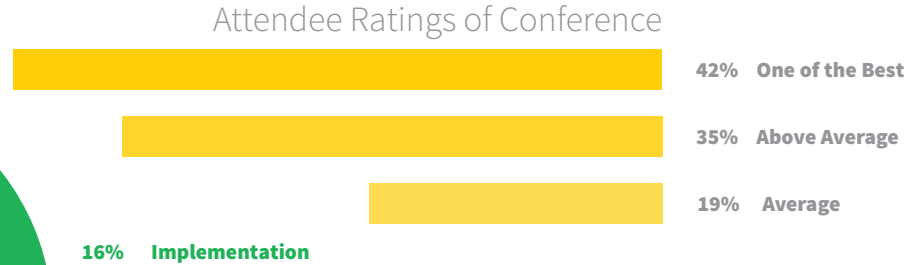
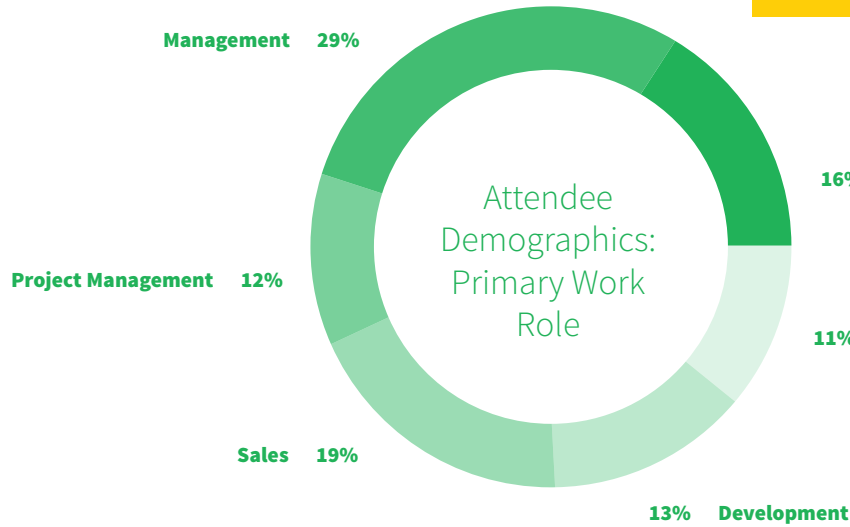
Website: DirectionsNA.com

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

Sign up today: regonline.com/directions2019-sponsorship

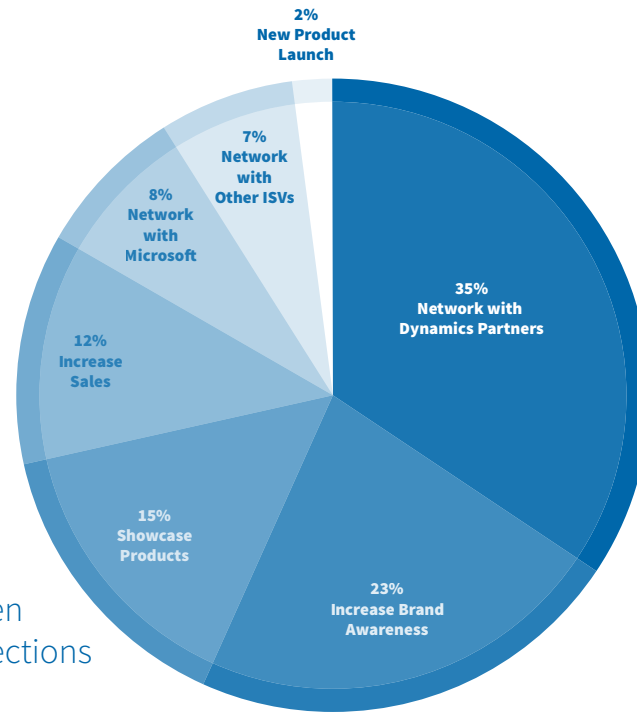
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DEMOGRAPHICS & RATINGS



