



EXHIBITOR PROSPECTUS

ADSO[®] 13TH ANNUAL
SUMMIT 2024
DENTISTRY'S MAIN EVENT

GET NOTICED AT
DENTISTRY'S MAIN EVENT!

GAYLORD ROCKIES RESORT & CONVENTION CENTER
JUNE 12-15, 2024

ADSO[®] Association of
Dental Support
Organizations

Act now: booth placements are offered in the order of commitment and Non-Member prices INCREASE March 1, 2024



“As *Dentistry's Main Event*, the annual ADSO Summit is a singular opportunity to meet the leaders and decision makers of large and small DSOs. The attendees seek and explore new products and technology and make decisions for thousands of dental practices! If your plans include exploring or solidifying relationships with the fastest growing segment of the dental industry, then we'll see you this June at the 2024 Summit in Denver!”

Maryam Beyramian, DDS MBA
CEO Westwind Integrated Health
Chair, ADSO Curriculum Committee



GAYLORD ROCKIES
RESORT &
CONVENTION CENTER

JUNE 12-14, 2024

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 underserved communities.

ABOUT THE SUMMIT

The 13th annual ADSO Summit convenes the key players in the dental space for three days of critical thought leadership, cutting edge innovation, and unparalleled networking.

Do not miss your chance to be noticed at *Dentistry's Main Event*, June 12-15, 2024 at the Gaylord Rockies.

The 2024 ADSO Summit will feature:

- 1400+ attendees from across the dental industry
- Inspiring thought leadership that moves the industry forward
- ADSO 2nd Annual Awards and Hall of Leaders induction
- 120+ exhibitors in the Solutions Center, showcasing cutting edge products, services and technologies to support every aspect of a DSO's operation
- Opportunities for Industry Partners to share their expertise with attendees including quick talk spots on the Thought Leader Theater stage and promoted product demos in the Solutions Center
- Targeted content for the whole DSO leadership team including Marketing, HR, Finance & M&A, Operations/Technology, and Clinical Leadership

ADSO Executive Committee



Dr. Sulman Ahmed
DECA Dental Group
ADSO President



Dustin Netral
Vista Verde Dental Partners
ADSO Vice President



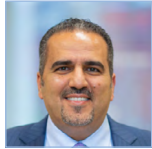
Justin Jory
Light Wave Dental
ADSO Treasurer



Dr. Michael Riccobene
Riccobene Associates Family Dentistry
ADSO Secretary



Jeff Adams
Risas Dental Management, LLC



Dr. Sam Alkhoury
Simply Dental Management



Dr. Scott Asnis
Dental365



Dr. Maryam Beyramian
Westwind Integrated Health



Mike Bileca
Dennis Bileca Foundation



Steve Bilt
Smile Brands, Inc



Doug Brown
Dental Innovation Alliance



Hugh Carey
ProSmile



Rashed Din
Maya Dental



Robert A. Fontana
The Aspen Group
& Aspen Dental



Richard Hall
US Oral Surgery
Management



J. Hedrick
Smile Doctors



Scotte Hudsmith
Specialized Dental



Ken Kaufman
Nuvia Dental Implant Center



Kevin Lawton
Hero Practice Services



Geoffrey Ligibel
42 North Dental



Michael Lindley
D4C Dental Brands, Inc.



Dr. Jeff Moos
Moos-e



Mitch Olan
Dental Care Alliance



Santosh Patel
Complete Specialty Solutions



Steve E. Thorne, IV
Pacific Dental Services



Dr. Rick Workman
Heartland Dental



Dr. Saam Zarrabi
Rodeo Dental & Orthodontics

ADSO Curriculum Committee

The Curriculum Committee is tasked with overseeing the planning and execution of the annual ADSO Summit. This committee is made up of members who have experience participating in trade shows and work to ensure the highest level of content and value is made available to attendees during the Summit.

Dr. Maryam Beyramian (Chair)
Westwind Integrated Health

Dr. Tarek Aly
Community Dental Partners

Rashed Din
Maya Dental

Ashley Gibson
United Dental Partners

Rick Hall
U.S. Oral Surgery Management

Ken Kaufman
Nuvia Dental Implant Center

Dr. David Lustbader
42 North Dental

Mitch Olan
Dental Care Alliance

Gary Pickard
Pacific Dental Services

Dr. Michael Scialabba
42 North Dental

2023 ADSO SUMMIT HIGHLIGHTS



Over 1400 Attendees



33 Sponsors



106 DSOs
Represented



130 Exhibitors



70 Speakers

DSO ATTENDEE DEMOGRAPHICS

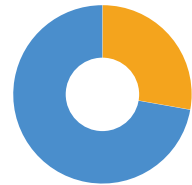
Chief Clinical Officer **TOP DSO ATTENDEE** Chief Financial Officer
Chief Executive Officer **JOB TITLES** Chief Information Officer
Chief Operating Officer Chief Marketing Officer



