DIRECTIONS
NORTH AMERICA
By Partners, For Partners

APRIL 18 - 20, 2027

HYATT REGENCY NEW ORLEANS

BY PARTNERS, FOR PARTNERS

2027 SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR

DIRECTIONS NORTH AMERICA
By Partners, For Partners

SPONSORSHIP

DIRECTIONS NORTH AMERICA 2027

Play a visible role in an event focused 100% on Microsoft Dynamics partners

Directions North America brings together developers, implementers, technical experts, sales and executive leaders from Dynamics partners, ISVs, service providers and Microsoft.

Built for partners, by partners: our board and event team come from the Dynamics channel themselves, so the agenda, Expo and networking are shaped by people with deep, hands-on partner and ISV experience.

Sessions, the Expo, networking and lodging all happen in one hotel, so as much business gets done at breakfast, in the hallways and at evening events as during the agenda.

ONE INVESTMENT, REAL ROI

Your sponsorship invests directly in the partner ecosystem that keeps this event running, and puts your business in front of over a thousand key Microsoft Dynamics partners.

THE EVENT

April 18–20, 2027
Sunday – Tuesday

Hyatt Regency New Orleans
Welcome drinks Saturday, April 17

Partner Celebration
Tuesday, April 20, 7–11 pm · Generations Hall. Wraps at 11 pm so you can enjoy New Orleans nightlife.

WHAT'S NEW OR DIFFERENT IN 2027

- Expo Hall open every day, from keynote to end of day
- Expo receptions end a little earlier to enjoy NOLA
- The ISV Lounge is back, now in Storyville Hall with exclusive space
- No premium kiosks in the hallways
- Sponsorship Agreement to be signed by all Sponsors to secure sponsorship

AGREEMENT AND PAYMENT TERMS

Signing up means you agree to the Sponsorship Terms & Conditions and Rules & Regulations. The Sponsorship Agreement must be signed to commit to your sponsorship.

Full payment is due at sign-up; unpaid sponsorships are released after ten days. Cancel by December 31, 2026 for a 50% refund; later cancellations are non-refundable.

Expo placements are assigned by the Sponsorship Committee after sales close.

ELIGIBILITY

Open to Microsoft, registered Sponsors and Exhibitors, and people delivering Dynamics solutions. Recruiters are not eligible. Passes are non-transferable.

Questions? Contact Ryan Grant, Sponsorship Committee Chair
sponsors@DirectionsNA.com

BECOME A SPONSOR

Directions North America 2027 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice.

DIRECTIONS NORTH AMERICA
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SPONSORSHIP LEVEL · LIMIT OF 6

DIAMOND

$38,000

EXPO HALL

3-meter turnkey double-sided kiosk

Includes printing, setup and a power drop. Monitor rentals extra.

CONFERENCE PASSES

4 Full Conference Passes

Option to purchase additional passes at a 15% discount

VIDEOGRAPHY

Use of the Directions videography crew and equipment (max 20 minutes) to produce raw footage videos. Editing extra.

DIAMOND EXCLUSIVE

KEYNOTE PRESENTATION

7-minute on-stage presentation

May include up to one 120-second video.

Presenters attend mandatory planning calls and an on-site stage rehearsal; rehearsal times start Saturday afternoon. No-shows to rehearsal forfeit the slot with no refund.

SPEAKING OPPORTUNITIES

2 × 30-minute ISV Sessions

Your own sessions to educate and inspire partners

ON-SITE PROMOTION

3' × 8' banner sign outside the Expo Hall

2 digital ads on conference flatscreens

Logo on conference signage, agenda kiosk screens and keynote walk-in

DIAMOND EXCLUSIVE

MARKETING EMAIL

Blind email to all attendees: 1 pre-conference OR 1 post-conference

VIP PERKS

Reserved seating during General Sessions

VIP Reception at the Partner Celebration, Generations Hall

MARKETING

Logo + profile on website and mobile app

Logo on Directions NA marketing emails

Opt-in attendee list (after conference)

25% discount on MPOs

DIAMOND EXCLUSIVE

VISIBILITY OPPORTUNITY

Choice of one, first-come, first-served:

Directions Connections Sponsor, logo on signage and power centers

Hospitality Sponsor for one Expo Reception, logo on signage and branded napkins (2 available)

AM & PM Break Sponsor for one day, logo on signage (3 available)

BECOME A SPONSOR

Diamond sponsors are selected by random drawing; requests due October 30, 2026. Executive Track sponsorship is also available with Directions Board approval; contact sponsors@DirectionsNA.com. Opportunities are first-come, first-served and may sell out without notice.

