

Directions ASIA 2026

13-15 May | Ho Chi Minh City, Vietnam

Sponsor Brochure

We are the 'go-to' place, a natural hub, and the preferred global community for sharing, learning, and collaboration for all partners, professionals, and ISV's working with Microsoft Business Applications, with a focus on the SMB and Mid-Market space.

directions | share
for | the
partners | future

Share the future

Directions ASIA is a “must-attend” conference for all SMB partners focused on Microsoft Dynamics Business Central and Power Platform. This conference is for partners from Asia, Australia and New Zealand, as well as Partners from other regions operating in the APAC SMB market.

Directions ASIA 2026 is a **3-day conference**, with a great focus on learning and growth. Join us in Ho Chi Minh City, where you'll enjoy exceptional hospitality and a culinary experience like no other. Get the latest updates from Microsoft and the broader Dynamics ecosystem. Connect with the full community: resellers, add-on providers, Microsoft, CSPs, MVPs, developers, consultants, business leaders and sales & marketing professionals. Spark new ideas, fuel your inspiration, and drive your success. Be where Business Central innovation happens.

Directions ASIA 2026 is the eighth edition of this yearly event in the APAC region. In 2026, we expect to gather 600 attendees from 150 partner companies and 35 countries.

Key goals of Directions ASIA 2026:

- Keep partners informed with the latest product and program updates directly from Microsoft Professionals.
- Strengthen and grow an agile Dynamics partner community across the APAC region.
- Provide opportunities for ISVs to showcase and promote their solutions.
- Support partners expanding into emerging markets within the APAC region.

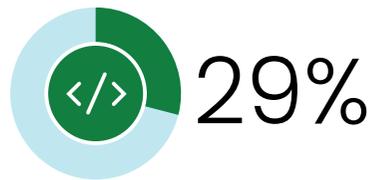
Directions for Partners is the largest, independent, Microsoft Dynamics 365 SMB focused partner community which is organized by partners for partners.

Who attended last year

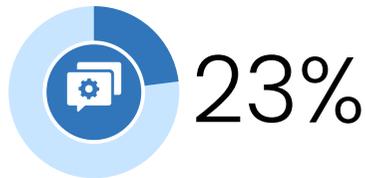
Directions ASIA 2025 welcomed 550 participants, representing a strong and diverse community across the Microsoft Dynamics ecosystem. Consultants, developers, leaders, and sales & marketing professionals came together to learn, connect, and shape the future of Business Applications. Participants joined us from across the APAC region and beyond, reflecting the truly international reach of the event.



Leadership



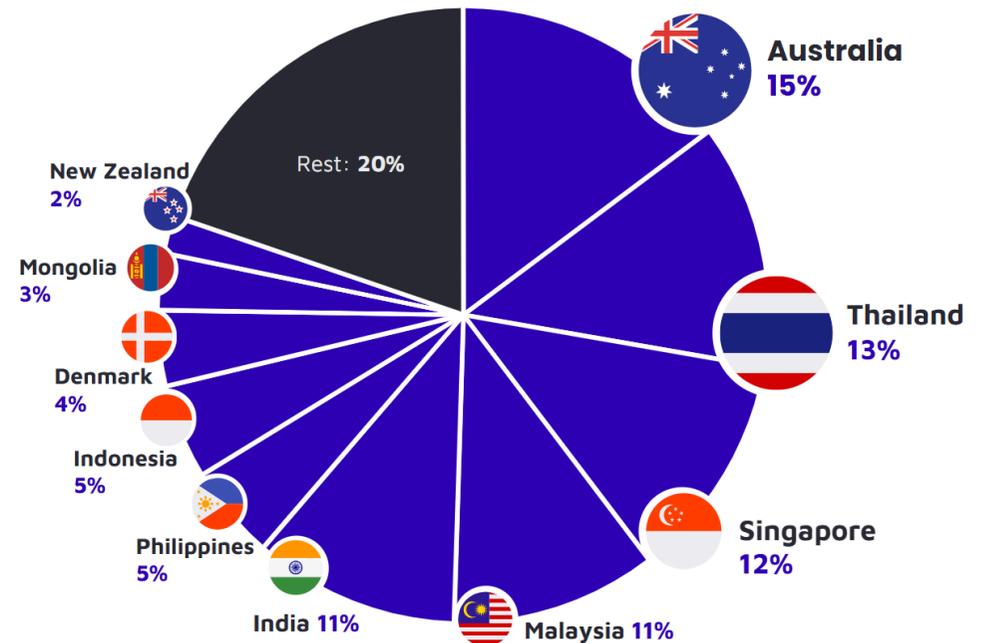
Development



Consulting



Sales & Marketing



Why sponsor?

