

MEDIA KIT

Webcast Promotion + Lead Capture



Turnkey production.
Multi-channel promotion.
Qualified Dynamics leads.

MSDW
MSDynamicsWorld

Webcast Promotion + Lead Capture



Overview

A streamlined program for ISVs and SIs that want high-intent leads, professional webcast delivery, and trusted promotion across the MSDW platform.

AT A GLANCE:

- Turnkey simulive* webcast production
- Multi-touch promotional coverage
- Guaranteed visibility across high-traffic channels
- Consistent lead flow aligned to your audience criteria

"We have seen really strong lead quality through working with MSDynamicsWorld."

AVALARA

Why MSDW

The reach you need. The efficiency you want.

MSDynamicsWorld.com is the leading independent publication for the global Microsoft Business Applications ecosystem. More than 100,000 professionals rely on MSDW for trusted reporting, partner insights, and expert-led content.

MARKETERS CHOOSE MSDW BECAUSE WE BRING TOGETHER:

- A highly targeted Microsoft Business Applications audience
- Deep editorial expertise in the ecosystem
- Strong engagement from senior-level decision-makers
- A turnkey process that removes production and promotion overhead

With 13,000+ webcast attendees in 2025, MSDW continues to deliver meaningful engagement for partners seeking qualified leads.

**Simulive" (short for Simulated Live) means playing pre-recorded video content at a specific, scheduled time to an audience.*

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Webcast Program Options

Both webcast options include the same turnkey production and promotional package. Choose the pricing model that best aligns with your goals.

Program	Performance-Based	Flat-Fee (Unlimited Leads)
Pricing Model	\$1,000 base + \$80 per qualified lead	\$5,000 flat rate
Cost Predictability	Variable	Fixed
Lead Volume Potential	Scales with qualified registrations	Unlimited, no cap
Budget Risk	Low (pay for what you receive)	None (cost does not increase)
Scheduling Priority	Standard	Priority
Ideal For	Targeted campaigns where lead volume may vary	Launches, quarterly pushes, or when broader reach is expected

Both packages deliver the same turnkey production, the same promotional coverage, and the same lead qualification process.

The difference is the economics.

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Additional Details

The Flat-fee package gives every webcast the room to perform at its full potential – without increasing your cost.

1. Unlimited upside, no incremental fees

MSDW webcasts commonly generate strong registration volume across pre-event promotion and on-demand distribution. A flat fee ensures you receive all your leads without increasing your costs.

2. Predictable investment for high-performing webcasts

If your typical audience interest is moderate to high, the flat fee often represents a lower effective cost per lead; even after a single run.

3. Ideal for launches and moments requiring broader reach

Product releases, partner updates, competitive responses, and quarterly awareness campaigns perform better.

4. Same turnkey support, greater efficiency

Both programs offer identical production, editorial collaboration, and promotion. The flat-fee option simply allows you to maximize the value of that effort.

5. Consistent value across live + on-demand

A significant portion of webcast engagement occurs after the live event. Unlimited on-demand leads can substantially increase return over time.

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How We Drive Registrants

A coordinated, multi-touch promotion engine that reaches prospects where they already engage.

1. Dedicated Promotional Emails

Direct invites to targeted members who match your criteria.

2. Upcoming Live Events Email

High-visibility placement for additional reach and awareness.

3. Webcast Directory Listing

Continuous event exposure on MSDW's central events hub.

4. Homepage Promotion

Featured placement in "Upcoming Events" to capture general site traffic.

5. On-Demand Promotion

Recorded webcast added to MSDW and included in "New On-Demand Webcasts" email.

Lead Qualification

Clear, consistent criteria to ensure only the right leads are counted.

- Only registrants matching your predefined targeting criteria qualify
- Vendor-sourced traffic (via affiliate code) is excluded from billing
- Competitors and employees are automatically removed
- You are never charged for leads you already know
- All qualification rules are determined and agreed upon before promotion begins

This model protects your spend and ensures alignment with your ICP.

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Get Started

Your buyers are already here.
Your content can work harder.
Your visibility can be always-on.

Sign up information

\$1,000 + \$80/LEAD OR \$5,000 FLAT

YES, SIGN ME UP FOR THE 12-MONTH MSDW PARTNER MEMBERSHIP

MEMBERSHIP START DATE

COMPANY

NAME/CONTACT

EMAIL

SIGNATURE

Email completed form to ABerezin@MSDynamicsWorld.com

BY SIGNING UP FOR THIS PROGRAM, YOU AGREE TO ALL TERMS AND CONDITIONS AS OUTLINED AT THE END OF THIS DOCUMENT.

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Terms & Conditions

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S MONTH-TO-MONTH ENGAGEMENT 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.

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.