DIRECTIONS NORTH AMERICA
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SPONSORSHIP LEVEL · LIMIT OF 4

DISTRIBUTOR

$32,000

EXPO HALL

3-meter turnkey kiosk

Includes printing, setup and a power drop. Monitor rentals extra.

CONFERENCE PASSES

5 Full Conference Passes

Option to purchase additional passes at a 15% discount

VIDEOGRAPHY

Use of the Directions videography crew and equipment (max 10 minutes) to produce raw footage videos. Editing extra.

DISTRIBUTOR EXCLUSIVE MEETING SPACE

Dedicated meeting room

For your use during the conference

SPEAKING OPPORTUNITIES

30-minute ISV Session

Your own session to educate and inspire partners

ON-SITE PROMOTION

3' × 8' banner sign outside the Expo Hall

Digital ad on conference flatscreens

Logo on conference signage, agenda kiosk screens and keynote walk-in

MARKETING

Logo + profile on website and mobile app

Logo on Directions NA marketing emails

Opt-in attendee list (after conference)

20% discount on MPOs

VIP PERKS

Reserved seating during General Sessions

VIP Reception at the Partner Celebration, Generations Hall

Hyatt Regency New Orleans: sessions, Expo, networking and lodging under one roof

BECOME A SPONSOR

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DIRECTIONS NORTH AMERICA
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SPONSORSHIP LEVEL

GOLD

$30,000

EXPO HALL

2-meter turnkey kiosk

Preferred placement in the Expo

Includes printing, setup and a power drop. Monitor rentals extra.

CONFERENCE PASSES

3 Full Conference Passes

Option to purchase additional passes at a 15% discount

VIDEOGRAPHY

Use of the Directions videography crew and equipment (max 10 minutes) to produce raw footage videos. Editing extra.

SPEAKING OPPORTUNITIES

30-minute ISV Session

Your own session to educate and inspire partners

Option to substitute podcast/video pre-event for ISV session. Limited number available. Contact sponsors@directionsna.com for more information.

MARKETING

Logo + profile on website and mobile app

Logo on Directions NA marketing emails

Opt-in attendee list (after conference)

20% discount on MPOs

ON-SITE PROMOTION

3' × 8' banner sign outside the Expo Hall

Digital ad on conference flatscreens

Logo on conference signage, agenda kiosk screens and keynote walk-in

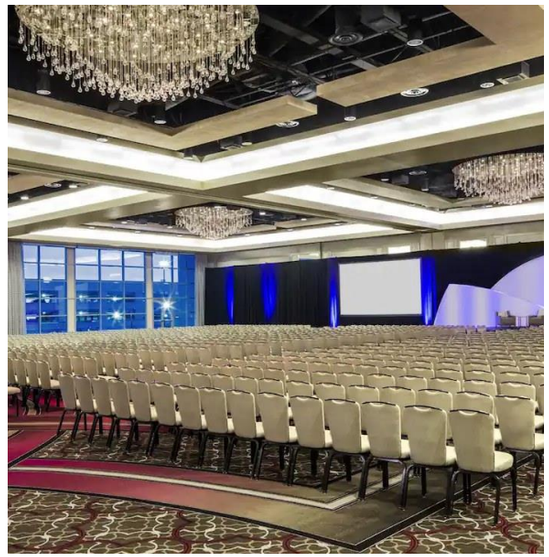
One 30-second video ad played before/after General Sessions

Booth location selection, on a first-come, first-served basis, once payment and Sponsorship Agreement have been received

VIP PERKS

Reserved seating during General Sessions

VIP Reception at the Partner Celebration, Generations Hall



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DIRECTIONS NORTH AMERICA
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SPONSORSHIP LEVEL

SILVER

$22,000

EXPO HALL

1-meter turnkey kiosk

Includes printing, setup and a power drop. Monitor rentals extra.

