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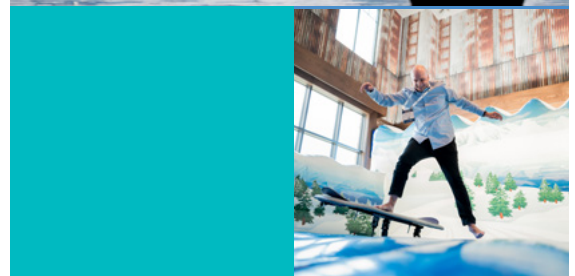
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## 2025 ADSO SUMMIT TITLE SPONSOR



ADSO<sup>®</sup> 14TH ANNUAL  
**SUMMIT 2025**  
 DENTISTRY'S MAIN EVENT



# DENTISTRY'S MAIN EVENT

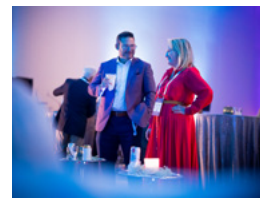
## ABOUT THE SUMMIT

The 14<sup>th</sup> 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, March 17-19, 2025 at the Manchester Grand Hyatt San Diego.

The 2025 ADSO Summit is the premier event for uniting leaders and decision-makers in the DSO space, attracting over **1,400 attendees** and featuring **120+ exhibitors** in the Solutions Center. Participating in the ADSO Summit is your chance to forge valuable connections that can elevate your business within the industry. **Take advantage of:**

**Mainstage Speaking Opportunities • Enhanced Brand Visibility • Unmatched Networking Experiences**



## 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 ADSO

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.



“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 March at the 2025 Summit in sunny San Diego!”

**Maryam Beyramian, DDS MBA**

CEO Westwind Integrated Health Chair, ADSO Curriculum Committee

## 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



**Scottie Hudsmith**  
Specialized Dental



**Mick Janness**  
Oakpoint



**Kevin Lawton**  
Hero Practice Services



**Geoffrey Ligibel**  
42 North Dental



**Dr. Jeff Moos**  
Moos-e



**Mitch Olan**  
Dental Care Alliance



**Santosh Patel**  
Complete Specialty Solutions



**Lee Provow**  
Oak Dental Partners



**Lane Theriault**  
Independence Dental Services



**Steve E. Thorne, IV**  
PDS Health



**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**  
Precision Advisory LLC

**Priyanki Amroliwala**  
42 North Dental

**Rashed Din**  
Maya Dental

**Sunil Eamani**  
Today's Dental

**Rick Hall**  
U.S. Oral Surgery Management

**Gary Pickard**  
PDS Health

**Emily Rose**  
Light Wave Dental

# 2024 ADSO SUMMIT METRICS



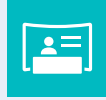
More than  
**1200** Attendees



**38**  
Sponsors



**114**  
DSOs  
Represented



**112**  
Exhibitors



**80**  
Speakers



**61**  
Sessions



**10**  
Networking  
Events



**736**  
App  
Downloads



**526**  
Lead  
Captures

## DSO ATTENDEE DEMOGRAPHICS

Chief Clinical Officer **TOP DSO ATTENDEE JOB TITLES**

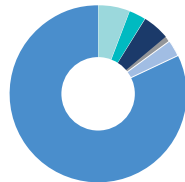
**Chief Executive Officer** **Vice President**  
**Chief Operating Officer** **Director** **Chief Human Resources Officer**



**11%** of attendees were Dentists

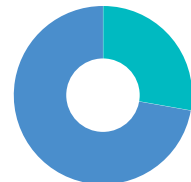
### Race/Ethnicity

Asian or Pacific Islander	5%
Black or African American	3%
Hispanic or Latino	4%
Multiracial or Biracial	3%
Native American or Alaskan Native	1%
White or Caucasian	86%



### Gender

Female	35%
Male	65%



### Age

25-34	18%
35-44	36%
45-54	29%
55+	17%



## ADSO'S 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

# SOLUTIONS CENTER

## EXHIBITING AT DENTISTRY'S MAIN EVENT

The ADSO Solutions Center houses innovative products and services to help every DSO thrive. DSO executive attendees look to Summit exhibitors for solutions to their most significant challenges.

In 2025, the Solutions Center will continue to grow as the hub of Summit activity, featuring meals, networking, the Summit coffee shop and expanded content on the Thought Leader Theater stage.

The ADSO Summit is the premier opportunity for Industry Partners to get their products and services in front of key decision-makers in the industry.