15%
of attendees
were Dentists

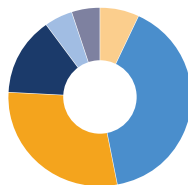
Gender

Female 28%
Male 72%



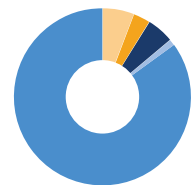
Age

34 and under	7%
35-44	40%
45-54	29%
55-64	14%
65 and up	5%
Unknown	5%



Race/Ethnicity

Asian or Pacific Islander	6%
Black or African American	3%
Hispanic or Latino	5%
Multiracial or Biracial	1%
White or Caucasian	85%



OUR REACH

35%
Email open rate

13,500
Supported Dentists

35M+
Annual Patient Visits

46 States
Supporting patients in

11,000
Email Subscribers



8,500+
Supported Practices

\$17B
Revenue Represented



ADSO SOLUTIONS CENTER—EXHIBIT HALL

The ADSO Solutions Center is the Summit hub, where attendees will gather for meals, networking, coffee, and of course—solutions from leaders from Industry Partners. The Summit is the premier opportunity to get your products and services to the key decision makers in the industry.

PRICING

	Member	Non-Member for commitment before March 1	Non-Member for commitment after March 1
Single	\$6,250	\$10,000	\$15,000
Double	\$13,000	\$22,000	\$22,000
Tabletops	\$5,250	N/A	N/A

Join and save To learn more visit: theadso.org/membership

To secure your space in the ADSO Solutions Center email events@theadso.org

All Sponsorship and Exhibiting packages must be finalized on or before April 22, 2024.

LEVEL UP YOUR EXHIBITOR ENGAGEMENT

ADSO Industry Partner Members can enhance their exhibitor presence with a sponsored add-on. View the [Sponsorship Prospectus](#) or reach out to events@theadso.org to learn more about options:

- Promoted product demo at your booth
- Branding packages—floor clings, signage, etc.
- In-app ad
- Activity or activation at your booth
- Video ad to attendees
- Food and drink at your booth





SOLUTIONS CENTER HOURS*

- June 12** Exhibit Hall Setup starts at 3:00 PM
- June 13** Exhibitor Move-In 7:00 AM–12:30 PM
- June 13** Solutions Center Open 12:30–4:30 PM
- June 14** Solutions Center Open 9:00 AM–5:00 PM
- June 14** Exhibit Hall Move-Out 5:00–8:00 PM

**Subject to change*

***Please note that all exhibitors are expected to participate in the Solutions Center during the open hours.*

EACH BOOTH INCLUDES:

- 8' high back wall
- 3' high side drape
- Single exhibit space will be 10x10 standard carpet
Double exhibit space will be 20x10 standard carpet
Additional sizes are available upon request, email events@theadso.org for more information.
- Booth ID sign
- Attendee Contact Lists (pre and post event)
- One exhibit booth staff registration is included; additional exhibit hall passes will be made available for \$499
- Company listing on the Summit App

Act Now! Booth selection has begun and will be offered on a 'first-come first-served bases.



ADDITIONAL MEMBERS ONLY OPPORTUNITIES



NEW FOR 2024

MEMBERS ONLY MEETING SPACES

Interested in hosting a meeting or having a space for customer meetings? A limited number of meeting rooms and other spaces are available for ADSO Industry Partners to meet their business needs. Check out our Solutions Center meeting pods; new for 2024.

Meeting by the Hour—Reserve time in one of our on-demand spaces

Meeting Pod by the Day—Reserve a meeting pod in the Solutions Center for the day

Sponsor Your own Meeting Pod—Includes branding wrap, presentation screen and electricity



Meeting room and pod arrangements will be made on a first-come, first-served basis. Reservation costs vary based on space and length of reservation. Email events@theadso.org to book your space.

ADSO requires that no events be planned in reserved meeting spaces that conflict with Summit sessions or events, with the exception of meetings involving 10 or fewer participants.

To reserve a meeting space you must be ADSO Industry Partner members in good standing. To inquire about your membership status or to join ADSO, email membership@theadso.org.

For full sponsorship package details email events@theadso.org. All Sponsorship and Exhibiting packages must be finalized on or before April 22, 2024.