

WHO WE ARE

The Association of Dental Support Organizations (ADSO) is a non-profit organization that represents DSOs before the public, policymakers and the media. ADSO also provides a forum for members to share best business practices, become versed on compliance and ethics standards, and build relationships with other DSO industry leaders. ADSO creates numerous opportunities for DSO members and industry partners to develop relationships and learn about the newest and most efficient technologies, goods and services in the marketplace.

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 the underserved communities.

OUR 2021 WINS

- Brought on new Executive Director, VP of Government Affairs and VP of Communications
- Convened two major conferences: Virtual Summit (900 participants) and Leadership Conference (200 participants)
- Championed teledentistry expansion in North Carolina & Texas
- Successfully advocated for dentistry exemption from onerous OSHA Emergency Temporary Standard

Our Reach



80+

DSO Members
Operating in 48 States



180+

Industry Partners



11,000

Supported Dentists



\$9.5B

Revenue
Represented

MEMBERSHIP OUTREACH



3,000

Total Contacts

33%

Open Rate



4,000

Followers

5%

Engagement Rate



715

Followers

1.5%

Engagement Rate



1,800

Followers

33%

Engagement Rate

BENEFITS OF MEMBERSHIP

The ADSO provides networking and promotional opportunities for our Industry Partners to connect with leading Dental Support Organizations in the US and abroad. Our DSO member companies support over 11,000 dentists, 6,000+ practices, and provide over 30 million annual patient visits. As an Industry Partner, your company will enjoy the following benefits of membership:

1. Complimentary registration to select ADSO meetings
2. Opportunity to submit content for consideration for ADSO meetings
3. Subscription to the ADSO quarterly newsletter & DSO industry updates and best practices
4. Promotion of your company best practices, news, philanthropic endeavors, webinars, podcasts & events in the ADSO quarterly newsletter and social media
5. Sponsorship and advertising opportunities
6. Inclusion of your company logo and link to your website in the members section of the ADSO website

COMING SOON:
The ADSO Member Directory—
Connect with your peers! ADSO
members will have access to
a searchable online member
directory to ensure you are
building the right connections.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ADSO Quarterly Newsletter

Each year, the ADSO delivers four newsletters to nearly 3,000 members, industry partners, and interested individuals to provide an update on the ADSO's government affairs, as well as philanthropic and industry news. As an ADSO member your organization is given complimentary space in the newsletter. Promotional advertisements are also available for purchase in each newsletter:

1. **Exclusive Sponsor of the Newsletter — \$6,000 (4 available)**

For companies that want maximum exposure, you may choose to sponsor a quarterly newsletter which includes:

- Prominent placement of one (1) content piece that meets our newsletter guidelines
- Three (3) 500x500 ad placements in the newsletter

2. **500x500 Ad Placements (3 available per newsletter if there is no exclusive sponsor)**

Top Placement: \$2,000 | Middle Placement: \$1,500 | Bottom Placement: \$1,000

Quarterly Lunch & Learns — \$4,000 (4 available)

Industry Partners can lead a 45-minute tactical training on a specific topic of interest to DSO team members. The sponsor may play a 30-second ad at the beginning of the training and/or talk for 5 minutes about their products and services. The content provided on these calls will be archived on the website for members.

Monthly Membership Calls — \$8,000 (12 available)

Industry partners are welcome to host an hour-long discussion, with one or more thought leaders in the DSO industry, on big, forward-looking topics. The sponsor may play a 30-second ad at the beginning of the call and/or talk for 5 minutes about their products and services. The content provided on these calls will be archived on the website for members.

Priority Summit Sponsorship

ADSO Industry Partners have first access to sponsorships for all ADSO conferences. The 2022 Summit sponsorship prospectus can be found [here](#). Please contact events@theadso.org for more information.

“**ADSO Summit, is one of the few Conventions, where DSO Leadership, DSO Clinical & Industry Partners meet annually, to discuss emerging trends; as it relates to seeking ways to offer greater access to care. If you're a vendor, looking to get involved with DSO's; you need to be at the Summit in 2022!**”

— Carl Uthus, VP National Accounts North America, Straumann USA