



2021 SPONSORSHIP PROSPECTUS

GET NOTICED AT THE PREMIER DENTISTRY EVENTS OF 2021!

Take a peek through the following pages to see how your company can be featured at this year's ADSO events.

For more information or to secure a sponsorship opportunity for these events, please contact Lily Davidson at ldavidson@theadso.org.

Sponsorships for *Boldly Evolving Dentistry* must be confirmed by March 1, 2021.

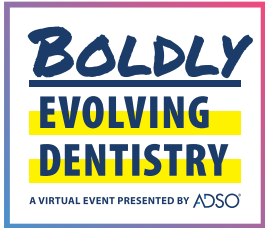
All opportunities are available on a first come first serve bases.



SPONSORSHIP PROSPECTUS

VIRTUAL EVENT: MARCH 24 & 25, 2021

Boldly Evolving Dentistry is the premier meeting for educational and networking opportunities specifically centered on the DSO business model. Over 1000+ dental industry professionals at all levels are expected to attend. Sponsors for this event must be a member of the ADSO in good standing.



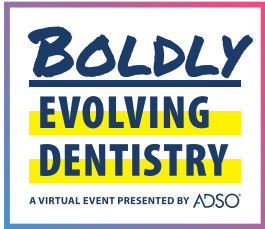
+
Our team of virtual event experts will provide guides and trainings to help you make meaningful connections with event participants.

	Opening Session Sponsor	Evening Entertainment Sponsor	Closing Session Sponsor	Surprise and Delight Sponsor
	SOLD OUT			
	0 Available \$50,000	1 Available \$40,000	1 Available \$30,000	2 Available \$25,000
Complimentary registrations	2	2	2	2
Speaking opportunity during sponsored session	3-minute	3-minute pre-recorded	3-minute pre-recorded	
Ship company swag/gift to each attendee (must confirm by January 30, 2021)	•	•	•	•
30-second video spot during the meeting	•	•	•	•
Send email to all registrants during the meeting	•	•	•	•
Gain exclusive sponsorship and host roll for a 30 minute networking session focused on one of the meeting's 10 tracks: Clinical, Compliance, Future Trends, Growth and Development, Human Resources, Information Technology, Leadership, Marketing and Operations. One sponsorship available for each track's networking session.				
Promote your sponsored session with a pinned message in the event chat				
Send virtual coffee gift card to each participant with sponsor's branding				
Exclusive branding throughout sponsored session materials (agenda, slide backgrounds, etc.)	•	•	•	
Include item in virtual registration bag	•	•	•	•
Inclusion in event email campaigns and advertising on the ADSO and event websites	•	•	•	•
Ability to direct message participants and invite them to private one-on-one meetings	•	•	•	•
Company logo listed on meeting sponsor page	LARGE	LARGE	LARGE	LARGE
Virtual display page to highlight your company's offerings, receive event metrics and contact information of participants who interacted with your content	•	•	•	•

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	Networking Room Sponsor	Health and Wellness Sponsor	Virtual Coffee Break Sponsor	General Sponsor
	10 Available \$20,000	2 Available \$17,000	2 Available \$13,000	20 Available \$4,000
Complimentary registrations	2	2	2	1
Speaking opportunity during sponsored session	3-minute			
Ship company swag/gift to each attendee (must confirm by January 30, 2021)				
30-second video spot during the meeting				
Send email to all registrants during the meeting		•		
Gain exclusive sponsorship and host roll for a 30 minute networking session focused on one of the meeting's 10 tracks: Clinical, Compliance, Future Trends, Growth and Development, Human Resources, Information Technology, Leadership, Marketing and Operations. One sponsorship available for each track's networking session.	•			
Promote your sponsored session with a pinned message in the event chat		•		
Send virtual coffee gift card to each participant with sponsor's branding			•	
Exclusive branding throughout sponsored session materials (agenda, slide backgrounds, etc.)	•	•		
Include item in virtual registration bag	•	•	•	
Inclusion in event email campaigns and advertising on the ADSO and event websites	•	•	•	•
Ability to direct message participants and invite them to private one-on-one meetings	•	•	•	•
Company logo listed on meeting sponsor page	MEDIUM	MEDIUM	MEDIUM	SMALL
Virtual display page to highlight your company's offerings, receive event metrics and contact information of participants who interacted with your content	•	•	•	•

