days of on tour knowledge 2027

Days of Knowledge Central & Nordic

Connect with Business Central professionals

2027 Sponsor Brochure

Days of Knowledge is where Business Central professionals meet to exchange insights, build expertise, and strengthen collaboration in the SMB and mid-market Business Central ecosystem.

As a sponsor, you position your solution directly in front of the professionals who recommend, implement, and influence customer technology choices every day.

This year we will invite both partner and customer BC professionals – meaning consultants, developers and customer IT-professionals, who daily work on implementing and running Business Central.

Events

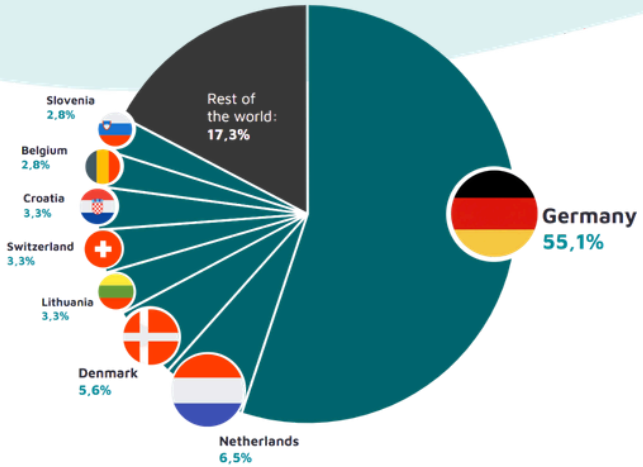
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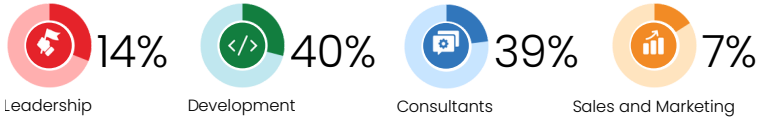
Join us across Europe in 2027

Two strategically located events designed to connect with the Microsoft Dynamics 365 Business Central community where it is most active. Experience days filled with knowledge sharing, networking, and inspiration, bringing together a strong and diverse community from across the Microsoft Dynamics ecosystem.
With participants joining from across Europe and beyond, our events reflect the truly international reach and strength of the Dynamics community.

days of central knowledge 2027

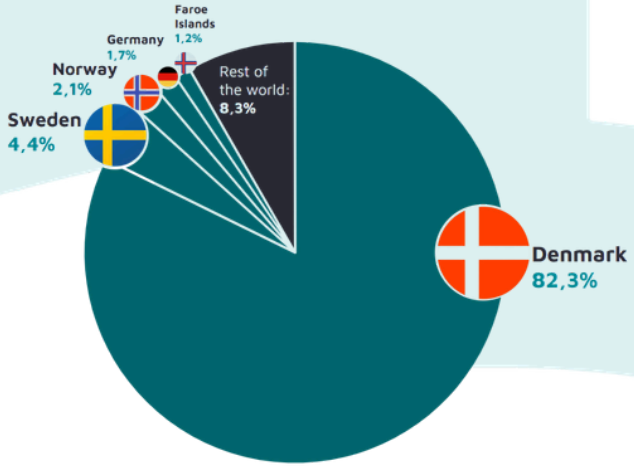
26-27 April | Darmstadt, Germany

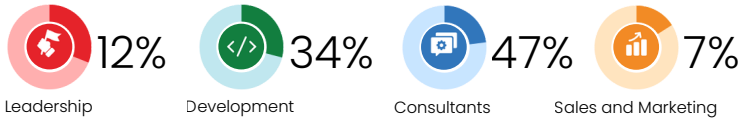




days of nordic knowledge 2027

11-12 June | Odense, Denmark





Choose one, or both events for extended reach and maximum visibility.

Days of Knowledge Central & Nordic

Why sponsor Days of Knowledge

Reach your target audience – Meet Business Central consultants, developers, partners and end users who work with customers every day.

Build credibility and trust – Show your expertise through technical and functional sessions, knowledge sharing and real-world customer cases.

Lead the agentic AI shift – AI agents are changing how Business Central solutions are built, sold and used. Show how your solution works with agents and Co-pilot and help partners turn AI into customer value.

Create ambassadors – Build relationships with professionals who can recommend and champion your solution within their networks.

Gain valuable market insights – Understand partner and customer needs, challenges, and priorities through direct interaction.

Increase visibility and long-term growth – Expand your brand awareness, strengthen partnerships, and create new business opportunities across Europe.

Days of Knowledge Central & Nordic 2027 at a glance

- **Two European events:** Darmstadt, Germany & Odense, Denmark
- **Expected attendance:** 350 in Darmstadt and 600 in Odense
- **Audience:** Business Central SI Partners, ISVs, Consultants, Developers and End-Customer BC Professionals
- **Sessions:** Functional, Technical, Microsoft & Sponsor sessions

Sponsoring Days of Knowledge is more than brand visibility. It's an investment in credibility, influence, real human connections, stronger partnerships, and long-term growth within the Business Central ecosystem.

Gold sponsor

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2 available per event

Sponsorship package includes:

10,000 €

- **10-minute presentation during opening session**
- **30-minute Interactive discussion session**

  A dedicated and engagement-driven session designed to foster dialogue, gather insights, and strengthen relationships between the ISV and attending partners and End Users.

  1. Live functional & technical Q&A and interactive dialogue
  2. Recommendations:
     - Include a **customer success story** or co-present with a reseller
     - Provide functional & technical experts
     - Use up to 10 minutes for product news & roadmap
     - Option to appoint a local representative if needed



Additional package benefits:

- **Booth (1st choice of stand location)** – includes 2x roll up, 2x high table, 4x chairs.
- **3 Attendee passes included;** more can be purchased.
- **Gold Promotion** across website, community portal, event app & event mailings.
- **Session room named after sponsor.**
- **Access to ISV-Kiosk** where you can place your branded merchandise for attendees.