SPEAKING OPPORTUNITIES

30-minute ISV Session

Your own session to educate and inspire partners

MARKETING

Logo + profile on website and mobile app

Logo on Directions NA marketing emails

Opt-in attendee list (after conference)

10% discount on MPOs

CONFERENCE PASSES

2 Full Conference Passes

Option to purchase additional passes at a 15% discount

ON-SITE PROMOTION

Digital ad on conference flatscreens

Logo on conference signage, agenda kiosk screens and keynote walk-in

Hyatt Regency New Orleans: sessions, Expo, networking and lodging under one roof

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SPONSORSHIP LEVEL

EXPO

$10,000

EXPO HALL

1-meter turnkey kiosk

Includes printing, setup and a power drop. Monitor rentals extra.

CONFERENCE PASSES

1 Full Conference Pass

Option to purchase additional passes at a 15% discount

ON-SITE PROMOTION

Logo on conference signage, agenda kiosk screens and keynote walk-in

MARKETING

Logo + profile on website and mobile app

Opportunity to purchase MPOs

MAKE MORE OF YOUR EXPO

Add a marketing promotion opportunity

WiFi, branding, meals and more are on pages 9–10.
ISVs: see the ISV Lounge on page 8.

BECOME A SPONSOR

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CREATED FOR ISVS · LIMITED TO 10

ISV LOUNGE

$5,000

BACK FOR 2027 · NOW IN STORYVILLE HALL

Your own space for demos and partner conversations

A home base inside the shared ISV Lounge, with fewer distractions than the Expo Hall.

Designed for small meetings, demos, strategic discussions.

Can be purchased in addition to premier sponsorship.

However, premier sponsorship is not required.

WHAT'S INCLUDED

Networking table with seating for 4 and access to power

Break station inside the lounge

Company branding outside and inside the lounge

1 Full Conference Pass

LOCATION

Storyville Hall, Level 3

In a dedicated space in the same hall where attendees gather for meals

NOT located in the Expo Hall

Exclusive access to the ISV Lounge available during the same hours as the Expo Hall

HOW TO BUY

Purchase on its own, or add it to any sponsorship level

Limited to 10 ISVs, first-come, first-served

PLEASE NOTE

The ISV Lounge is not an MPO, so the MPO discount does not apply for Diamond, Distributor, Gold or Silver sponsors.

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MPOs

EXCLUSIVE · 1 SPONSOR

WiFi Sponsor

$7,500

Your company name is the conference attendee Wi-Fi network.

Every attendee sees it, and connects to it, every day of the event.

$6,500

Lanyard Sponsor

1 sponsor

Your company logo on every attendee badge lanyard.

$6,000

Headshot Booth Sponsor (1 day)

1 sponsor

Your company logo on signage at the Headshot Booth. Plus, you get the contact information of the attendees that get their photos taken.

Price TBD

Branding: Escalators, Doors and Columns

Ask us about availability

Your artwork in prominent conference areas at the Hyatt. Artwork subject to Directions NA approval.

$3,500 + cost of cards

Hotel Key Cards

1 sponsor

Your logo on the hotel room key cards attendees receive at check-in.

$3,500

Attendee Giveaway

Limited to 5 sponsors

1 giveaway with your logo and messaging, distributed to all attendees by the event team. Subject to approval.

$500

Sponsor Bingo Ad

Limited to 25 sponsors

An ad on the Bingo Card, given to all attendees, inviting them to your kiosk for a prize drawing ($100–$400 value).

PURCHASE AN MPO

Sponsor MPO discounts: Diamond 25% · Distributor and Gold 20% · Silver 10%. To purchase, contact sponsors@DirectionsNA.com. Limited availability, first-come, first-served.

MPOs

TUESDAY, APRIL 20 · GENERATIONS HALL

Partner Celebration Sponsor

$6,000

Limited to 4 sponsors

Signage and recognition during the Partner Celebration VIP Reception and at event entry.

7:00–11:00 pm. The celebration wraps at 11:00 pm, leaving time to enjoy New Orleans nightlife.

$5,000

Welcome Drink Sponsor at Registration

Limited to 2 sponsors

Your logo on signage and drink tickets during Saturday night Welcome Drinks at Registration.

$3,000

New to Directions Session Sponsor

1 sponsor

3-minute presentation during a special session for first-time attendees, plus 1 collateral piece on seats (subject to approval).

Video Ad during General Session

6 slots total / 3 per General Session· Available to all sponsors and exhibitors

60-second video · $5,000

45-second video · $4,000

30-second video · $3,000

Shown during one General Session in front of all attendees. First come first serve on General Session day selection.

$3,000

General Session Seat Drop

1 sponsor per day

1 collateral piece placed on attendee seats at a General Session by event staff, subject to approval.