Attendee Demographics: Company Size

Top 3 Reasons Given for Sponsoring Directions



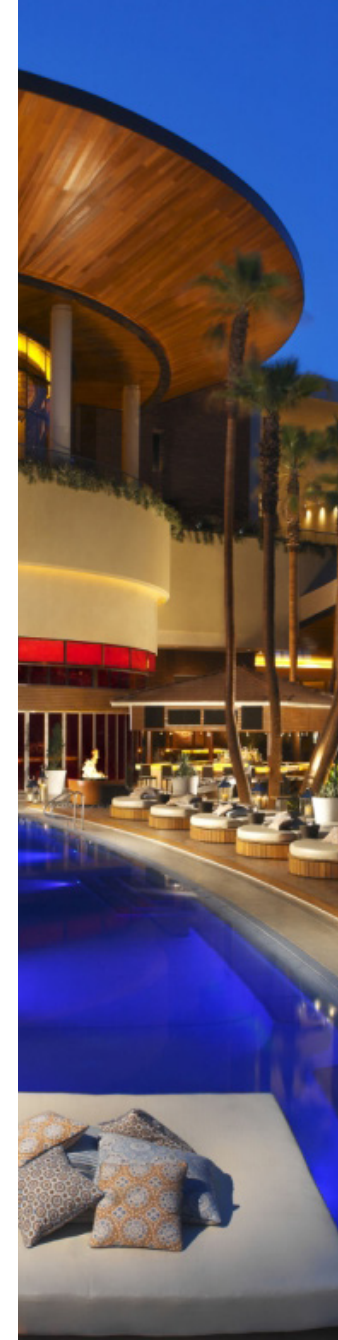
DIAMOND SPONSORSHIP

\$30,000

The Directions 2019 Diamond Sponsorship offers exclusive opportunities for a sponsor to maximize branding and partner education pre-show and on-site marketing throughout the Conference. Two (2) exclusive Diamond Sponsors only.

Package highlights

- 7 minute General Session presentation (including up to 2 minutes to show a video if you chose). Video to be shown in only 1 General Session.
- 2 - 30-minute ISV Sessions
- Social Media package with 6 Tweets. Promotion begins about 6 weeks prior to the Conference.
- 18'x10' Premier Sponsor Exhibit Space. 2-Meter Kiosk (artwork only required) and 1 table with a power drop included.
- Turnkey Booth at 2 Expo Receptions and Lunch on Monday. 2-Meter Kiosk (artwork only required) with a power drop included.
- 4 Full Conference Passes
- VIP Reserved Seating section (for 6 attendees) up front at all General Sessions
- 1 Table Recognition with Company Name at Partner Celebration
- Choice of (1) WiFi Recognition with Company or Product Name included as part of Conference Attendee WiFi SSID or (2) Hospitality Sponsor with Recognition in a Directions networking event open to all attendees. Opportunity is first come, first served.
- 3 - 3'x8' dedicated Company Signage or Banners (artwork only required) in key conference locations
- 1 Blind E-mail to Attendees prior to the Conference and 1 Blind E-mail to Attendees after the Conference
- Company Logo on Marketing E-mails from Directions North America 2019
- Directions 2019 Website Recognition. Company Logo rotating throughout the website, Sponsor Listing with Logo and 200-word Profile.
- 2 Rotating 10-second Electronic Ads on Conference Flatscreens
- Logo and Company Profile on Conference Mobile App
- Recognition during General Sessions with Logo on screen during keynote walk in
- Logo on Conference signage and Flatscreens in conference entrance area
- Access to Directions North America logos and e-mail signature
- Opportunity for video to be shown during Sunday or Monday General Session to get the attention of all Dynamics Partner attendees. Video will be shown once, and must be unique and not shown during another General Session. Preferred video format: MOV or MP4. *Extra cost. Available only for Diamond, Gold, Silver and Bronze Sponsors.*
- 25% off all other Directions 2019 MPOs
- Opt-In Attendee List, to be provided after the Conference
- Option to use Directions' videography crew and existing equipment (maximum 20 minutes) to produce two raw footage videos of case studies. Video editing is extra. **NEW!**