### PRICING

	Single (10X10)	Double (10x20)
Member	\$6,500	\$11,000
Non-Member Early Bird (by 1/15/25)	\$10,500	\$20,000
Non-Member	\$11,000	\$20,500

Larger sized exhibit spaces may be available upon request.

**Join and save** To learn more visit: [theadso.org/membership](https://theadso.org/membership)

## OTHER EXHIBITING OPTIONS

### KIOSK PACKAGE

Member \$7,000 | Non-Member \$7,500

Want a smaller footprint but don't need all the 10x10 space? The Kiosk Package includes a bar-height table and two chairs in a more compact footprint with a branded sign. Electricity and TV monitors can be added for an additional cost.

### FIRST TIME EXHIBITOR - TABLE TOP EXHIBIT

Available just for first time exhibitors, lower investment table top exhibits are a great way to give the Dentistry's Main Event a try.

Contact [events@theadso.org](mailto:events@theadso.org) for first time exhibitor tabletop pricing.



*Exhibits must be confirmed by February 1, 2025. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option while space remains.*

*ADSO members receive preferred pricing on exhibit space. To inquire about your membership status or to join ADSO, email [membership@theadso.org](mailto:membership@theadso.org) for more information.*



## WHAT IS INCLUDED WITH BOOTH PURCHASE:

- Solutions Center includes 12+ hours over two days.
- Two Solutions Center Happy Hours.
- One full-access Summit registration included..
- Solutions Center Wi-Fi access included in show.
- Pre- and post-show opted-in attendees list including name, title and company\*.
- Company listing in online Exhibitor Directory, including a description on platforms: the event website, exhibitor portal and mobile app (upgrades available).
- Visibility within the live online floor plan.
- Ability to connect with registered attendees through the Summit App.
- “We’re Exhibiting” logo to use in your marketing and social channels.
- Standard 8’ high pipe and drape back wall with 3’ high draped side rails (some exclusions may apply depending on placements).
- Standard identification sign for linear booths.

### UPGRADE OPTIONS

- Host a bar or food station for one Solutions Center Happy Hour.
- Host an activation at your booth.
- Reserve Private meeting space.
- Onsite branding packages are available for a variety of items including escalators to floor clings.
- Video Ad played on Summit video totems throughout the event space.

Contact [events@theadso.org](mailto:events@theadso.org) to learn more and lock in your upgrade.



## SOLUTIONS CENTER HOURS\*

- March 16** Solutions Center Setup
- March 17** Solutions Center Open  
Breakfast, and 11:30 AM - 5:00 PM
- March 18** Solutions Center Open  
Breakfast, Closes 4:00 PM

\*Solutions Center hours are subject to changes.

\* Please note that contact information for attendees will only be available with a Sponsorship level commitment for 2025.

Exhibits must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option while space remains.

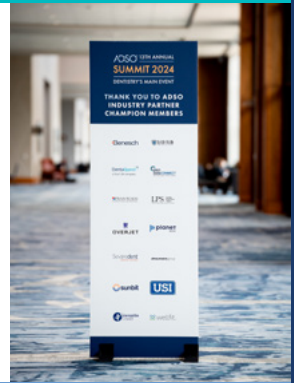
ADSO members receive preferred pricing on exhibit space. To inquire about your membership status or to join ADSO, email [membership@theadso.org](mailto:membership@theadso.org) for more information.

# SPONSORSHIPS AT DENTISTRY'S MAIN EVENT

NEW FOR 2025

## SPONSORSHIP TIERS

In 2025 Summit Sponsorships will be offered in three tiers, each with an accompany set of benefits that increase in value as your commitment increases. The chart below outlines what is included with sponsorships that meet that minimum spend for the given tier. Review the sponsorship options that fit into each tier on the following pages. Have your own idea? ADSO is happy to discuss additional options as they may be available.



	Signature Sponsors \$90K and up	Strategic Sponsors \$50K to \$89K	Supporting Sponsors \$20K to \$49K
Branded Event Activation (\$10K value)	●		
Access for Two Attendees to the Summit DSO Member Lounge	●		
10x10 Exhibit	●	●	
VIP Reception Invite	5	3	
Summit Marketing and Signage	Top Logo Listing	Secondary Logo Listing	Company Listing
Priority Booth Selection	Priority booth selection I	Priority booth selection II	Priority booth selection III
Complimentary Registrations	●	4	2
Speed Networking	●	●	●
Ability to Book Meeting Space Onsite	●	●	●
Pre- and Post- Summit Attendee List with Contact Information	●	●	●



# SIGNATURE SPONSORSHIPS \$90K AND UP

SOLD

## OPENING NIGHT RECEPTION SPONSOR



Host the Tuesday Night Reception that will be the kick off party of the Summit on March 17<sup>th</sup>. Your brand will have maximum impact!