SPONSORSHIP PROSPECTUS

IN-PERSON EVENT: FALL 2021

The annual ADSO Summit is a commitment to the development of our member companies, an offer of support by providing a forum for learning and collaboration. ADSO's Summit is the premier meeting, bringing together over 1,000 attendees for educational and networking opportunities specifically centered on the DSO business model. Summit sponsorship opportunities subject to change/update once location and date are confirmed.



	Title Sponsor SOLD OUT 0 of 1 Available \$150,000	Closing Reception Sponsor 2 of 2 Available \$125,000 = Level 1 \$100,000 = Level 2	Platinum Sponsor 1 of 1 Available \$100,000	Welcome Reception Sponsor SOLD OUT 0 of 1 Available \$100,000
Complimentary registrations	4	2	2	2
Sponsorship tier	TIER 1	TIER 1	TIER 1	TIER 1
Specific sponsorship opportunity	Hosted private reception for 50 guests; Co-branding with ADSO on hotel room keys; Own/lead a main conference breakout; Organized raffle with sponsor branding distributed to all attendees via event push notifications.	Official sponsor of the closing reception with exclusive co-branding at the venue (bar branding, F&B and giveaways); (1) VIP private entertainment room. Level 1 also includes additional entertainment.	Branded coffee gift cards to be distributed to each attendee at registration.	VIP area at venue for company collateral and networking.
Speaking opportunity at sponsored session	20 MINUTES	5 MINUTES	5 MINUTES	5 MINUTES
30-second video spot to be played to all attendees during the general sessions	•	•	•	•
Advertisement in the 2021 Summit Magazine distributed to all attendees	FULL PAGE	HALF PAGE	FULL PAGE	HALF PAGE
Inclusion in a video featuring sponsor interviews to be used in ADSO marketing campaigns	•	•	•	•
Invitations to attend the CEO and Premium Sponsor welcome reception	1	1	1	
Exhibit talk table	VIP	VIP	VIP	VIP
Branding on event app, email campaigns, ADSO website, social media, A.V. rolling ads and event collateral	•	•	•	•
Opportunity to include registration bag collateral	•	•	•	•
Prominent onsite branding at conference location	•	•	•	•

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	Keynote Speaker	Tech Sponsor	Event Break Sponsor	Main Day Exhibit Bar Sponsor
	1 of 2 Available \$50,000	SOLD OUT 0 of 1 Available \$65,000	1 of 1 Available \$65,000	1 of 1 Available \$65,000
Complimentary registrations	2	2	1	1
Sponsorship tier	TIER 2	TIER 2	TIER 2	TIER 2
Specific sponsorship opportunity	Official sponsor of the opening or closing general session keynote speaker; Meet & greet hosted by sponsor at exhibit talk table.	Branded technology lounge (lounge seating, branded phone charging, furniture or charging pads); Wifi sponsorship with choice of password and network name.	Break sponsor at all coffee breaks including company branding on break signage and branded items at snack stations such as napkins, coffee cups, etc.	Official cocktail bar sponsor at dedicated exhibit talk table sessions (includes a signature cocktail and branding on bars and stock items).
Speaking opportunity at sponsored session	5 MINUTES			
30-second video spot to be played to all attendees during the general sessions	•			
Advertisement in the 2021 Summit Magazine distributed to all attendees	HALF PAGE	HALF PAGE	QUARTER PAGE	QUARTER PAGE
Inclusion in a video featuring sponsor interviews to be used in ADSO marketing campaigns				
Invitations to attend the CEO and Premium Sponsor welcome reception	1	1	1	1
Exhibit talk table	STANDARD	STANDARD	STANDARD	STANDARD
Branding on event app, email campaigns, ADSO website, social media, A.V. rolling ads and event collateral	•	•	•	•
Opportunity to include registration bag collateral	•	•	•	•
Prominent onsite branding at conference location	•	•		

