



ADSO[®] 2026
next level
MID-MARKET CONFERENCE

Dallas, Texas

The Adolphus Hotel, Autograph Collection

OCTOBER 21-23

2026

Connect With The Leaders
Driving Operational Excellence
In The DSO Industry

**SPONSORSHIP
& EXHIBIT
PROSPECTUS**

ADSO[®] Association of
Dental Support
Organizations

ALL SPONSORSHIP AND EXHIBITING PACKAGES MUST BE FINALIZED BY SEPTEMBER 23, 2026

WHO WE ARE

The Association of Dental Support Organizations (ADSO) is a non-profit organization committed to providing support to its members, allowing affiliated dentists to focus on patients, expand access to quality dental care and improve the oral health of their communities. The ADSO represents Dental Support Organizations (DSOs) before the public, policymakers and the media.

OUR MISSION

Our mission is to support ADSO member companies and their teams through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care to their patients and to those in underserved communities.



MORE THAN VISIBILITY. AN OPPORTUNITY TO CONTRIBUTE.

Every DSO is navigating growth—and every stage of growth creates new challenges, priorities, and opportunities.

ADSO Next Level brings together founders, executives, and operators looking for ideas, expertise, proven solutions, and relationships that can help them address today's business challenges and prepare for what comes next.

Unlike larger industry conferences, Next Level is intentionally designed as a smaller, more interactive experience centered on candid conversation, practical problem solving, shared learning, and meaningful relationship building.

The 2026 partnership model reflects that experience. Rather than building the event around a traditional exhibit hall, ADSO is creating opportunities for Industry Partners to contribute expertise, lead interactive learning, participate in focused dialogue, and create experiences that help operators connect with one another.

All attendees must be registered and badged to be permitted into the Next Level Mid-Market Conference space.

All Sponsorship and Exhibiting packages must be finalized by September 23, 2026. All ADSO Next Level Sponsors and Exhibitors must be members of the association in good standing. To complete a commitment form or discuss options, email events@theadso.org

Exhibitors and sponsors are required to stay in ADSO hotel block for accommodations during the conference.

BUILT FOR MEANINGFUL ENGAGEMENT

Unlike traditional conferences where attendees move independently between sessions and networking events, ADSO Next Level is intentionally designed as a guided, highly interactive experience where conversations, relationships, and ideas build throughout the event.

Attendees participate in collaborative Business Building Sessions, smaller Operator Labs, communal meals, and structured networking experiences that encourage candid discussion, practical problem solving, and peer-to-peer learning. Rather than moving from presentation to presentation, participants engage in a continuous experience where each conversation builds on the last.

Industry Partners are intentionally integrated throughout the program as contributors to the learning experience. Through facilitated discussions, practical resources, and shared expertise, they help create an environment centered on collaboration, discovery, and real-world problem solving.

The result is an event where every session, meal, and interaction is designed to strengthen connections, encourage meaningful dialogue, and move ideas forward.

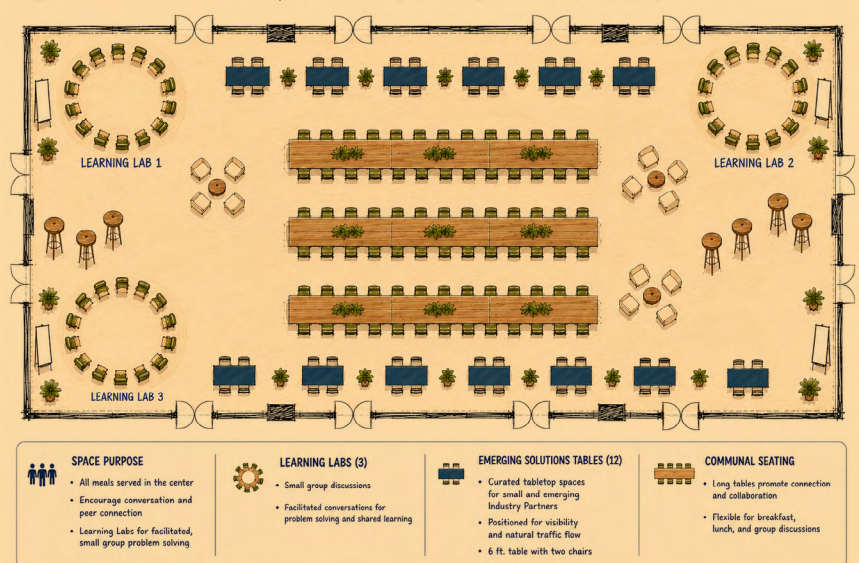
CONCEPT LAYOUT | CENTURY BALLROOM AB | THE OPERATOR FORUM

Business Building Sessions & Presenting Partner Sessions



CONCEPT LAYOUT | DISCOVERY HUB

Where learning, networking, and discovery happen together.





ADSO[®] 2026 next level MID-MARKET CONFERENCE

TITLE SPONSOR



PRELIMINARY AGENDA

OCTOBER 21

Networking event,
exhibitor move-in.

OCTOBER 22

Exhibit Hours 8:00 am to 5:30 pm

Breakfast, lunch, two
networking breaks,
and a cocktail hour
with exhibitors.

OCTOBER 23

Exhibit Hours 8:30 am to 1:00 pm

Breakfast, lunch and
one networking break.



NEW FOR 2026

THE OPERATOR AGENDA

The issues shaping the business of building and growing DSOs. This editorial framework identifies four consequential issues DSO operators are working to navigate and creates a shared foundation for learning, discussion, and problem solving.

- Building the Leadership Capacity Growth Requires
- Making Technology and AI Deliver Business Results
- Building Partnership Models That Work
- Scaling Without Losing What Works

Each issue will be explored through the perspectives of operators across three growth stages: Building the Foundation, Scaling the Platform, and Building Enterprise Value.

TWO NEW DISTINCT WAYS TO CONTRIBUTE TO THE CONTENT EXPERIENCE

BUSINESS BUILDING SESSIONS — Big issues. Three growth stages. Shared learning and active participation. Four sessions bring the full audience together to work through The Operator Agenda through practical expertise, audience participation, facilitated discussion, collaborative problem solving, and actionable takeaways.

OPERATOR LABS — Specific challenges. Smaller groups. Self-selected conversations and practical problem solving. Nine Labs take place in three dedicated discussion areas within the Solutions Center. Operators choose the conversations most relevant to their priorities, and each Lab addresses a specific topic within one growth stage.

WHY PARTNER?

- Connect with founders, executives, and operators responsible for growth and business decisions.
- Contribute expertise to challenges operators are actively working to solve.
- Engage in interactive environments designed for conversation and participation.
- Create useful experiences and resources that help attendees connect, learn, and move forward.
- Build relationships that continue beyond the event.
- Strengthen your organization's position as a committed partner in the growth of DSO-supported dentistry.

COME PREPARED TO CONTRIBUTE.

Come prepared to listen. Come prepared to share relevant expertise. Come prepared to understand the challenges operators are facing. Come prepared to help create connections and explore solutions. Come prepared to build relationships.

ADSO creates the environment. Our Industry Partners help make the experience valuable. Together, we create conversations, connections, and ideas that help move the industry forward.



ADSO NEXT LEVEL 2026 SPONSORSHIP OPPORTUNITIES

ADSO is offering a variety of sponsorship levels to ensure that you have every opportunity to meet your company's goals. Please note that sponsorships are reserved for ADSO Industry Partner Members. As with the ADSO Summit, we expect exhibit interest will exceed capacity.

Benefits included with sponsorship packages differ by level, but include at minimum:

- Complimentary registration(s).
- Inclusion in digital promotion, materials, slides, and signage.
- Attendee contact lists pre- and post-event.

PRESENTING PARTNER



Lead the event dedicated to helping DSO operators find the ideas, expertise, and relationships that move growth forward. Presenting Partners receive premium event alignment, stage time, recognition, and visibility across the attendee experience. Opportunities are customized based on the partnership.

BUSINESS BUILDING SESSION PARTNER

4 AVAILABLE | \$25,000

Help shape The Operator Agenda. Partner with ADSO on one signature all-audience session addressing a consequential operator issue across all three growth stages. Bring relevant expertise and practical experience to an interactive experience centered on shared learning, audience participation, collaborative problem solving, and actionable takeaways. ADSO retains editorial control over topic, format, speakers, and session design.