SOLD

## CLOSING RECEPTION SPONSOR



invisalign | iTero

Be the headlining sponsor for the biggest ADSO party yet on March 18<sup>th</sup> that will include a truly memorable way to cap off attendees Summit experience.



SOLD

## CEO/VIP RECEPTION SPONSOR



This sole sponsorship includes hosting a private invite-only reception on March 17<sup>th</sup>. Invitee list determined by sponsor and ADSO.



## CO-SPONSORSHIP IS AVAILABLE!

## COFFEE SHOP SPONSOR

Holland & Knight

At every Summit, the coffee shop is a hub for networking. Display your brand and station your reps throughout the 2025 ADSO Summit Coffee Shop and be in the middle of it all.



Sponsorships must be confirmed by February 1, 2025. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

# SIGNATURE SPONSORSHIPS \$90K AND UP

## KEYNOTE SPONSOR

**\$100,000**

Get your company front and center through the Keynote Sponsorship. Your brand would have the opportunity to introduce the Keynote Speaker from the ADSO Mainstage.



# STRATEGIC SPONSORSHIPS \$50K-89K



## EXECUTIVE COMMITTEE MEETING SPONSOR

**\$85,000**

With this sponsorship you can get up close with the ADSO Executive Committee and present 15 minutes of content. A prime opportunity with ADSO's leaders.

## REGISTRATION SPONSOR



Strategic Accounts

Your company's logo included on the conference badges, lanyards, and registration kiosks. Be one of the first brands to welcome Summit attendees.

**SOLD**



Sponsorships must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

# STRATEGIC SPONSORSHIPS \$50K-89K

## THOUGHT LEADER THEATER SPONSOR \$70,000

ADSO's quick talks stage in the Solutions Center will highlight innovation from across the industry. Sponsorship includes exclusive branding of the Thought Leader Theater Stage and an extended speaking slot.



**SOLD**

## BOARD MEETING SPONSOR

**straumann**group

This sole sponsorship of the ADSO Board Meeting includes a 10 minute speaking opportunity during the ADSO Board meeting during the Summit.



## WELCOME LOUNGE SPONSOR \$65,000

Highlight your brand by welcoming attendees to the 2025 Summit. The Welcome Lounge Sponsor will host attendees during the opening hours of the conference. Make an immediate impact and connect early at the conference with attendees.



**SOLD**

## PRIVATE MEAL SPONSOR

**Holland & Knight**

The private meal sponsorship provides a platform for the sponsor to showcase their product during the hosted lunch. Sponsor will work with ADSO to identify key attendees to invite. The Sponsor can host up to 50 guests.



Sponsorships must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

## STRATEGIC SPONSORSHIPS \$50K-89K

### SUMMIT APPAREL SPONSOR

**\$50,000**

Outfit Summit attendees with their new favorite fleece or hoodie, essential to keep them comfortable in the chilly conference rooms. Proudly display your brand along with the Summit logo.



### SUMMIT APP SPONSOR

**\$50,000**

The Summit App sponsorship includes in-app banner ads and logo inclusion in all Summit App marketing. With over 1000 sign ons to the app in 2023, this is a great opportunity to be seen.



## SUPPORTING SPONSORSHIPS \$20K-49K

### TRANSPORTATION SPONSOR

**\$45,000**

Be one of the first brands that Summit attendees see by being the Transportation Sponsor. Sponsor can provide welcome kits and host van ride for your chosen VIP attendees.



### MEAL SPONSOR

**\$45,000**

Host a Summit meal in the Solutions Center with branding throughout, an app push notification and the opportunity to provide a giveaway to Summit attendees.



Sponsorships must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

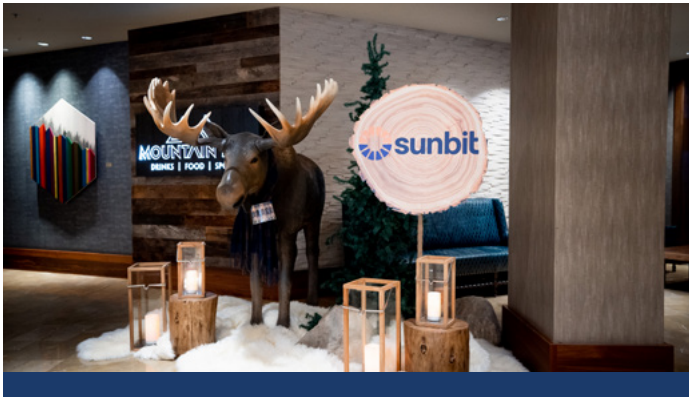
# SUPPORTING SPONSORSHIPS \$20K-49K

SOLD

## PICKLEBALL TOURNAMENT SPONSOR

kleer → membersy

Have attendees raise a paddle branded with your company logo during the 1<sup>st</sup> ever ADSO Pickleball Tournament.

