



2025 ADS Event Exhibit & Sponsor Prospectus



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About ADS

Founded in 1984, the Association for Dental Safety (ADS), formerly known as the Organization for Safety, Asepsis and Prevention (OSAP), is the only dental membership association for oral health care professionals that focuses exclusively on dental infection prevention and patient and provider safety.

ADS Vision:

Every dental visit is a safe visit.

ADS Mission:

To be the leading provider of infection prevention and control education, training, and credentialing that supports safe dental visits.



Have A Unique Sponsorship Idea?

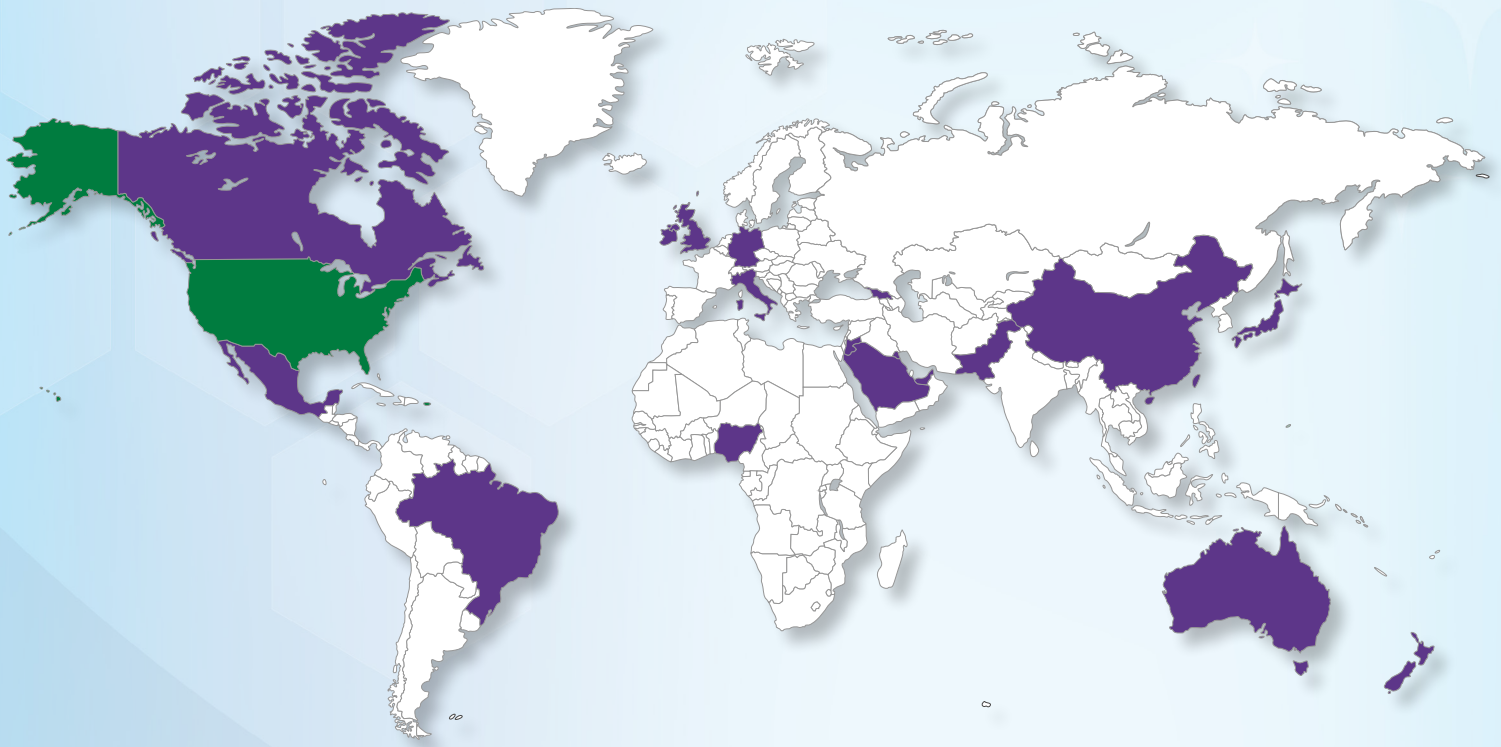
ADS offers a variety of unique opportunities to increase your visibility and maximize your exposure. If you have an idea for a unique sponsorship not listed in our prospectus, we would be happy to customize something to meet your marketing objectives.