Meal Sponsors

1 sponsor per meal

Lunch (1 day) · $2,500

Breakfast (1 day) · $1,500

Your messaging on table tents on dining tables during one meal. Artwork only required.

Ask us

Customize Your Own MPO

Have an idea for a unique way to reach partners? Tell the Sponsorship Committee and we'll help make it happen.

sponsors@DirectionsNA.com

PURCHASE AN MPO

Sponsor MPO discounts: Diamond 25% · Distributor and Gold 20% · Silver 10%. To purchase, contact sponsors@DirectionsNA.com. Limited availability, first-come, first-served.

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COMPARE SPONSORSHIP LEVELS · 1 OF 2

AT-A-GLANCE

	DIAMOND	DISTRIBUTOR	GOLD	SILVER	EXPO
EXPO HALL AND MEETING SPACE					
Turnkey kiosk (artwork only required, 1 power drop included)	**3-meter, double-sided**	**3-meter**	**2-meter**	**1-meter**	**1-meter**
Preferred placement in the Expo	—	—	**Yes**	—	—
Dedicated meeting room	—	**Yes**	—	—	—
SPEAKING OPPORTUNITIES					
General Session presentation (can include up to 120-second video, as part of stage time)	**7 minutes on stage**	—	—	—	—
30-minute ISV Sessions	**2 sessions**	**1 session**	**1 session**	**1 session**	—
CONFERENCE PASSES					
Full Conference Passes	**4**	**5**	**3**	**2**	**1**
Additional passes	**Option to purchase at a 15% discount, all levels**				
VIP SEATING AND RECOGNITION					
Reserved seating during General Sessions	**Yes**	**Yes**	**Yes**	—	—
VIP Reception at the Partner Celebration, Generations Hall	**Yes**	**Yes**	**Yes**	—	—

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COMPARE SPONSORSHIP LEVELS · 2 OF 2

AT-A-GLANCE

	DIAMOND	DISTRIBUTOR	GOLD	SILVER	EXPO
MARKETING					
Conference website and mobile app	**Logo + profile**	**Logo + profile**	**Logo + profile**	**Logo + profile**	**Logo + profile**
Pre- or post-conference blind email to attendees	**Yes**	—	—	—	—
Directions NA marketing emails	**Logo**	**Logo**	**Logo**	**Logo**	—
Opt-in attendee list (after conference)	**Yes**	**Yes**	**Yes**	**Yes**	—
Discount on MPOs	**25%**	**20%**	**20%**	**10%**	—
ON-SITE PROMOTION					
Choice of one unique visibility opportunity included	**Yes**	—	—	—	—
3' × 8' banner outside the Expo Hall (artwork only required)	**Yes**	**Yes**	**Yes**	—	—
Conference signage, agenda kiosk screens and keynote walk-in	**Logo**	**Logo**	**Logo**	**Logo**	**Logo**
Digital ads on conference flatscreens	**2 ads**	**1 ad**	**1 ad**	**1 ad**	—
VIDEOGRAPHY AND VIDEO ADS					
Directions video crew for raw footage (editing extra)	**Up to 20 min**	**Up to 10 min**	**Up to 10 min**	—	—
30-sec pre-session video ad (included)	—	—	**Yes**	—	—
Option to buy a General Session video ad	**Available to all sponsors and exhibitors**				

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READY TO SPONSOR?

Sign up in three steps

1. Create an account or sign in at DirectionsNA.com
2. Select Buy sponsorship package and sign the Sponsorship Agreement
3. Choose Directions North America 2027 and your sponsorship package

Oct 30, 2026
Diamond requests due

Nov 4, 2026
Diamond sponsors notified

Nov 5, 2026
Sponsorship opens

Nov 9, 2026
Registration and Call for Speakers open

Diamond: email sponsors@DirectionsNA.com to enter the random drawing for the 6 Diamond sponsorships. Payment is due by ACH within 10 days of invoice. Requests not drawn move to Gold, and Diamond winners may not be eligible for the 2028 drawing.

KEY CONTACTS

SPONSORSHIP CHAIR
Ryan Grant
sponsors@DirectionsNA.com

MARKETING CHAIR
Mary Miller
marketing@DirectionsNA.com

EVENT SUPPORT AND ACCOUNTING
Amy Homan · Susan Brittain
directions@DirectionsNA.com

See you in New Orleans!

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