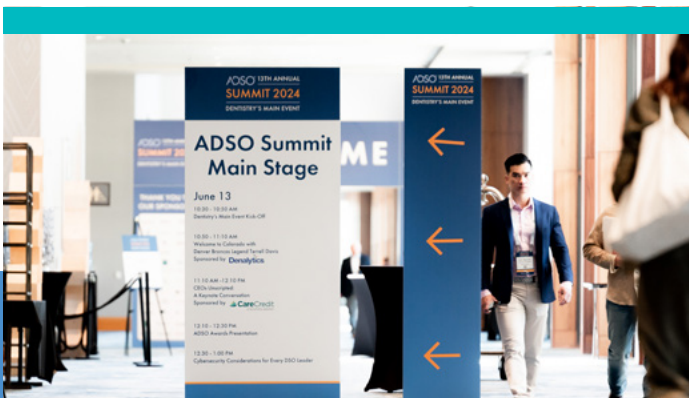


## CSR SPONSOR \$40,000

With this sponsorship, your brand can support ADSO and the greater good, highlighting your triple bottom line. Whether you have a charity that your company already has a relationship with or work with ADSO to find a charity to support, this option will be sure to give your brand exposure.

## MOBILE PHOTO BOOTH SPONSOR \$40,000

Host the Mobile Photo Booth where attendees can step up to the kiosk and snap a pic—fun-or-professional—and share their photos online, create animations, boomerangs, so many options!



## Wi-Fi SPONSOR \$40,000

Name the Summit Wi-Fi network and enjoy branding on signage throughout the venue and on Summit materials.

Sponsorships must be confirmed by February 1, 2025. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

# SUPPORTING SPONSORSHIPS \$20K-49K

## PRE-SUMMIT GIFT BOX SPONSOR\* \$25,000

Catch the eye of your preferred attendee or maybe one of your customers with a pre-Summit gift box. The gift box could include something branded with your logo, information about your company or may be personalized for the attendee.



## ROOM DROP SPONSOR\* \$25,000

Secure an opportunity to get your product information in the hands of the people you want to see it most!

Sponsor will have their item of choice delivered to attendees who are staying onsite.

## SNACK BREAK SPONSOR \$25,000

Host a Summit Snack Break in the Solutions Center with branding throughout, an app push notification and the opportunity to provide a giveaway to Summit attendees.



**SOLD**

## SUMMIT GIFT SPONSOR

United **Concordia**  
**dental**<sup>SM</sup>

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

Sponsorships must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

\*Sponsorship does not include the actual cost of items or shipping.

# SUPPORTING SPONSORSHIPS \$20K-49K

## SUMMIT WATER BOTTLE SPONSOR\*

\$20,000

Hydration is essential! Especially at altitude! Have your logo on every bottle placed throughout the venue with the hydration stations and ensure attendees head home with your brand in hand.



## THOUGHT LEADER THEATER SPOT SPONSOR

\$20,000

Share your expertise and market insights with DSO leaders by securing a spot in the Thought Leader Theater. Plan and deliver a 15 minute quick talk during this fast-paced session designed to highlight the full breadth and depth of knowledge amongst ADSO's Industry Partners. All presentations will be planned together with the Summit Curriculum Committee and will be listed on the Summit agenda.

**Audience:** All Summit Attendees

**Location:** Thought Leader Theater in the Solutions Center

**Availability:** 3



## BREAK OUT SPONSOR

\$20,000

Be the sole sponsor for a Study Club Breakfast meeting for DSO executives that focus on one of five key function areas: Marketing, HR, Finance & M&A, Operations/Technology, and Clinical Leadership. Sponsor the content that connects with your goals for the Summit in an engaging, intimate environment. Sponsorship includes 10 minute presentation, contact information for your session's attendees, and a leave-behind for the session room.

**Audience:** DSOs only

**Location:** Intimate Breakout Room

**Availability:** 8



Sponsorships must be confirmed by **February 1, 2025**. Contact [events@theadso.org](mailto:events@theadso.org) to lock in your preferred option or discuss your creative ideas.

\*Sponsorship does not include the actual cost of items or shipping.