OPERATOR LAB PARTNER

9 AVAILABLE | \$12,500

Put your expertise to work on a specific challenge operators are actively trying to solve. Operator Labs are smaller, self-selected discussions connected to one of the three growth stages. Partners contribute relevant expertise, participate in facilitated dialogue, and help operators explore practical approaches and solutions. Labs are not sales presentations; topics and formats are developed with and approved by ADSO.



OPERATOR SOLUTION SPOTLIGHT

1 AVAILABLE | \$7,500

Share a practical idea, proven approach, or emerging solution that helps DSO operators address a specific business challenge. Operator Solution Spotlights are focused 20-minute featured conversations designed to introduce actionable insights, real-world experience, and innovative thinking. Partners work with ADSO to develop the topic, speakers, and format, with editorial oversight ensuring every Spotlight delivers meaningful value—not a sales presentation.

TABLE NETWORKING HOST

4 AVAILABLE | \$17,500

Turn shared meals into meaningful opportunities for connection. Available for breakfast and lunch on Day 1 and Day 2, Hosts work with ADSO to provide programming, a host, and an activity designed to create introductions and spontaneous conversation around communal tables. Each Host also provides every DSO operator with a useful guide or resource connected to the experience.



WELCOME HOST

1 AVAILABLE | \$20,000 + PREMIUM GIFT

Own the arrival experience by providing DSO operators with a premium, useful welcome gift and receiving exclusive recognition across registration, pre-event communications, and the attendee welcome experience. Gift concept and execution are subject to ADSO approval and supplied in addition to the sponsorship fee.

EXECUTIVE EXCHANGE SPONSOR

1 AVAILABLE | \$35,000

Create the environment where relationships develop. The signature Day 1 reception is designed for DSO founders, executives, and operators to connect in a relaxed setting. The sponsor receives exclusive recognition, brief welcome remarks, premium visibility, and limited sponsor participation while ADSO preserves the experience for spontaneous conversation and relationship building.

**Sponsorship does not include the cost of gift production or shipping*

Branding opportunities are also available as ala carte options for this event. Please inquire for more information at events@theadso.org



EXHIBIT OPPORTUNITIES

EMERGING SOLUTIONS TABLE

LIMITED | \$6,000

A curated entry point for small and emerging Industry Partners. Includes a limited tabletop presence within the Solutions Center, one registration, networking access, and an opportunity to introduce new solutions to the ADSO community. Eligibility criteria apply, and content participation is not included.

Exhibit Table includes:

- 1 six-foot draped table with two chairs
- 1 complimentary registration
- Exhibitors receive pre and post conference registration lists

All table top exhibits are limited to the table top space and two chairs, and may also have 1 pull up banner (no backdrops or additional free standing items are allowed).

INDUSTRY PARTNER REGISTRATION

Full Meeting

To preserve the intimate and collaborative nature of ADSO Next Level, Industry Partner participation is limited.

Industry Partner companies that are not exhibiting or sponsoring may register one attendee per company, regardless of membership status.

Exhibitors receive one complimentary full meeting registration.

Sponsors receive complimentary registrations based on the benefits included with their sponsorship package.

Companies that are exhibiting or sponsoring may purchase additional registrations as needed.

Additional full meeting registrations are available for DSO members, non-members, exhibitors, and sponsors. Registration rates vary by attendee category.



TERMS & CONDITIONS

- All sponsorship and exhibit sales are available on a first-come, first-served basis.
- Email events@theadso.org to request a link to the commitment form. A signed contract is required to lock in your participation.
- Sponsors who wish to add an Emerging Solutions Table are encouraged to do so at the time they complete the commitment form to avoid these options being sold out.
- All sponsors and exhibitors for ADSO Next Level must be ADSO Industry Partner members in good standing. If your company is not a current member you can indicate your intent to apply for membership on the commitment form and we will follow up to facilitate the process. Industry Partners that join ADSO for the opportunity to participate in ADSO Next Level will need to pay prorated 2026 dues and pre-pay 2027 membership.
- If you don't see something that you are interested in, ADSO welcomes collaboration and your creative ideas as well. Email events@theadso.org to get the conversation started.
- All attendees must be registered and badged to be permitted into the Next Level Mid-Market Conference space.
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