Andy Whitehead

Chief Engagement & Development
Officer, ADS

Awhitehead@MyADS.org

ADS Membership Information



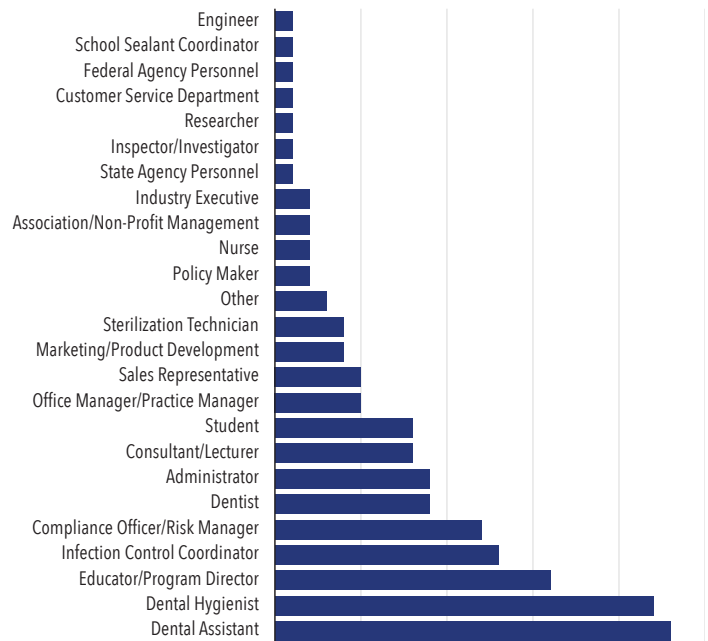
ADS Has 8,000+ Members

**We have members in all 50 states,
Puerto Rico, and 7 Canadian provinces!**

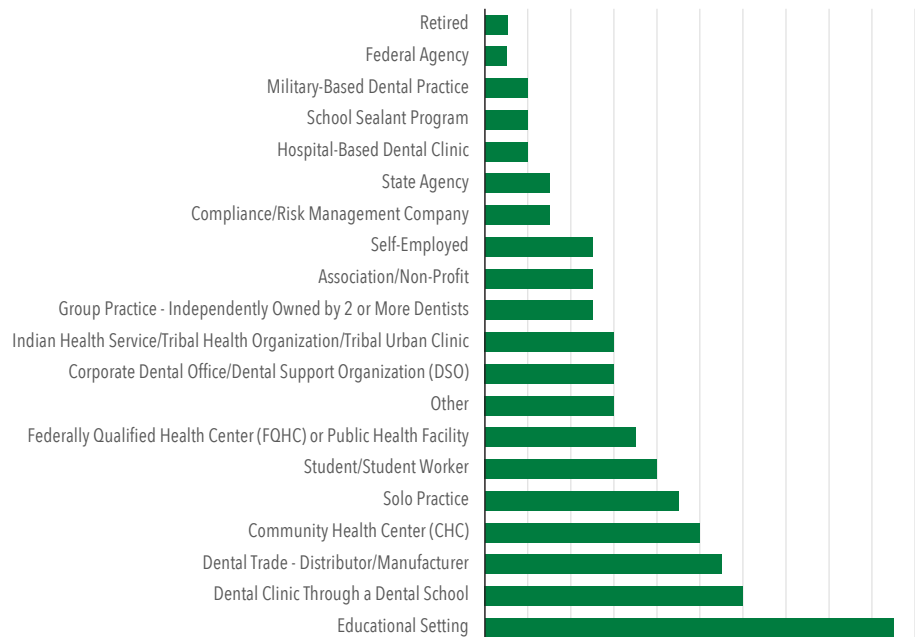
Countries Represented:

Australia	Hong Kong	Jordan	Pakistan
Brazil	Ireland	Kuwait	Saudi Arabia
Canada	Italy	Mexico	Singapore
China	Jamaica	New Zealand	United Kingdom
Germany	Japan	Nigeria	United States

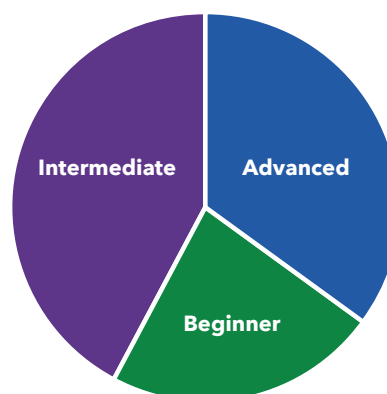
Professional Roles



Work Settings



Level of Expertise in Dental Infection Prevention & Safety





2025 Event Information

2025 ADS Dental Infection Control Boot Camp™

A foundational-level course covering the basics of dental infection prevention and patient safety, including infection control laws, regulations, guidelines, standards, and best practices. Course participants include individual clinicians, infection control coordinators, office managers, sterilization technicians, and more from various work settings! It also has a large military and federal service contingency. This course attracts those early in their career, making a career shift, or who want a refresher on dental infection prevention and safety.

