



By Partners, For Partners

DIRECTIONS

NORTH AMERICA

DIRECTIONS NORTH AMERICA 2025

Gateway to the Dynamics 365 Market

SPONSORSHIP REGISTRATION TERMS & CONDITIONS

Eligibility

Attendance at the Directions North America 2025 conference is restricted to Microsoft employees, registered Sponsors and Exhibitors and any persons engaged in the business of delivering Microsoft Dynamics SMB solutions either as or through an authorized Dynamics partner. Other individuals may be eligible if they add value to the Dynamics community, are not in direct competition with the event itself or Dynamics, and agree to sign an NDA if asked. Individuals who do not meet the above criteria cannot be permitted to register for this conference. **If you register for this conference and do not meet the eligibility requirements stated above, you will forfeit the registration fee.**

Sponsor Rules & Regulations

As a Sponsor or an Exhibitor you agree to Directions North America 2025 Rules & Regulations.

Sponsorship Payment and Cancellations Policy

Major sponsor fees may be paid by bank transfer to avoid being charged a credit card fee. Payments for Exhibitors are by credit card only (credit card fees applied.) Full payment is due immediately to secure your sponsorship. Sponsorships will be held for ten days and released if payment is not received. You may cancel your sponsorship no later than **December 31, 2024** for a 50% refund of your sponsorship fees. Cancellations after **December 31, 2024** are non-refundable.

Conference Registration Cancellations and Refund Policy

Conference registration cancellation requests must be submitted in writing by email and sent to Directions Treasurer Amy Homan at treasurer@DirectionsNA.com. Cancellations notifications received on or before midnight Eastern (EST), **March 2, 2025** will receive a refund less a \$100 service charge. Cancellations requests received after midnight Eastern (EST), **March 2, 2025**, and event no-shows will be ineligible for a refund. Transfer of the registration fee to the next year is not permitted.

By submitting your sponsorship request, you state that you understand the above, accept the requirements to attend this conference, and agree to the Directions Sponsor Rules & Regulations.