

Directions ASIA 2025

7-9 May | Bangkok, Thailand

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.

This year, Directions ASIA 2025 is expanding to a **3-day conference**, with an even greater focus on learning and growth. Join us again in Bangkok, where you'll enjoy exceptional hospitality and a culinary experience like no other, for the latest updates from Microsoft and the ecosystem. Connect with the entire Dynamics community, including resellers, add-on providers, Microsoft, CSPs, MVPs, ISVs, developers, consultants, sales and marketing professionals and business leaders. Fuel your motivation, inspiration, and success through sharing and collaboration.

Directions ASIA 2025 is the seventh edition of this yearly event in the APAC region.

In 2025, we expect to gather 600 attendees from 150 partner companies and 35 countries.

Key goals of Directions ASIA 2025:

- Update partners on the **latest product and program news directly from the Microsoft teams**
- Build an **agile Dynamics Partner community in the APAC region to support business growth**
- Provide opportunities for **ISV's to showcase their solutions**
- **Support partners** who are **moving into** emerging markets in **the APAC region**

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

Why sponsor?

Joining Directions ASIA 2025 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 2025 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 party – 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	20.000 USD
Gold 2	17.500 USD
Gold 3	17.500 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

10.000 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 - lightbox, roll up, 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

5.000 USD



NEW

Lounge sponsor

2 Lounge sponsorship packages available

Brand-awareness - make yourself visible with a 90 sec. video during keynote and luxuriate in a branded lounge where you can have one-on-one talks with decision makers.

Sponsorship package includes:

- Branded Lounge includes: 3 sets of lounge seating, 3x branded coffee table, 4x roll up banner
- 30 min ISV session
- Attendee passes – 3 included
- Reserved table at the party - 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)
- 90 sec video with sound played before each keynote
- Purchase additional attendee passes at Early Bird price

Lounge

15.000 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, Bronze and Lounge sponsors.



Party Music Sponsor

2.500 USD

Only one available!
Get your company recognized as supporting fun in the community. Thank you in the party welcome and your private table.



Lanyards

1.750 USD

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



Seat drop

500 USD

One per keynote.
Design and printing done by the sponsor. Distribution on seats by DfP team.



Tote bag

2.500 USD

Reusable tote bag designed to carry your brand far and wide. Branded tote bags are the perfect giveaway and stylish statement piece that resonates with your audience.

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 **Bangkok**

directions bangkok
asia 2025