February 3 – 5, 2025

Crowne Plaza Atlanta Perimeter at Ravinia

4355 Ashford Dunwoody Rd.

Atlanta, GA 30346

The course will be in-person, with opportunities to view content on-demand.

66%

Were first-time participants.

86

Net Promoter Score

94%

Of participants engaged with exhibitors.

80%

80% of participants are involved in information gathering, are a part of the decision-making process, and/or are the final decision maker when purchasing new products or services.

*Stats from 2024 Boot Camp



2025 Event Information

2025 ADS Annual Conference

The world's premier dental infection prevention, occupational health, and patient safety conference. From clinicians and infection control coordinators to educators/program directors and consultants to compliance officers and policy makers, the ADS Annual Conference brings together oral healthcare professionals from around the globe to network and get the latest scientific information in the field.

Annual Conference: May 28 - 31, 2025

- Pre-Conference Workshop: May 28
- Annual Conference: May 29 - 31

Hyatt Regency Grand Cypress Resort
One Grand Cypress Boulevard
Orlando, FL 32836

The conference will be in person.

43%

Were first-time participants.

72

Net Promoter Score

95%

Of participants engaged with exhibitors.

82%

Of participants are involved information gathering, are a part of the decision making process and/or are the final decision maker when purchasing new products and services.

*Stats from 2024 Annual Conference

Benefits of Exhibiting and Sponsoring

Exhibiting and sponsoring an ADS event provides premium marketing exposure to a targeted group of professionals passionate about providing the safest dental visit. ADS's industry-leading educational events offer various ways to reach these highly motivated individuals, build brand recognition, become a thought leader, and generate targeted leads.

2025 Exhibit Opportunities

EVENT				
	Boot Camp		Annual Conference	
Category	Early	*Late	Early	*Late
Registration Timeframe	Contract with Payment received by December 2	Contract with Payment received after December 2	Contract with Payment received by April 1	Contract with Payment received after April 1
Member	\$2,095	\$2,295	\$2,495	\$2,795
Non-Member	\$2,595	\$2,795	\$2,995	\$3,295
Includes	<ul style="list-style-type: none"> • One (1) 6' table in the exhibit hall • One (1) complimentary course registration (provides access to all course sessions - a great opportunity to network and learn with Boot Camp attendees!) • Company listing and profile on event website and mobile app • Company listing on PowerPoint, exhibitor signage, and program guide • Participation in the Passport to Safety game 		<ul style="list-style-type: none"> • One (1) 6' table in the exhibit hall • Two (2) complimentary conference registrations (provides access to all conference sessions - a great opportunity to network and learn with conference attendees!) • Company listing and profile on event website and mobile app • Company listing on PowerPoint, exhibitor signage, and program guide • Participation in the Passport to Safety game 	
Registration Link	https://www.myads.org/2025-boot-camp-exhibitor-form		https://www.myads.org/2025-annual-conference-exhibitor-form	

**Due to print deadlines, contracts received after January 6 for Boot Camp and after May 1 for Annual Conference may not be included in the event program guide or onsite signage.*

2025 Sponsorship Opportunities

All sponsors will receive the following in addition to what is listed with each option:

- Company listing and profile on event website and mobile app
- Company logo in the printed/digital program guide, general session rotating PowerPoint slides, and signage

ADVERTISING		
Sponsorship Opportunities	Boot Camp	Annual Conference
Rotating Ad PowerPoint Slide (Unlimited) <ul style="list-style-type: none"> • Provide a marketing slide for rotating slides in general session 	\$500	\$500
Social Media Shout-Out (Unlimited) <ul style="list-style-type: none"> • Provide graphics (specs to be provided) AND copy to be posted on ADS's social media platforms (Facebook, Instagram, LinkedIn, and X) 	\$500	\$500
Event Website Homepage Ad (Limit 2) <ul style="list-style-type: none"> • Place an ad (specs to be provided) on the event website homepage 	\$750	\$750
Mobile App (Exclusive) <ul style="list-style-type: none"> • Company logo to be shown at the bottom of the mobile app drawer menu • Marketing ad to be shown as the splash screen for the mobile app • