



SPONSOR & MARKETING OPPORTUNITIES

Directions EMEA 2012

April 25 – 27, 2012

Rome, Italy

EVENT GOALS

- To offer in-depth, educationally-relevant content, delivered by outstanding experts, on subject matter considered critical to the Dynamics NAV partner community
- To provide a platform for Dynamics NAV partner networking, not found at other events
- To help build a stronger and more engaged Dynamics NAV channel community
- To enhance Dynamics NAV partner and Microsoft communications
- To align Dynamics NAV branding and messaging within the NAV partner channel
- To create a partner event, not an end-user event

PARTICIPANT DEMOGRAPHICS

Although we focus on the EMEA territory, we warmly welcome participants from North-America and APAC to join us and participate.

- Owners/Executive representatives from Dynamics NAV Partners throughout EMEA
- Sales & Marketing executives from partner companies representing EMEA
- Technical and Development representatives from NAV Partners and Microsoft throughout EMEA
- Implementation and Technical Support personnel from NAV Partners from throughout EMEA

ALUMNI DISCOUNT

All Sponsors from Directions EMEA 2011 will have a 10% discount on the sponsor opportunities rates for 2012, when they sponsor equally or above.

***Please Note:**

 **Promoters and Presenters are required to pay full conference registration for additional participants!!**



SPONSOR & MARKETING OPPORTUNITIES

GOLD SPONSORSHIP

€ 17.500

(Please check the overview for early bird fees !!!)

(2 available)

- Reserved dinner table at Theme Dinner to invite guests (To be specified after conclusion of theme dinner)
- One 30-minute presentation time slot with entire audience during the meeting content
- One Presentation Track (priority for preferred time slot, max. 50 min.; 100 word description in conference guide)
- Permanent Booth in Lounge/Exhibition area (L-shaped, 4 tables and 4 chairs)
- 6 complimentary meeting attendee registration fees (€ 4770 value)
- Space for flyers/brochures
- Private meeting room (88 m²) during the conference
- 2 full-page ads in Directions Conference Guide
- Opportunity to hang 4 approx. 2.5 m x 1 m banners during the conference, provided by EMEA Committee, designed by the sponsor
- Company logo and 150-word description on the www.directionsemea.com website with link to company URL from time of sponsorship until November 1 after Directions EMEA 2012
- Company Logo and 150-word description in Conference Guide
- Flash Movie, max 1 minute, directly before start of keynote
- Daily recognition and thanks for Sponsorship in General Sessions to all attendees
- 1 full-page blind mailing to attendees prior to Directions Conference
- 1 full-page blind mailing to all attendees after the conference
- 1 page bag insert or item given to attendees at registration
- 20% Discount on any other MPOs (Marketing Promotional Opportunities) or sponsorship opportunities.
- First priority for (Gold) sponsorship on the next event

In order to enable timely production deadlines, formats and scope have to be kept – otherwise opportunities cannot be guaranteed.

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SPONSOR & MARKETING OPPORTUNITIES

SILVER SPONSORSHIP

€ 12.000

(Please check the overview for early bird fees !!!)

(8 available)

- One Presentation Track (priority for preferred time slot, max. 50 min.; 100 word description in conference guide)
- Permanent Booth in Lounge/Exhibition area (L-shaped, 4 tables and 4 chairs)
- 4 complimentary meeting attendee registration fees (€ 3180 value)
- Space for flyers/brochures
- Private meeting room (52 m²) during the conference
- 1 full-page Ad in Directions Conference Guide
- Opportunity to hang 4 approx. 2.5 m x 1 m banners during the conference, provided by EMEA Committee, designed by the sponsor
- Company logo and 100-word description on the www.directionsemea.com website with link to company URL from time of sponsorship until November 1 after Directions EMEA 2012
- Company Logo and 100-word description in Conference Guide
- 1 min. Flash movie run before Keynote (the higher sponsorship, the closer to the start of keynote; movie provided by Sponsor)
- Daily recognition and thanks in General Sessions for Sponsorship to all attendees
- ½-page blind mailing to attendees prior to Directions Conference
- ½-page blind mailing to attendees following Directions Conference
- 15% Discount on any other MPOs Marketing Promotional Opportunities or sponsorship opportunities

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SPONSOR & MARKETING OPPORTUNITIES

BRONZE SPONSORSHIP

€ 6.000

(Please check the overview for early bird fees !!!)

(12 available)

- Permanent Booth in Lounge/Exhibition area (L-shaped, 2 tables, 1 facing the aisle, and 2 chairs)
- 2 complimentary meeting attendees registration fees (€ 1590 value)
- Space for flyers/brochures
- Opportunity to hang 2 approx. 2.5 m x 1 m banner during the conference, provided by EMEA Committee, designed by the sponsor
- Company logo and 50-word description on the www.directionsemea.com website with link to company URL from time of sponsorship until November 1 after Directions EMEA 2012
- Company Logo and 50-word description in Conference Guide
- 1 min. Flash movie run before Keynote (the higher sponsorship, the closer to the start of keynote; movie provided by Sponsor)
- Daily recognition and thanks in General Sessions for Sponsorship to all attendees
- 10% Discount on any other MPOs or Sponsorship Opportunities

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SPONSOR & MARKETING OPPORTUNITIES

PRESENTATION TRACK

€ 4.500

(Please check the overview for early bird fees !!!)

(9 available)

Directions EMEA 2012 is the ultimate venue to enable NAV ISV's and partners to get in front of the NAV channel. Directions EMEA 2012 will have a minimum of 19 dedicated sessions that will be available to Gold and Silver sponsorship (10) and for purchase (9). Sessions will be scheduled by the committee. **These sessions are highly appreciated and it is expected them to be sold out quickly.** Therefore it is limited to 1 presentation rack per ISV respectively 1 additional per sponsor.

- 1 Presentation Track (max. 50 min.)
- 1 Complimentary meeting attendee registration fee
- 100-word description (of presentation track) in Conference Guide
- Space for flyers/brochures

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SPONSOR & MARKETING OPPORTUNITIES

MARKETING PROMOTIONAL OPPORTUNITIES

MPO's are special sponsorship opportunities that are available during Directions EMEA 2012 designed specifically to give your company additional exposure and creative promotion.

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Adverts in conference guide

2 ads for full page

€ 600

full page

€ 400

Prime locations full page inside front or back

€ 575

- Full page ad in Directions EMEA 2012 conference guide given to all attendees; with this opportunity, your company's messaging/ad will be in front of the attendees long after the event is over.

Conference Pen with Notepad

€ 2000

Sponsor of the pen handed out to all attendees.

Your company will receive:

- The opportunity to put your logo on the pen given to all attendees at check-in

Lanyard sponsor

€ 2000

Sponsor of the lanyard handed out to all attendees as part of their badge.

Your company will receive:

- The opportunity to put your logo/company name on the event lanyard that is given to all attendees at check-in

Conference Bag

€ 3500

Sponsor of the conference bag, handed out to all attendees.

Your company will receive:

- The opportunity to put your logo on the bag given to all attendees at check-in

Daily Prices

€ - upon request

Sponsor of the Prices that will be handed out to random attendees that are present before start of the daily keynote, to be drawn by the gold sponsors in their sessions.

Your company will receive:

- Mentioning of company name and present representatives, to the entire audience, followed by a short 50 word message to introduce your company and activities.

PERSONAL SPONSOR OPPORTUNITIE

Directions EMEA 2012 Merchandise at various prices on our website:

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SPONSOR & MARKETING OPPORTUNITIES

Booth Set-Up and Break-Down:

Set-Up

Tuesday	April 24, 18.00h – 20.00h (subject to change)
Wednesday	April 25, 09.00h – 11.00h (subject to change)

Break Down:

Friday	April 27, 14.00h – 16.00h (subject to change)
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All Sponsor Items (Banners etc.) will as a rule be removed by Hotel Staff and be discarded.

Special booth services:

For any type of special booth services please send your request directly to sponsor@directionsemea.com. The committee will decide upon supporting the request and also help arranging the necessary additional agreements for additional services (if possible).

The handling of additional services (as well as related invoicing) will be handled directly between the sponsoring company and the respective service provider. Once organized any such services are to be agreed directly between the sponsor and the respective service provider. The Directions EMEA Committee is helping, but finally not directly involved in such agreements and activities.

Shipment, Logistics and Booth services:

For any type of shipping & logistic needs (e.g. brochures, booth material) , the Rome Marriott Park Hotel suggests the use of [Schenker Italiana S.p.A.](#). The handling of the shipment and its related services, such as invoicing, will be handled directly between the sponsoring company and the service provider Schenker Italiana S.p.A. Neither the Rome Marriott Park Hotel nor the Directions EMEA Committee are involved in such agreements and activities.

Contact data for suggested shipment service company:
Schenker Italiana S.p.A.
Mrs. - Silvia Rosin
Phone +39-02-51666213
Fax: +34-02-51666514
E-Mail: silvia.rosin@schenkerit.com

Adress of the **event location**:
[ROME MARRIOTT PARK HOTEL](#)
VIA COLONNELLO TOMMASO MASALA, 54 - 00148 ROME, ITALY
PHONE +39-06-658821 FAX +39-06-65882776

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SPONSOR & MARKETING OPPORTUNITIES

Deliverables of sponsors – deadlines & formats

Area	Deliverable	Deadline	Addressed to	File name	Format	✓	
Website	Logo for website	asap	e-mail to: sponsor@directionsema.com	<company>_web.jpg	220*85 pixels, jpeg		
	Text for website	asap		<company>_web.docx	docx		
Booklet + Website	Logo for booklet	Feb. 25th, 2012	e-mail to: sponsor@directionsema.com	<company>_booklet.eps	eps		
	Text for booklet	Feb. 25th, 2012		<company>_booklet.docx	docx		
	Ad for booklet	Feb. 25th, 2012		<company>_ad.pdf	see box below		
	Header Gold Presentation track (title + speaker) for booklet & website	Feb. 25th, 2012		<company>_gold_header.docx	docx		
	Abstract Gold Presentation track (Content) for booklet & website	Feb. 25th, 2012		<company>_ISV_gold.docx	docx		
	Header Presentation track (title + speaker) for booklet & website	Feb. 25th, 2012		<company>_header.docx	docx		
Event	Abstract Presentation track (Content) for booklet & website	Feb. 25th, 2012		<company>_ISV.docx	docx		
	Bag insert	Mar. 25th, 2012	Postal mail to: SARA EVENTS s.r.o Mrs. Adéla Balšánková Vnislavova 4 CZ-12800 Praha 2				
		Design for banner	Feb. 25th, 2012	e-mail to: sponsor@directionsema.com	<company>_banner.pdf and eps	see box below	
		Flash Movie	Feb. 25th, 2012		<company>_movie.flv	flv	
Logo for MPO's	Feb. 25th, 2012	<company>_MPO.eps	EPS				
Mailings	Blind mailing prior event	Feb. 25th, 2012	e-mail to: sponsor@directionsema.com	<company>_prior.docx, <company>_priorN.jpg	docx and pictures separate as jpeg		
	Blind mailing after event	Apr. 25th, 2012		<company>_after.docx, <company>_afterN.jpg	docx and pictures separate as jpeg		

Ad for booklet:	<p>Please deliver add in PDF/X1-a 2001 (PDF/X1-a 2001 requires that all fonts are included and colors are in CMYK mode and are suitable for high resolution prints)</p> <p>Measurements per single page: Height: 220 mm (including 5 mm overfill on each side) Width: 158 mm (including 5 mm overfill on each side) Final document will be 210 mm x 148 mm (portrait) Pixelated images should have a resolution of at least 240 dpi and should be saved in CMYK color mode. Please note, the booklet will have a wire-o binding in the middle</p>
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Banners:	<p>Measurements per banner: Height: 2500 mm (including 5 mm overfill on each side) Width: 1000 mm (including 5 mm overfill on each side) The following specification will apply for the design: Format 1:1 minimal 150 dpi in EPS/AI or HR PDF Minimal 150 dpi in EPS/AI or HR PDF Please note that all banners will be hung up portrait/vertical!</p>
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> Sponsor Packages 2012 <

Presentation Tracks	Bronze	Silver	Gold	
9	12	8	2	Available
€ 4'000	€ 5'000	€ 10'000	€ 15'000	Price excl. VAT when paid till 11.01.12
€ 4'300	€ 5'500	€ 11'000	€ 16'500	Price excl. VAT when paid till 21.03.12
€ 4'500	€ 6'000	€ 12'000	€ 17'500	Price excl. VAT when paid till 25.04.12
€ 3'305	€ 3'610	€ 7'220	€ 10'830	<i>Net Sponsorship (less attendee registrations) cost when paid by 11.01.12 excl. VAT</i>
			✓	First priority for (Gold) sponsorships on the next event
			✓	Reserved 12 person dinner table at Theme Dinner to invite guests.
			✓	One 30-minute presentation time slot with entire audience during the meeting content following the keynote.
✓		✓	✓	One Presentation Track (max. 50 min.; 100 word description in conference guide)
	2 Tables 2 Chairs	4 Tables 4 Chairs	4 Tables 4 Chairs	Permanent Booth in Lounge/Exhibition area (L-shaped tables and chairs)
1	2	4	6	Complimentary meeting attendee registration fees
✓	✓	✓	✓	Space for flyers or brochures
		✓	✓	Private meeting room during the conference
		1 Page	2 Pages	Full-page ads in Directions Conference Guide
	2	4	4	Opportunity to hang approx. 2.5 m x 1 m banners during the conference, provided by EMEA Committee, designed by the sponsor
	50-word	100-word	150-word	Company logo and description on the www.directionsemea.com website with link to company URL from time of sponsorship until November 1 after Directions EMEA 2012
	50-word	100-word	150-word	Company Logo and description in Conference Guide
	1 Min	1 Min	1 Min	Flash Movie run before Keynotes(the higher sponsorship, the closer to the start of keynote)
	✓	✓	✓	Daily recognition and thanks for Sponsorship in General Sessions to all attendees
		1/2 Page	1 Page	Blind mailing to attendees prior to Directions Conference
		1/2 Page	1 Page	Blind mailing to all attendees after the conference
			✓	Page bag insert or item given to attendees at registration
	10%	15%	20%	Discount on any other MPOs (Marketing Promotional Opportunities) or sponsorship opportunities.

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