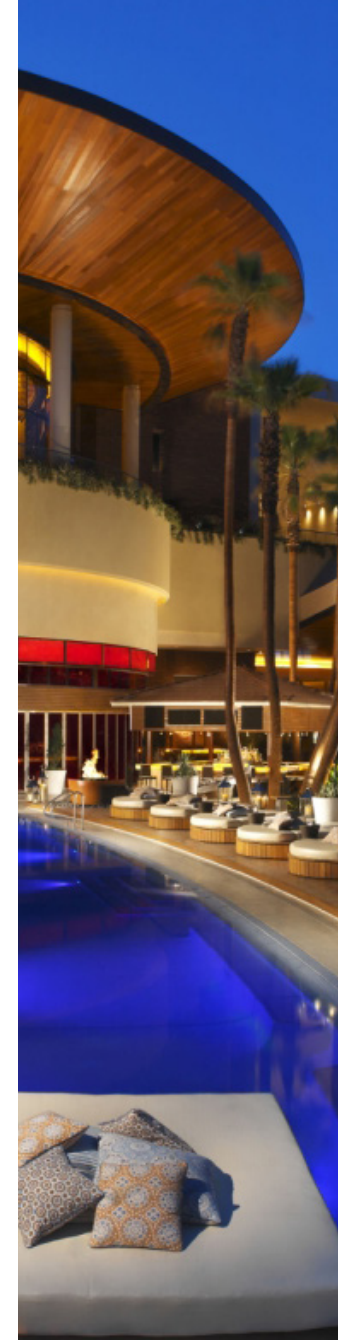
GOLD SPONSORSHIP

\$21,500 (position 1), \$20,500 (position 2), \$19,500 (positions 3, 4, 5, & 6)

The Directions 2019 Gold Sponsorship offers exclusive opportunities for sponsors to maximize branding and partner education pre-show and on-site marketing throughout the Conference. Six (6) exclusive Gold Sponsors only.

Package highlights

- 5 minute General Session presentation (including up to 1 minute to show a video if you chose). Video to be shown in only one General Session. Position 1 and Position 2 Gold Sponsors will present in 1st and 2nd Gold Sponsor presentation slots on Sunday respectively. Position 3, Position 4, Position 5, & Position 6 Gold Sponsors will present in 3rd Gold Sponsor Presentation slot on Sunday, and 1st, 2nd, & 3rd Gold Sponsor presentation slots on Monday respectively.
- 2 - 30-minute ISV Sessions
- Social Media package with 6 Tweets. Promotion begins about 6 weeks prior to the Conference.
- 15'x8' Premier Sponsor Exhibit Space. 2-Meter Kiosk (artwork only required) and 1 table with a power drop included.
- Turnkey Booth at 2 Expo Receptions and Lunch on Monday. 2-Meter Kiosk (artwork only required) with a power drop included.
- 3 Full Conference Passes
- VIP Reserved Seating section (for 6 attendees) up front at all General Sessions
- 1 Table Recognition with Company Name at Partner Celebration
- 3 - 3'x8' dedicated Company Signage or Banners (artwork only required) in key conference locations
- 1 Blind E-mail to Attendees prior to the Conference and 1 Blind E-mail to Attendees after the Conference
- Company Logo on Marketing E-mails from Directions North America 2019
- Directions 2019 Website Recognition. Company Logo rotating throughout the website, Sponsor Listing with Logo and 150-word Profile
- 1 Rotating 10-second Electronic Ad on Conference Flatscreens
- Logo and Company Profile on Conference Mobile App
- Recognition during General Sessions with Logo on screen during keynote walk in
- Logo on Conference signage and Flatscreens in conference entrance area
- Access to Directions North America logos and e-mail signature
- Opportunity for video to be shown during Sunday or Monday General Session to get the attention of all Dynamics Partner attendees. Video will be shown once, and must be unique and not shown during another General Session. Preferred video format: MOV or MP4. *Extra cost. Available only for Diamond, Gold, Silver and Bronze Sponsors.*
- 20% off all other Directions 2019 MPOs
- Opt-In Attendee List, to be provided after the Conference
- Option to use Directions' videography crew and existing equipment (maximum 10 minutes) to produce raw footage video of case studies. Video editing is extra. **NEW!**



