



DIRECTIONS NORTH AMERICA 2025

Gateway to the Dynamics 365 Market

SPONSOR GENERAL SESSION VIDEO GUIDELINES

As a Sponsor with the opportunity to show a video to the entire audience at Directions North America 2025, you want your video to be a positive experience for your team and for our audience. Here are some guidelines to ensure an excellent outcome:

1. Please submit your video as soon as possible but no later than **March 6, 2025**, for review and approval by the Sponsorship Committee. We will hold your information in the strictest confidence. Upload to: <https://spaces.hightail.com/uplink/infoadvantage>. Preferred video format: MP4 or MOV, 1080p Full-HD.
2. We encourage you to sell your product on the value it offers our attendees. Content of all videos that disparages another sponsor or Microsoft will not be allowed. If the presentation is deemed inappropriate, the Sponsor will have 3 days to change and resubmit for approval. If the presentation is not accepted by the Directions Organizing Board it will not be allowed and there will be no refunds issued.

We are here to make sure you have an outstanding experience at the event. Eva Chiu, Eva.Chiu@infoadvantage.com, will be your key point of contact. Please don't hesitate to reach out at any time if you have questions or need any help.