Joining Directions ASIA 2026 as a sponsor is a unique opportunity to:

- Showcase your current solutions
- Meet existing and new partners face-to-face
- Build trust and long-lasting relationships
- Showcase your most current solutions and offerings directly to the partner community
- Enhance and extend your partner channel in the APAC region
- Get insight into the partner landscape and your competitors' offerings
- Meet key decision makers to learn first-hand about prospects for your ISV products
- Achieve direct interaction with consultants and developers
- Receive direct feedback on your ISV products
- Gain a better understanding of the unique market needs and demands of the APAC Region

Please reach out to us with questions:
sponsor@directions4partners.com

[Purchase your sponsorship](#)



Directions ASIA 2026 sponsorship opportunities are based on availability, first-come, first-served, and may be sold out without notice.

Gold sponsor

3 Gold sponsorship packages available
different keynote presentation time!

Prime sponsorship to get your offering in front of all the attendees during the keynotes. Show your commitment to the eco-system. Establish yourself as an Industry Leader.

Sponsorship package includes:

- 10 minute presentation during keynote
- Booth – includes branded back wall – lightbox, 2x roll up, 2x high table, 4x stool, 60" TV
- 30 min. ISV session
- Attendee passes – 4 included
- Reserved table at the Community dinner – 10 people
- Promotion on conference website and community portal
- Promotion in conference mailing
- Promotion in conference app
- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)
- 1 min. video with sound played before each keynote
- Purchase additional attendee passes at Early Bird price

Gold 1	22.500 USD
Gold 2	19.500 USD
Gold 3	18.500 USD



Silver sponsor

12 Silver sponsorship packages available

Connect with new and existing partners. Demonstrate your solution live in the ISV sessions – seeing is believing!

Sponsorship package includes:

- 30 min ISV session
- Booth – includes branded back wall – lightbox, roll up, high table, 2x stool, 50" TV
- Attendee passes – 3 included
- Promotion on conference website and community portal
- Promotion in conference mailing
- Promotion in conference app
- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)
- 1 min. video with sound played before each keynote
- Purchase additional attendee passes at Early Bird price

Silver

12.500 USD



Bronze sponsor

12 Bronze sponsorship packages available

**Connect face-to-face with new and potential partners.
Establish your presence in the community.**

Sponsorship package includes:

- Booth - includes branded back wall, high table, 2x stool, 43" TV
- Attendee passes - 2 included
- Promotion on conference website and community portal
- Promotion in conference mailing
- Promotion in conference app
- Thank you sponsors with logo during keynote (identifying all sponsors, grouped per level)
- Purchase additional attendee passes at Early Bird price

Bronze

6.000 USD



Add-on *options*

Add these options to your sponsor package for more visibility or to enhance your conference experience. Only available for Gold, Silver and Bronze sponsors.



Seat drop

500 USD

One per keynote. Production and delivery of the items are the responsibility of the sponsor. The DfP team will distribute items on the seats. No printed materials please.



Lanyards

1.750 USD

Only two available! Distributed to 50% of the audience. Co-Branded with your logo and Directions for Partners logo.



Tote bag

2.500 USD

Branded tote bags are a stylish statement piece that resonate with your audience. Reusable tote bags are provided at the ISV Kiosk so attendees can carry your brand far and wide.

Contact

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Sponsor packages and additional attendee passes can be purchased online. You can also check up-to-date availability.

[Get in touch](#)

[Check online availability](#)



See you in

Ho Chi Minh City

directions hcmc
asia 2026