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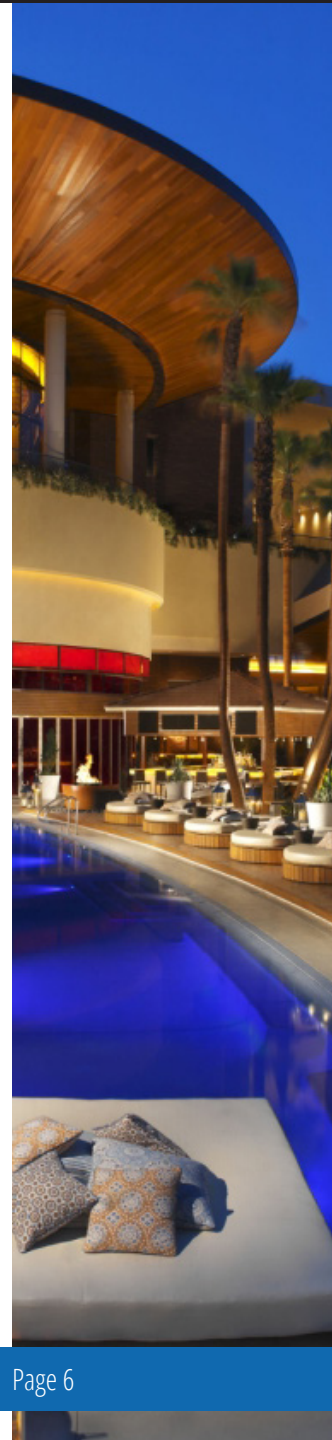
SILVER SPONSORSHIP

\$14,500

The Directions 2019 Silver Sponsorship is ideal for sponsors looking for a prominent placement that allows for high value conversations with partners throughout the Conference.

Package highlights

- 30-minute ISV Session
- Social Media package with 4 Tweets. Promotion begins about 6 weeks prior to the Conference.
- 8'x6' Premier Sponsor Exhibit Space. 1-Meter Kiosk (artwork only required) with a power drop included.
- Turnkey Booth at 2 Expo Receptions and Lunch on Monday. 1-Meter Kiosk (artwork only required) with a power drop included.
- 2 Full Conference Passes
- 2 - 3'x8' dedicated Company Signage or Banners (artwork only required) in key conference locations
- 1 Blind E-mail to Attendees prior to the Conference and 1 Blind E-mail to Attendees after the Conference
- Company Logo on Marketing E-mails from Directions North America 2019
- Directions 2019 Website Recognition. Company Logo rotating throughout the website, Sponsor Listing with Logo and 100-word Profile
- Alumni Benefit - 1 Rotating 10-second Electronic Ad on Conference Flatscreens
- Opportunity for video to be shown during Sunday or Monday General Session to get the attention of all Dynamics Partner attendees. Video will be shown once, and must be unique and not shown during another General Session. Preferred video format: MOV or MP4. *Extra cost. Available only for Diamond, Gold, Silver and Bronze Sponsors.*
- Logo and Company Profile on Conference Mobile App
- Recognition during General Sessions with Logo on screen during keynote walk in
- Logo on Conference signage and Flatscreens in conference entrance area
- Access to Directions North America logos and e-mail signature
- 10% off all other Directions 2019 MPOs
- Opt-In Attendee List, to be provided after the Conference



