



ADSO[®] **NEXT LEVEL**
MID-MARKET CONFERENCE



CONNECT WITH THE FASTEST GROWING SEGMENT
OF THE DSO INDUSTRY AT ADSO'S NEWEST EVENT

**SPONSORSHIP
& EXHIBIT PROSPECTUS**

JW MARRIOTT AUSTIN | DECEMBER 4-6, 2023

All Sponsorship and Exhibiting packages
must be finalized by October 1, 2023.

ADSO Association of
Dental Support
Organizations

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 the underserved communities.

ADSO[®] NEXT LEVEL

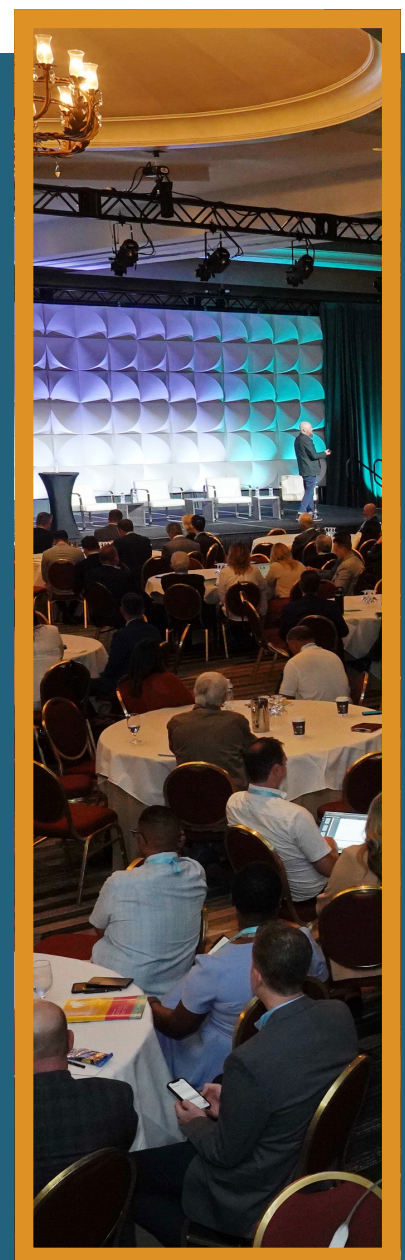
MID-MARKET CONFERENCE

ABOUT ADSO 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 designed for this growing segment of dentistry. With content specifically planned to align leaders, fuel collaboration, and develop solutions to problems, meeting attendees bring home concrete strategies to bring their organization to the Next Level. Registration for the event will be restricted to executives from DSOs that support between 2 and 75 locations.

If you are looking to connect with and support growing DSOs this is one meeting, you won't want to miss. We are anticipating 250 attendees, which will include executives from this fast-growing segment of the DSO industry. In addition to ample networking opportunities, the event will include more educational content than the ADSO Summit, and we will look to sponsors as presenters throughout the meeting. To preserve the intimate nature of the event, Industry Partners who wish to attend ADSO Next Level must be an event sponsor or exhibitor, and ADSO members.

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ADSO NEXT LEVEL SPONSORSHIP OPPORTUNITIES

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

Programming on December 6 will wrap at 5:00 PM and will roll right into the Party. ADSO is open to discussing options that your organization may be interested in.

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.



Thought Leader Theater Slot

Sponsorships at the \$25,000 level and above receive one speaking slot during the Thought Leader Theater (TLT) quick talks program on the mainstage.

Exhibit Table

Sponsorships at the \$15,000 level and above come with a complimentary exhibit table.

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 and Exhibitors who wish to add on a TLT spot and/or an exhibit table are encouraged to do so at the time they complete the commitment form to avoid the options being sold out.
- All sponsors and exhibitors for ADSO Next Level must be ADSO members in good standing. If your company is not a current member you can indicate your intent to apply on the commitment form and we will follow up to facilitate the process.
- 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.

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Exclusive Off-site Party Begins at \$50,000**

Showcase your brand in front of the valuable mid-market DSO audience. Plan a memorable closing night party with ADSO and attendees will leave the event with your offerings top of mind.

