



ACT NOW!
The following opportunities are first come, first served and must be confirmed by January 31, 2022.



SPONSORSHIP & EXHIBIT PROSPECTUS

GET NOTICED AT ADSO'S LARGEST 2022 EVENT!

MARCH 29-APRIL 1, 2022 | JW MARRIOTT | AUSTIN, TEXAS



ADSO Summit, is one of the few Conventions, where DSO Leadership, DSO Clinical and 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 DSOs; you need to be at the Summit in 2022!

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

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 (over 300 attendees)
- 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
 3,000 Total Contacts with 33% Open Rate	 4,000 Followers with 5% Engagement Rate	 715 Followers with 1.5% Engagement Rate	 1,800 Followers with 33% Engagement Rate



TITLE SPONSOR



À LA CARTE SUMMIT MAGAZINE ADS

Quarter Page	\$2,000
Half Page	\$3,000
Full Page	\$5,000

All magazine ads are due by January 31, 2022.

EXHIBIT HALL OPPORTUNITIES

Connect with DSOs of all sizes who are looking to find solutions for a variety of needs. Need more visibility? Upgrade to a larger Double Exhibit. Not an ADSO member, but want to pay the member rate? Join by February 14, 2022 to be eligible. Booth staff registration cost is \$500 (does not include any programming outside the Exhibit Hall area). Lead retrieval and Exhibit Manual will be available in January. All Exhibitors will receive a registration list on or before March 23, 2022, as well as a post event attendee list.

HOW TO GET INVOLVED

Take a peek through the following pages to see how your company can be featured at the 2022 ADSO Summit. To secure a sponsorship or exhibit space for this event, please contact Stephanie Dernek at sdernek@theadso.org.

ABOUT THIS EVENT

The Association of Dental Support Organizations (ADSO) is excited to announce that the ADSO Summit is back for 2022 and bigger than ever! Join ADSO for the premier dental industry event, bringing together leaders in the DSO industry and their executive teams for high-caliber thought leadership, networking and breakout discussions.

WHEN & WHERE

The Summit will take place at the JW Marriott in Austin, Texas on March 29–April 1, 2022. The Exhibit Hall will be located in Griffin Hall at the JW Marriott Austin.

WHAT TO EXPECT

- Event is open to ADSO members and non-members
- Targeted networking and learning opportunities based on organization size and job function
- Main-stage presentations, including two keynote presentations and an exploration of ADSO’s strategic initiative for the industry
- Track-driven breakout sessions on pressing themes including Operations/IT, Marketing, Clinical Leadership, People, and Finance/M&A
- An Exhibit Hall for sponsors to engage with procurement staff and other attendees
- Free registration for ADSO member procurement staff
- Full buyout of the JW Marriott Austin

Single Exhibit (Member)	\$6,000
Single Exhibit (Nonmember)	\$10,000
Double Exhibit (Member)	\$10,000
Double Exhibit (Nonmember)	\$15,000

To secure your Exhibit space, please complete [this online form](#) by January 31, 2022.

SPONSOR OPPORTUNITIES



	Technology Sponsor SOLD OUT 0 Available	Registration Sponsor SOLD OUT 0 Available	Private Meal Sponsor 1 of 2 Available \$75,000	Exhibit Hall Preview Sponsor 1 Available \$75,000
Sponsorship description	Sponsor will get naming rights for the Summit Wi-Fi network and a branded charging station area in Exhibit Hall ²	Sponsor will have branding on name badges, lanyards, registration tables, and host a welcome lounge area with refreshments ³	Sponsor will host a private meal presentation for up to 100 invited guests determined by sponsor with ADSO (1 breakfast and 1 lunch available)	Sponsor will host an Exhibit Hall Preview for procurement personnel from DSOs, including refreshments
Complimentary registrations	2	2	2	2
Prominent on-site branding at Summit venue	•	•	•	•
30-second video segment to be played to all attendees during general session	•	•	•	•
Branding on event app, ADSO website, social media, and thank you slide	•	•	•	•
Advertisement in the Summit Magazine	HALF PAGE	HALF PAGE	HALF PAGE	HALF PAGE
Provide a gift to attendees ¹	•	•	•	•
Targeted marketing email/push notification for sponsor	•	•	•	•
Invitation to CEO/VIP Reception	•	•	•	•
Receive attendee registration list pre- and post- event	•	•	•	•
Exhibit Hall Booth	DOUBLE	DOUBLE	DOUBLE	DOUBLE

1 Cost of gifts not included. 2 Cost of additional furniture not included. 3 Lounge and refreshments will be available during the first day only.

SPONSOR OPPORTUNITIES CONT.



ADSO Board Meeting Sponsor

Keynote Sponsor

Drop-in Clinic Sponsor

Dental Student Mixer Sponsor

SOLD OUT

SOLD OUT

0 Available

0 Available

1 of 2 Available
\$65,000

1 Available
\$65,000

	ADSO Board Meeting Sponsor	Keynote Sponsor	Drop-in Clinic Sponsor	Dental Student Mixer Sponsor
Sponsorship description	Sole sponsor of the ADSO Board Meeting, includes 10-minute speaking opportunity	Sponsor will collaborate with the ADSO Curriculum Committee on keynote speaker selection and content, includes a 5-minute speaking opportunity during general session followed by introduction of keynote speaker	Sponsor will host a Drop-In Clinic where they can meet with attendees to gain insight on issues of importance to DSOs Pre-event appointments and communications can be facilitated by ADSO	Sponsor will host a mixer for DSO executives to meet and greet the next generation of DSO dentists
Complimentary registrations	2	2	2	2
Prominent on-site branding at Summit venue	•	•	•	•
30-second video segment to be played to all attendees during general session	•	•	•	•
Branding on event app, ADSO website, social media, and thank you slide	•	•	•	•
Advertisement in the Summit Magazine	HALF PAGE	HALF PAGE	HALF PAGE	HALF PAGE
Provide a gift to attendees ⁴	•	•	•	•
Targeted marketing email/push notification for sponsor	•	•	•	•
Invitation to CEO/VIP Reception	•	•	•	•
Receive attendee registration list pre- and post- event	•	•	•	•
Exhibit Hall Booth	DOUBLE	DOUBLE		DOUBLE

⁴ Cost of gifts not included.

SPONSOR OPPORTUNITIES CONT.



	Meal Sponsor	Summit Magazine Sponsor	Summit App Sponsor	Elevator Branding Sponsor
	2 of 3 Available \$50,000	1 Available \$20,000	1 Available \$20,000	1 Available \$20,000

Sponsorship description	Meal Sponsor	Summit Magazine Sponsor	Summit App Sponsor	Elevator Branding Sponsor
Sponsorship description	Sponsor will host a meal for all attendees during the Summit (2 breakfast slots and 1 lunch slot available)	Sponsor will submit a 2-page spread for inclusion in the Summit Magazine	Sponsor will be featured in the app with rotating banner ads and daily dedicated push notifications They will also be featured in app marketing	Sponsor will have branding on elevators at the JW Marriott Austin for the duration of the Summit ⁵
Complimentary registrations	2	1	1	1
Prominent on-site branding at Summit venue	•	•	•	•
30-second video segment to be played to all attendees during general session	•			
Branding on event app, ADSO website, social media, and thank you slide	•			
Advertisement in the Summit Magazine	QUARTER PAGE	FULL PAGE BACK COVER	QUARTER PAGE	QUARTER PAGE
Provide a gift to attendees ⁶	•			
Targeted marketing email/push notification for sponsor	•	•	•	•
Invitation to CEO/VIP Reception				
Receive attendee registration list pre- and post- event	•	•	•	•
Exhibit Hall Booth	DOUBLE	SINGLE	SINGLE	SINGLE

⁵ Production of ads not included. ⁶ Cost of gifts not included.

SPONSOR OPPORTUNITIES CONT.



	Coffee/Tea Break Sponsor	Exhibit Hall Refreshment Sponsor	Event Branding Sponsor	Raffle Sponsor	Summit Gift Sponsor	Room Drop Sponsor
	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
	0 Available	2 of 2 Available \$25,000	0 Available	0 Available	1 of 2 Available \$20,000	0 Available
Sponsorship description	Sponsor will host coffee/tea stations in the Exhibit Hall for one day	Sponsor will host a refreshment station in the Exhibit Hall (may include popcorn machine, donut wall, signature cocktail, etc.)	Sponsor will have branding at Summit venue (may include, escalators, elevators, window clings, columns, banner ad in event app, etc.) ⁷	Sponsor will provide an item to be raffled during general session and select a winner	Sponsor will provide a Summit gift to attendees handed out at registration ⁸	Sponsor will provide a Summit gift to DSO attendees delivered directly to hotel rooms ⁸
Complimentary registrations	1	1	1	1	1	1
Prominent on-site branding at Summit venue	•	•	•	•	•	•
Branding on event app, ADSO website, social media, and thank you slide	•	•	•	•	•	•
Advertisement in the Summit Magazine	QUARTER PAGE	QUARTER PAGE	QUARTER PAGE	QUARTER PAGE	QUARTER PAGE	QUARTER PAGE
Targeted marketing email/push notification for sponsor	•	•	•	•	•	•
Receive attendee registration list pre- and post- event	•	•	•	•	•	•
Exhibit Hall Booth	SINGLE	SINGLE	SINGLE	SINGLE	SINGLE	SINGLE

⁷ Production of ads not included. ⁸ Cost of gifts not included.

SPONSOR OPPORTUNITIES CONT.



Opening Night Reception Sponsor

Thursday Night Reception Sponsor

Wednesday Night Reception Sponsor

CEO/VIP Reception Sponsor

SOLD OUT

SOLD OUT

SOLD OUT

SOLD OUT

0 Available

0 Available

0 Available

0 Available

Sponsorship description	Opening Night Reception Sponsor	Thursday Night Reception Sponsor	Wednesday Night Reception Sponsor	CEO/VIP Reception Sponsor
Sponsorship description	Sole sponsor of the opening night reception on March 29, 2022 at venue TBD by sponsor and ADSO	Sole sponsor of the March 31, 2022 reception at venue TBD by sponsor and ADSO	Sole sponsor of the March 30, 2022 reception to be held at the JW Marriott Austin	Sole sponsor of the CEO/VIP Reception on March 29, 2022, event invitees to be determined by sponsor and ADSO
Complimentary registrations	2	2	2	2
Prominent on-site branding at Summit venue	•	•	•	•
30-second video segment to be played to all attendees during general session	•	•	•	•
Branding on event app, ADSO website, social media, and thank you slide	•	•	•	•
Advertisement in the Summit Magazine	FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE
Targeted marketing email/push notification for sponsor	•	•	•	•
Speaking opportunity at the reception	10 MINUTES	10 MINUTES	10 MINUTES	10 MINUTES
Co-branding with ADSO at the reception location	•	•	•	•
Provide attendee giveaway at reception ⁹	•	•	•	•
Invitation to CEO/VIP Reception	•	•	•	•
Receive attendee registration list pre- and post- event	•	•	•	•
Exhibit Hall Booth	DOUBLE	DOUBLE	DOUBLE	DOUBLE

⁹ Cost of giveaways not included.