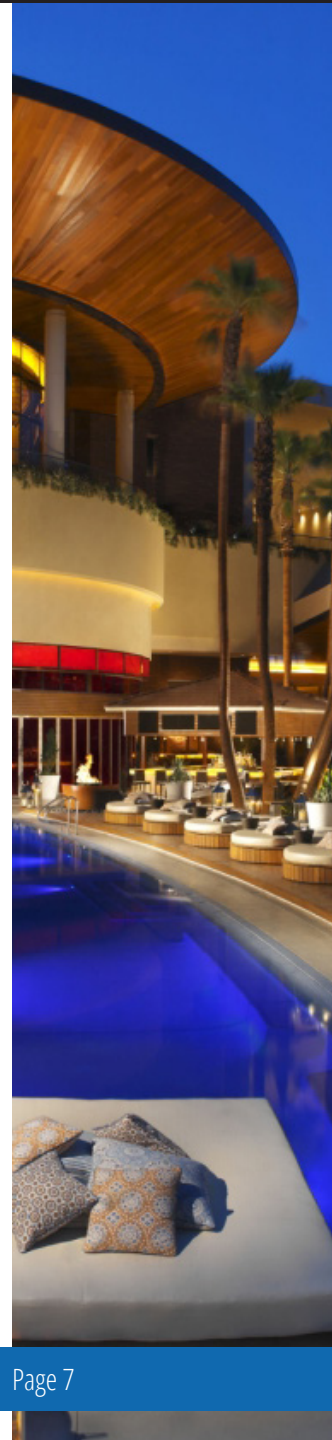
BRONZE SPONSORSHIP

\$9,500

The Directions 2019 Bronze Sponsorship offers sponsors valuable opportunities to showcase branding and heighten product awareness pre-show and during the Conference.

Package highlights

- 30-minute ISV Session
- Social Media package with 2 Tweets. Promotion begins about 6 weeks prior to the Conference.
- Turnkey Booth at 2 Expo Receptions and Lunch on Monday. 1-Meter Kiosk (artwork only required) with a power drop included.
- 1 Full Conference Pass and 2 Expo-Only Passes (upgradeable to Full Conference Passes) **NEW!**
- 1 - 3'x8' dedicated Company Signage or Banner (artwork only required) in a key conference location
- Directions 2019 Website Recognition. Company Logo rotating throughout the website, Sponsor Listing with Logo and 50-word Profile
- Logo and Company Profile on Conference Mobile App
- Recognition during General Sessions with Logo on screen during keynote walk in
- Logo on Conference signage and Flatscreens in conference entrance area
- Access to Directions North America logos and e-mail signature
- Opportunity for video to be shown during Sunday or Monday General Session to get the attention of all Dynamics Partner attendees. Video will be shown once, and must be unique and not shown during another General Session. Preferred video format: MOV or MP4. *Extra cost. Available only for Diamond, Gold, Silver and Bronze Sponsors.*
- Alumni Benefit – 20% off 10-second Electronic Ads on Conference Flatscreens
- 5% off all other Directions 2019 MPOs



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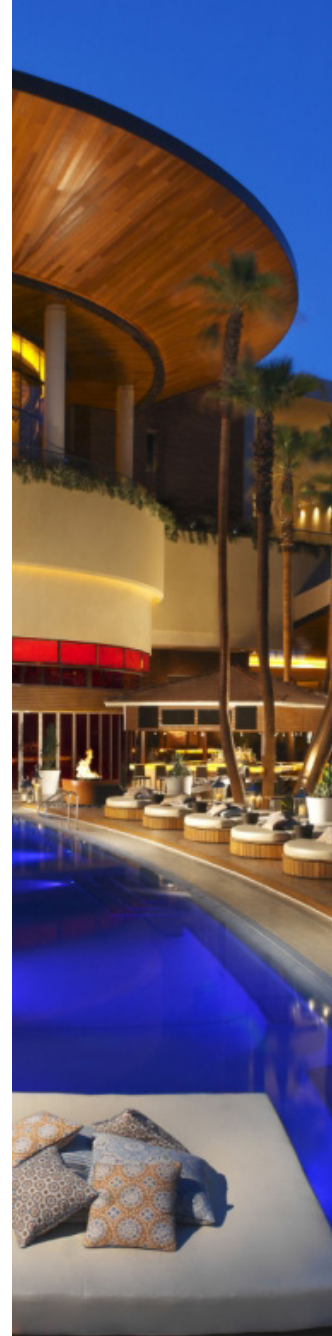
EXPO EXHIBITORS

\$5,500

The Directions 2019 Expo Exhibitors have the opportunity to showcase their products and engage in valuable conversations with partners during the two Expo Receptions and Lunch on Monday.