- Plan the closing party with ADSO including theme, locations selection, menu, etc.
- 1 Complimentary exhibit table
- One slot in the “Thought Leader Theater” Quick Talks Event
- 4 Complimentary registrations
- Sponsorship may be shared with up to three different brands or companies.

SOLD Keynote Sponsor

Introduce ADSO Next Level’s Keynote Speakers from the General Session Stage.

- 10 minutes of stage time + intro the speaker
- 1 Complimentary exhibit table
- One slot in the “Thought Leader Theater” Quick Talks Event
- 3 Complimentary registrations



SOLD VIP Meet and Greet with Executive Committee

straumanngroup

Host this networking reception for mid-market DSO leaders and ADSO’s Executive Committee members and be the exclusive industry attendee at this high-powered gathering.

- Branded napkins/cups and signage during the Meet and Greet
- Provide company collateral or promotional item to attendees during the Meet and Greet *
- Make remarks at the Meet and Greet
- 1 Complimentary exhibit table
- One slot in the “Thought Leader Theater” Quick Talks Event
- 3 Complimentary registrations

SOLD Happy Hour Sponsor

dental
Xchange

Host the exhibit hall Happy Hour and mix and mingle with attendees.

- Branded napkins/cups and signage during the happy hour
- Provide company collateral or promotional item to attendees during the happy hour*
- Make remarks at the Happy Hour
- 1 Complimentary exhibit table
- 2 Complimentary registrations

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

***Sponsorship amount is dependent on sponsor selection of location, theme, menu, Etc.*



SOLD Registration Sponsor

Make a great first and lasting impression with your company's logo included on the conference badges and registration kiosks.

- Brand badges, gift at registration*
- 1 Complimentary exhibit table
- 2 Complimentary registrations

Room Drop (3) \$10,000

Get your product information in the hands of the people you want to see it most!

- Your gift was delivered to DSO attendee guest staying on property.*
- 1 Complimentary registration



Meal Sponsor (3/4 still available) \$10,000



Host a breakfast or lunch for attendees during the meeting program and receive recognition with event signage, event agenda and in recognition from the stage.

- Branded napkins/cups and signage at your choice of breakfast or lunch
- Provide company collateral or promotional item to attendees during the meal*
- 1 Complimentary registrations

SOLD Wifi Sponsor



Name the meeting WIFI network and enjoy branding on signage throughout venue and on event materials.

- Naming and branding of conference Wifi
- 1 Complimentary registration



Gift Sponsor (2) \$7,000

Share your gift with all attendees as they arrive onsite. Your brand will be among the first things they pick up and take home!

- Provide a gift/collateral made available to attendees in the conference meeting space (example - tote, sponsored water bottle, notebook, etc.) *
- 1 Complimentary registration

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SOLD Exhibit Table

For companies with products and services geared to solve the challenges faced by mid-market DSOs, an exhibit table at ADSO Next Level is an opportunity not to be missed. ADSO Exhibit Opportunities always sell out before the deadline. Don't wait, complete a commitment from today.

- One six-foot draped table with two chairs
- 1 Complimentary registration

As of July 11, 2023, we are on a waitlist for exhibit tables for the Next Level Mid-Market Conference. Please consider one of the Sponsorship opportunities.

SPONSORSHIP & EXHIBIT ADD-ONS



SOLD Thought Leader Theater

Share your expertise and market insights with the leaders of mid-market DSOs from across the country by securing a spot in the Thought Leader Theater. Plan and deliver a 5-minute quick talk during one of two fastpaced mainstage sessions designed to highlight the full breadth and depth of knowledge amongst ADSO's industry partners.



Additional Registrations

- Full Meeting \$595
- Receptions Only \$150

Due to the intimate and exclusive nature of ADSO Next Level, only Industry Partners Members who commit to sponsor or exhibit at the event may attend. Exhibiting and sponsoring companies may add additional registrations based on availability. Either additional full meeting passes or reception only passes, which allow access to evening activities on December 5 and 6 only.



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