Bundle discount available when sponsoring multiple events. Contact sponsor@directionsforpartners.com

Silver sponsor

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10 available per event

Sponsorship package includes:

7,000 €

- **30-minute Interactive discussion session**

  A dedicated and engagement-driven session designed to foster dialogue, gather insights, and strengthen relationships between the ISV and attending partners and End Users

  1. Live functional & technical Q&A and interactive dialogue
  2. Recommendations:
     - Include a **customer success story** or co-present with a reseller
     - Provide functional & technical experts
     - Use up to 10 minutes for product news & roadmap
     - Option to appoint a local representative if needed



Additional package benefits:

- **Booth (2nd choice of stand location)** – includes 2x roll up, 1x high table, 2x chairs.
- **2 Attendee passes included**; more can be purchased.
- **Silver Promotion across website**, community portal, event app & event mailings.
- **Access to ISV-Kiosk** where you can place your branded merchandise for attendees.

Bundle discount available when sponsoring multiple events. Contact sponsor@directionsforpartners.com

Bronze sponsor

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5 available per event

Sponsorship package includes:

- **Booth (3nd Choice of stand location)** – 2x roll up, 1x high table, 2x chairs
- **2 Attendee passes included;** more can be purchased.
- **Bronze Promotion across website,** community portal, event app & event mailings.
- **Access to ISV-Kiosk** where you can place your branded merchandise for attendees.

3,000 €



Bundle discount available when sponsoring multiple events. Contact sponsor@directionsforpartners.com

Compare packages

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	Gold	Silver	Bronze
Price per event	€10.000	€7.000	€3.000
Available per event	2	10	5
10-min opening presentation	Included	–	–
30-min discussion session	Included	Included	–
Booth location	1st choice	2nd choice	3rd choice
Booth equipment	2 roll-ups, 4 chairs 2 high tables	2 roll-ups, 2 chairs 1 high table	2 roll-ups, 2 chairs 1 high table
Attendee passes included	3	2	2
Promotion on website, portal, app & mailings	Gold level	Silver level	Bronze level
Session room named after sponsor	Included	–	–
Access to ISV-Kiosk	Included	Included	Included

Other sponsor add-ons & benefits

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Other sponsor add-ons

- **Lanyards € 2.000 – your logo on every one !**
- **Networking/Reception sponsor**

  – **Nordic** - Network area & Reception Sponsor – € 3.000
  Sponsor branded Rollup in Network area and at reception & sponsor branded napkins at the reception, plus logo promotion in opening session.
  – **Central** - Reception sponsor - € 2.000
  Sponsor branded Rollup & sponsor branded napkins at the reception, plus logo promotion in opening session.

Benefits (new this year)

- **ISV Kiosk** - As a sponsor, you have the option to include a small branded item in the ISV Kiosk. This is a great opportunity to leave a lasting impression – examples include branded notepads, water bottles, or other useful giveaways.
- **Event 'Bingo' Passport** - Every attendee will receive an "Event Passport" upon arrival. This passport features a bingo-style grid showcasing the logos of all event sponsors. To complete the challenge and go in the draw to win a Euro 1,000.00 Travel Prize, attendees must collect stamps by visiting and engaging with all sponsor booths. Completed passports can be submitted to event organisers for entry into the prize draw, which will take place at the end of day 2.

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Other sponsor add-ons & benefits

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Additional Sponsor Led activities

- **Sponsor Prize Draws/Games in booth** - Sponsors are welcome to run their own prize draws or raffles from their booths throughout the day. Prize winners can be drawn and announced at the end of the event, providing an extra incentive for attendee engagement.

- **Coffee or Ice Cream Station** - Led & Paid by Sponsor (by request only) and to be ordered in conference center. Sponsors may request permission to have a coffee station or ice cream station in the expo area. This option is subject to prior approval by the DOK Event team. Once approved, the sponsor is responsible for booking and paying for the station directly with the venue, as well as managing it during the event.

- **Partner dinner or event on day one** - Hosted & Paid for by Sponsor (by request only)
  If you are planning to schedule a partner dinner or event, please do so outside of our planned session times and activities like Expo Reception so as not to draw our audience away.

Important: Sponsors must review and familiarize themselves with Section 13 of our **Terms & Conditions** before planning or organizing a dinner.

Bundle discount available when sponsoring multiple events. Contact sponsor@directionsforpartners.com

Exhibition Area & Sponsor Facilities

days of on tour knowledge 2027

- **Exhibition Area**

  Sponsor spaces and catering will be located in the same area, encouraging attendee traffic and networking during breaks.

- **Power Supply**

  All sponsor spaces will have access to power for laptops, screens, and other devices used for demos or presentations.

- **Floor Plan & Sponsor Setup**

  Once finalized, we will share the exhibition floor plan, details of what is included in each sponsor space, and any additional sponsor requirements.

Our comitment to attendees

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We encourage our sponsors to focus on:

- Technical & functional depth
- Knowledge sharing, not sales pitching
- Demonstrating real-world value through customer cases
- Engaging openly to build trust and long-term relationships
- Identifying potential partner ambassadors

Your expertise builds credibility, while your interaction is what builds advocates.

Contact

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Days of Knowledge Central & Nordic 2027 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice.
Sponsor packages and additional attendee passes can be purchased online. You can also check up-to-date availability.

Our Directions for Partners team is eager to see you at our Days of Knowledge Central & Nordic 2027 events!

Get in touch

Check online availability