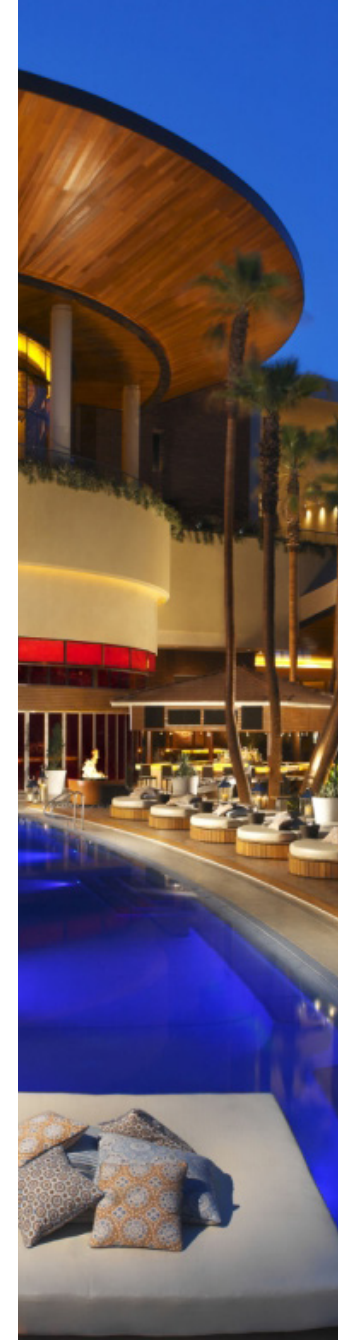
Package highlights

- Turnkey Booth at 2 Expo Receptions and Lunch on Monday. 1-Meter Kiosk (artwork only required) with a power drop included
- 1 Full Conference Pass
- Directions 2019 Website Recognition with a 50-word Profile
- Logo and Company Profile on Conference Mobile App
- Access to Directions North America logos and e-mail signature
- Recognition during General Sessions with Listing on screen during keynote walk in
- Listing on Conference signage and Flatscreens in conference entrance area



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MPO MARKETING PROMOTION OPPORTUNITIES

Opportunity	Benefits	Price
Attendee Giveaway (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.	\$2,000
Directions Connections Sponsor (1 sponsor)	Company Logo and Messaging (artwork only required) on 10 Directions Connections tables equipped with power and USB stations at the Conference. Sponsor recognition as Directions Connections Sponsor.	\$2,000
Lanyard Sponsor (1 sponsor)	Company Logo on Attendee Badge Lanyards	\$4,000
Video Ad at General Sessions	Opportunity for video to be shown during Sunday or Monday General Session to get the attention of all Dynamics Partner attendees. Video will be shown once, and must be unique and not shown during another General Session. Preferred video format: MOV or MP4. <i>Available to Diamond, Gold, Silver and Bronze Sponsors only</i>	
	30-second commercial	\$1,000
	45-second commercial	\$1,500
	60-second commercial	\$2,000
Keycard Sponsor (1 sponsor)	Company Logo and custom messaging on hotel guestroom keycards. Price includes cost of keycards.	\$6,000
Lunch Table Tents (1 sponsor/day)	Be a conversation starter during lunch. Company message or collateral included on all lunch tables during one day of conference	\$1,500
Keynote Seat Drop (1 sponsor/keynote)	1 collateral or giveaway placed on 800 seats in a Keynote General Session by event staff. Item produced by sponsor and subject to event team approval.	\$750
Hospitality Sponsor	Package: Sponsorship of a networking function. Includes 45-second Video Ad during General Session	Contact us

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	DIAMOND SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP	EXPO EXHIBITORS
Availability					
Expo Receptions					
Booth Style	Turnkey	Turnkey	Turnkey	Turnkey	Turnkey
Booth Size	2-Meter Kiosk	2-Meter Kiosk	1-Meter Kiosk	1-Meter Kiosk	1-Meter kiosk
Booth Signage and Graphics	Artwork only required	Artwork only required	Artwork only required	Artwork only required	Artwork only required
Electrical	1 Power Drop	1 Power Drop	1 Power Drop	1 Power Drop	1 Power Drop
Internet	Conference Wireless	Conference Wireless	Conference Wireless	Conference Wireless	Conference Wireless
Premier Sponsor Exhibit					
Exhibit Space	18'x10'	15'x8'	8'x6'	NA	NA
Furniture	2-Meter Kiosk with artwork only required	2-Meter Kiosk with artwork only required	1-Meter Kiosk with artwork only required	NA	NA
	One table	One table			
Electrical	1 Power Drop (10 AMP)	1 Power Drop (10 AMP)	1 Power Drop (5 AMP)	NA	NA
Internet	Conference Wireless	Conference Wireless	Conference Wireless	NA	NA
Speaking Opportunities					
General Session Presentation	7 minute General Session presentation (including up to 2 minutes to show a video if you chose). Video to be shown in only 1 General Session.	5 minute General Session presentation (including up to 1 minutes to show a video if you chose). Video to be shown in only 1 General Session.	NA	NA	NA
ISV Session	(2) 30-minute ISV Sessions	(2) 30-minute ISV Sessions	30-minute ISV Session	30-minute ISV Session	NA