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	Board Meeting Sponsor	Gold Sponsor	Registration Sponsor	Health and Wellness Sponsor
	1 of 1 Available \$50,000	SOLD OUT 0 of 1 Available \$50,000	1 of 1 Available \$50,000	1 of 1 Available \$50,000
Complimentary registrations	2	2	1	1
Sponsorship tier	TIER 2	TIER 2	TIER 3	TIER 3
Specific sponsorship opportunity	Official sponsor of the ADSO Board Meeting with gifting for the board from sponsor.	Private meal presentation for up to 100 of your invited guests.	Official registration sponsor with branding at all registration locations onsite; Registration bags to be given to all attendees and branding on all event name badges.	Sponsor branded walking-pedometers for all attendees with option of sponsored competition and raffle promoted with event app push notifications.
Speaking opportunity at sponsored session	10 MINUTES			
30-second video spot to be played to all attendees during the general sessions				
Advertisement in the 2021 Summit Magazine distributed to all attendees	HALF PAGE	HALF PAGE	QUARTER PAGE	QUARTER PAGE
Inclusion in a video featuring sponsor interviews to be used in ADSO marketing campaigns				
Invitations to attend the CEO and Premium Sponsor welcome reception	2		1	1
Exhibit talk table	STANDARD	STANDARD	STANDARD	STANDARD
Branding on event app, email campaigns, ADSO website, social media, A.V. rolling ads and event collateral	•	•	•	•
Opportunity to include registration bag collateral	•	•	•	•
Prominent onsite branding at conference location	•	•		

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	Headshots Station Sponsor	Room Drop Sponsor	VIP Exhibit Sponsor	Event Branding Sponsor
	SOLD OUT		SOLD OUT	
	0 of 1 Available \$20,000	1 of 2 Available \$20,000	0 of 2 Available \$20,000	1 of 1 Available \$20,000
Complimentary registrations				
Sponsorship tier	TIER 4	TIER 4	TIER 4	TIER 4
Specific sponsorship opportunity	Professional sponsor-branded headshot station alongside Exhibit Talk Table.	Send a personalized message to all attendees by gifting memorabilia from the destination; Local snacks or company promotional products sent directly to the attendees' room with a note from the sponsor.		Sponsor focused co-branding and messaging on/in a prominent area of the main event space dedicated to your messaging. Examples include escalator and elevator banks, banners, window clings, wall advertising (TBD based on event space approval).
Speaking opportunity at sponsored session				
30-second video spot to be played to all attendees during the general sessions				
Advertisement in the 2021 Summit Magazine distributed to all attendees				
Inclusion in a video featuring sponsor interviews to be used in ADSO marketing campaigns				
Invitations to attend the CEO and Premium Sponsor welcome reception				
Exhibit talk table	STANDARD	STANDARD	VIP	STANDARD
Branding on event app, email campaigns, ADSO website, social media, A.V. rolling ads and event collateral	•	•	•	•
Opportunity to include registration bag collateral	•	•	•	•
Prominent onsite branding at conference location				

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Pre-Conference Talk Table Sponsor

Exhibit Talk Table Sponsor

Registration/General Session Insert

	8 of 14 Available \$12,500	7 of 20 Available \$6,500	Unlimited Availability \$2,000
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Complimentary registrations			
Sponsorship tier	TIER 5	TIER 5	TIER 5
Specific sponsorship opportunity	Secure 1-on-1 meetings with the purchasing agents and/or leadership from ADSO member DSOs; Invitation to attend the private pre-conference lunch for DSO and industry partner participants on the afternoon prior to the conference.		
Speaking opportunity at sponsored session			
30-second video spot to be played to all attendees during the general sessions			
Advertisement in the 2021 Summit Magazine distributed to all attendees			
Inclusion in a video featuring sponsor interviews to be used in ADSO marketing campaigns			
Invitations to attend the CEO and Premium Sponsor welcome reception			
Exhibit talk table	STANDARD	STANDARD	
Branding on event app, email campaigns, ADSO website, social media, A.V. rolling ads and event collateral	•	•	•
Opportunity to include registration bag collateral	•	•	•
Prominent onsite branding at conference location			