

## JOIN THE PREMIER ASSOCIATION LEADING THE BUSINESS OF DENTISTRY

Founded in 1995, the Association of Dental Support Organizations (ADSO) was created by CEOs, for CEOs, for the purpose of representing Dental Support Organizations (DSOs) before the public, policymakers and the media.

Today, the ADSO is working hard to promote DSOs as the preferred practice model, drive value and increase revenue for our members, develop the future workforce, and promote and amplify member growth and achievements. We are unwavering in our commitment to the success of our members.

# INDUSTRY PARTNER



### WHO WE ARE

ADSO focuses on research, education, and advocacy to advance the interests of DSOs in the dental industry. We support our member companies by providing educational resources, networking opportunities, and facilitating knowledge sharing and collaboration.

### WHO WE SUPPORT

ADSO supports all team members within a DSO, including executives, clinicians, marketing and communications professionals, IT specialists, and operational teams. By supporting these various efforts, the ADSO plays an important role in enabling them to deliver business and operational services to dentists and dental practices.

### WHY WE DO IT

ADSO is driven by the commitment to promoting industry growth and advancing the interests of DSOs so that DSO-supported dentists can focus on quality patient care and community outreach.

### ADSO ADVOCACY

ADSO advocates collectively at the state and federal levels in a manner that represents the interests of all its members. We understand the critical role that oral health has on overall health, and how the DSO model is uniquely positioned to enhance access to care.

Using the association's legislative and regulatory policies and positions, the ADSO advocates before elected officials and regulatory agencies. The association serves as a primary resource to elected officials and policy leaders on issues of importance to DSOs.

### OUR REACH

ADSO represents the full breadth and scope of the DSO industry. See a full list of DSO members complete with locations, and Industry Partner members organized by industry at [theadso.org/current-members](https://theadso.org/current-members)



**80** DSO Members



**8,500+** Supported Practices



**150** Industry Partner Members



**13,500** Supported Dentists



**35M+** Annual Patient Visits



**\$18B** Revenue Represented

# JOIN ADSO

Vendors, suppliers & support organizations serving the DSO Industry are encouraged to apply for one of two levels of Industry Partner Membership. Choose the benefits package with the right mix of thought leadership, networking, and promotional opportunities to best meet your company's needs.

**APPLY FOR MEMBERSHIP @ [theadso.org/membership](https://theadso.org/membership)**

## BENEFITS OF MEMBERSHIP

### THOUGHT LEADERSHIP

	Standard	Champion
<b>ADSO Awards Program</b> ADSO's annual awards program recognizes the contributions of selected Industry Partners.	Eligible	Eligible
<b>Industry Partner Advisory Council (IPAC)</b> The IPAC, made up of annually nominated members, allows Industry Partner to advise ADSO on their engagement in the association and the DSO community at large.	Eligible	Eligible
<b>Speaker/Content Submission</b> Submit content/speaker recommendations for the ADSO Summit, ADSO Exchange webinar series & ADSO publications.	x	x
<b>Plan a Webinar</b> In partnership with the ADSO Team, plan educational content for the ADSO membership as part of the ADSO Exchange Webinar Series.		1

### PROMOTION

	Standard	Champion
<b>Public Member Listing @ <a href="https://theadso.org">theadso.org</a></b> Include your company logo and link to company website.	x	x
<b>Newsletter Ad Placement</b> Place an advertisement in an issue of <i>The Brush Up</i> , ADSO's monthly e-Newsletter.		3
<b>E-Marketing</b> Produce a marketing email for the ADSO to send to the ADSO membership on your behalf.		2
<b>Website Ad Placement</b> Place an advertisement on a page on <a href="https://theadso.org">theadso.org</a> .		1

### CONNECT

	Standard	Champion
<b>ADSO LinkedIn Member Groups*</b> Moderated, topically organized, spaces allowing members to connect virtually utilizing an online community where most ADSO members already congregate.	Access	Access
<b>Study Clubs</b> ADSO networking cohorts look to Industry Partners to provide subject matter experts and resources on topics including marketing, HR, operations, finance, and clinical leadership.	x	x

\*New benefit in 2025.

# BENEFITS OF MEMBERSHIP

## INDUSTRY NEWS AND RESOURCES

	Standard	Champion
<b>ADSO Members Resource Center</b> Access for your whole team to ADSO's archive of publications, webinars, and video of Summit mainstage sessions.	X	X
<b>ADSO Publication</b> Subscription for your whole team to <i>The Brush Up</i> (Monthly), <i>The ADSO Advocate</i> (Monthly).	X	X
<b>ADSO Exchange</b> Complimentary registration for your team to ADSO webinars.	X	X

## ADSO SUMMIT

DSOs are the fastest growing segment of the dental industry. At the ADSO Summit you can promote your brand and make meaningful connections with the purchasing decision makers of over a 1000 dental practices! Annually, the Summit draws key leaders in the Dental industry for three days of thought leadership exchange, cutting-edge innovation, and unparalleled networking.



Learn more @ [theadso.org/events](https://theadso.org/events).

## NEXT LEVEL

Mid-market DSOs are experiencing tremendous growth, and with that growth comes unique challenges and opportunities. ADSO Next Level is a powerful two-day conference with content specifically planned to help leaders gain the tools they need to grow their businesses. More exclusive than the Summit, vendors at this meeting get quality networking time with leaders looking for solutions to help them grow.



## ADSO EVENTS

	Standard	Champion
<b>Early/Exclusive Access to Opportunities</b> Gain early access to reserve a booth space in the ADSO's sellout exhibit hall, and exclusive access to event Sponsorships.	X	X
<b>Complimentary Summit Passes</b> Make the most of ADSO's best networking opportunity of the year by making sure your team shows up in force.	2	6
<b>Exhibit Booth @ ADSO Summit</b> Get member pricing, deeply discounted pricing, or a complimentary exhibit booth rental. Champion membership guarantees a booth space in our sell-out exhibit hall.	Member Pricing	Single Booth Included
<b>Exclusive Opportunity to Participate in ADSO Next Level</b> Vendors who wish to attend, exhibit at or sponsor ADSO's mid-market meeting are required to be Industry Partner Members.	Eligible to Attend/Sponsor	Table-Top Exhibit + 1 Pass Included

Choose the benefits package with the right mix opportunities to best meets your company's needs.

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## ANNUAL MEMBERSHIP DUES

Standard	\$8,000
Champion	\$30,000