

2024  
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## ISV COMPARISON SHOWCASE SERIES

An easy and effective way to get in front of your customer and partner prospects.

**MSDW is the leading provider of digital marketing solutions for Dynamics ISVs and Partners.**

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## ISV COMPARISON SHOWCASE SERIES

### ABOUT ERP SOFTWARE BLOG

The ERP Software Blog and CRM Software Blog are industry-leading group blog sites that reach over 75,000 visitors a month. These sites feature content written by 150+ Microsoft Dynamics VAR and ISV Partners to educate Microsoft Dynamics buyers and users. Anya Ciecierski, a marketer in the Microsoft channel since 1999, co-founded the group blog sites in 2009 to help Partners “use the power of the group” to increase awareness, traffic, and leads. Anya Ciecierski is a regular speaker and media partner for channel events.

Visit [www.ERPSoftwareBlog.com](http://www.ERPSoftwareBlog.com) and [www.CRMSoftwareBlog.com](http://www.CRMSoftwareBlog.com)

### ABOUT MSDW

Launched in 2008, [MSDynamicsWorld.com](http://MSDynamicsWorld.com) (MSDW) is the world’s largest independent digital source for news and information in the Microsoft Business Applications ecosystem. MSDW provides its **100,000+ subscribers\*** with original reporting, expert features, branded content, and online events related to Dynamics 365, Power Platform, and the broader Microsoft Cloud.

Additionally, through MSDWMarketing, MSDW serves as a crucial partner for Microsoft Business Applications ISVs and partners’ marketing departments. Globally, these ISVs and partners utilize MSDW’s digital demand generation programs to efficiently generate targeted sales leads, bolster their thought leadership, and enhance brand awareness.

\*As of 2023.

**100,000+ Registered Microsoft Biz Apps  
Customer and Partner Site Members**

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## ISV COMPARISON SHOWCASE SERIES

### PROGRAM DETAILS

Dynamics customer organizations constantly want to see third-party solutions in action that can enhance the operational efficiency of their business. And partners want the latest guidance on software that so they can better advise their clients and deliver great outcomes.

Now in its fourth year running, The ISV Comparison Showcase Series, a joint offering from MSDynamicsWorld (MSDW) and ERPSoftwareBlog.com, offers ISVs an easy and effective way to get in front of their customer and partner prospects to demo solutions and generate highly targeted sales leads.

Each session highlights a maximum of five innovative ISVs, so make sure you are included in this great offering!

You will receive the following benefits for each showcase session you participate in:

- Complete contact and profile information of all registrants
- 10–15 minute product demo
- Collect on-demand leads for your sponsored session for 30 days after the webcast airs
- Logo on all email promotions
- Each session is pre-recorded and played three times in a single day as a “simulive” webcast
- Promotion by MSDW and ERP/CRM Software Blogs

**700,000+ Average Page Views Per Month**

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## ISV COMPARISON SHOWCASE SERIES

### PROGRAM COST

#### Pricing Options

Pay-per-lead option: \$50/lead

Flat fee option: \$2,500

#### Registrant Qualification (pay-per-lead option)

- A registrant matches the criteria defined before the event and delivery begins.
- We use affiliate codes to track the source of each registrant. We can provide the vendor with a code to use in their own promotion. Any registrant with the vendor's affiliate code is not counted as a paid registrant.
- Leads will not be disqualified if the vendor already knows of the person. A vendor will not be charged for any registrants who are your competitors or employees.
- Targeting qualification can include:
  - Group (Users, Partners)
  - Geographic Location(s)
  - Dynamics Platform(s)

### TESTIMONIALS

Participating in the ISV Comparison Showcase Series hosted by MSDW and ERP Software Blog has been a game-changer for us at Fidesic. Not only has it significantly boosted our visibility within the channel, but it's also been a rich source of high-quality leads. **Many of our top customers today first discovered us through these sessions.** We're thrilled with the results and eagerly anticipate continuing our participation. These webinars are a cornerstone of our outreach and engagement strategy, bringing tangible benefits to our business. – [Fidesic](#)

We always love participating in the ISV Comparison Showcase Series from MSDW and ERP Software Blog. **They target our ideal Dynamics target audience and drive impressive registration numbers compared to other options.** The team is always a pleasure to work with and they make the process smooth and easy for us. – [DynamicWeb](#)

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## ISV COMPARISON SHOWCASE SERIES

### PROGRAM EVENTS

Please select the 2024 session(s) you would like to participate in:

- BI/Reporting NAV/BC  April  November
- eCommerce for AX/F&O  June
- eCommerce for NAV/BC  June
- Tax Management for NAV/BC  June
- Payment Processing for NAV/BC  September
- Payment Processing for AX/FO  September
- Inventory Management for NAV/BC  September
- AP Automation for AX/F&O  October
- AP Automation for NAV/BC  October
- Budgeting for NAV/BC  November

Please select your program payment option.