	DIAMOND SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP	EXPO EXHIBITORS
Marketing					
Conference website	Logo + 200-word Profile	Logo + 150-word Profile	Logo + 100-word Profile	Logo + 50-word Profile	Logo + 50-word Profile
Rotating Logo on Website	Yes	Yes	Yes	Yes	NA
Sponsor Blind E-mail	1 Pre-Conference e-mail 1 Post-Conference e-mail	1 Pre-Conference e-mail 1 Post-Conference e-mail	1 Pre-Conference e-mail 1 Post-Conference e-mail	NA	NA
Directions Marketing E-mail	Logo on e-mails	Logo on e-mails	Logo on e-mails	NA	NA
Opt-in Attendee List	Yes	Yes	Yes	NA	NA
Social Media Package	6 tweets starting 6 weeks prior	6 tweets starting 6 weeks prior	4 tweets starting 6 weeks prior	2 tweets starting 6 weeks prior	NA
Co-Marketing Package	Access to Directions North America logos and e-mail signature	Access to Directions North America logos and e-mail signature	Access to Directions North America logos and e-mail signature	Access to Directions North America logos and e-mail signature	Access to Directions North America logos and e-mail signature
Marketing Promotion Opportunities	25% off MPO	20% off MPO	10% off MPO	5% off MPO	NA
VIP Seating and Recognition					
Seating up front at General Sessions	Yes - for 6 attendees	Yes - for 6 attendees	NA	NA	NA
1 Table Recognition with Company Name at Partner Celebration	Yes	Yes	NA	NA	NA
On-Site Promotion					
Choice of: WiFi Recognition or Hospitality Sponsorship	Company or Product Name included as part of Conference Attendee WiFi SSID or at Directions networking event.	NA	NA	NA	
On-Site Dedicated Signage	3' x 8' dedicated signage or banner in 3 key locations. Artwork only required	3' x 8' dedicated signage or banner in 3 key locations. Artwork only required	3' x 8' dedicated signage or banner in 2 key locations. Artwork only required	3' x 8' dedicated signage or banner. Artwork only required	NA





**DIAMOND
SPONSORSHIP**

**GOLD
SPONSORSHIP**

**SILVER
SPONSORSHIP**

**BRONZE
SPONSORSHIP**

**EXPO
EXHIBITORS**

On-Site Promotion (continued)

On-Site Co-Branded Signage	Logo on Conference signage and Flatscreens	Logo on Conference signage and Flatscreens	Logo on Conference signage and Flatscreens	Logo on Conference signage and Flatscreens	Listing on Conference signage and Flatscreens
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
Electronic Ad on Conference Flatscreens in reception area	2 10-second Electronic Ads	10-second Electronic Ad	Alumni Benefit: 10-second Electronic Ad	Alumni Benefit: 20% off 10-second Electronic Ad	NA
Mobile App	Logo and Company Profile	Logo and Company Profile	Logo and Company Profile	Logo and Company Profile	Logo and Company Profile

Videography

Use of Directions video crew and existing equipment (video editing is extra)	Production of two raw footage videos of case studies. Maximum 20 minutes.	Production of one raw footage video of case studies. Maximum 10 minutes.	NA	NA	NA
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Conference Passes

Full Conference Passes	4 Passes	3 Passes	2 Passes	1 Pass	1 Pass
Expo Only Passes (available to Sponsors and Expo Exhibitors only)	\$595 each	\$595 each	\$595 each	2 included Additional \$595 each	\$595 each