- Pay-per-lead
- Flat fee

Please select the leads you will accept (check all that apply):

**Audience:**

- Users
- Partners

**Location:**

- North America
- International

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## ISV COMPARISON SHOWCASE SERIES

### CONTACT INFORMATION

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Company

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Contact

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Email

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Signature

Email completed form to [ABerezin@MSDynamicsWorld.com](mailto:ABerezin@MSDynamicsWorld.com)

*By signing up for this program, you agree to all Terms and Conditions as outlined at the end of this document.*

### DEPOSIT

A \$500 deposit is due upon signing for the pay-per-lead option. This will be applied to the total session cost once aired.

If selecting the flat-fee option, you will be billed the full amount before the start of the program.

**As far as we are concerned, MSDW is the heart of digital marketing in the Microsoft Business Applications space.**  
**- Metafile**

## TERMS & CONDITIONS

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S LEAD GENERATION STARTER PROGRAM AND ADD ONS TO THAT PROGRAM (IF ANY) (THE "PROGRAM"). BY USING THE PROGRAM, YOU (THE "CLIENT") AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS (THE "AGREEMENT").

### 1. LICENSE RIGHTS AND RESTRICTIONS

- (a) Grant. Subject to the terms and conditions of this Agreement GuidePoint Media LLC ("GuidePoint Media") grants Client a nonexclusive, nontransferable license to access and use the Program during the agreed upon term for the purpose of developing sales leads.
- (b) Restrictions. Client agrees that it will not: (i) use the Program for any illegal or unauthorized purpose or in any manner that damages or interferes with the Program's operation; (ii) remove any copyright, trademark or other proprietary rights notices contained in or on the Program; (iii) sublicense, sell, lease (including on a service bureau basis), share, or transfer the Program or make it available to anyone except for Client's employees that are authorized to access the Program; (iv) modify or create derivative works of or from the Program or any elements thereof without the written approval of GuidePoint Media (except as this restriction (iv) is prohibited by applicable law); (v) circumvent any security measures or use restrictions in the Program; or (vi) attempt to do any of the foregoing. If Client violates these restrictions or any other provisions of this Agreement, GuidePoint Media, may suspend or block Client's access to the Program.

### 2. FEES

Fees. In exchange for Client's use of the Program, Client agrees to pay GuidePoint Media (the "Fees"). The Fees must be partially (or fully) paid prior to Client's starting of the Program. Client is responsible for any sales, use, excise, import or export, value added or similar tax or duty. If Fees are not received when due, GuidePoint Media may (i) assess a late payment charge of 1.5% per month or the maximum allowed by law, if less, and, (ii) upon notice of such overdue payment and Client's failure to provide payment within 5 days of such notice, suspend access to the Program until payment in full of all overdue Fees and late payments are received.

### 3. TERM AND TERMINATION

Effect of Termination. Upon the termination or expiration of this Agreement, the rights granted under Section 1 will immediately terminate and Client will remit any Fees incurred prior to the date of such termination. Sections 2 (to the extent Fees remain unpaid), 3(b) and 4 through 6 of this Agreement will survive its termination or expiration for any reason.

### 4. CLIENT REPRESENTATION AND WARRANTY

Client represents and warrants that any material posted to MSDynamicsWorld.com and related social accounts and aggregation platforms will not infringe the copyrights, trademarks or privacy rights or defame a third-party.

## TERMS & CONDITIONS

### 5. INDEMNIFICATION; RELEASE

- (a) Indemnification. Client will indemnify and hold harmless (including payment of reasonable attorneys' fees and court costs) GuidePoint Media and its officers, directors, and employees against any third-party claim alleging that any materials provided by the Client infringe the intellectual property or privacy rights of a third party or are defamatory.
- (b) Procedures. If GuidePoint Media learns of a claim subject to indemnification under this Section 5, it will promptly notify Client of such claim.

### 6. GENERAL TERMS

- (a) Governing Law; Attorneys' Fees. This Agreement, including its formation, is governed by the laws of the State of Massachusetts, without giving effect to conflicts of laws principles that would require a different result. Any claim, action or judicial proceeding arising out of or related to this Agreement will be brought in the federal or state courts located in Suffolk County, Massachusetts, and the prevailing party will be entitled to recover reasonable attorneys' fees and expenses incurred in resolving such claim, action or judicial proceeding.
- (b) Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent not to be unreasonably withheld. Any attempt to assign this Agreement except as set forth in this provision will be null and void.
- (c) Waiver; Amendment. This Agreement may not be modified except by a written instrument signed by both parties. A party's failure to enforce any provision of this Agreement will not be deemed a waiver of future enforcement of that or any other provision.

- (d) Miscellaneous. Titles and headings used in this Agreement are intended solely for convenience of reference and do not affect its meaning. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will be unaffected. Except as expressly set forth herein, nothing in this Agreement grants any rights to any entity other than the parties to this Agreement.

The parties have caused their duly authorized representatives to execute these Terms.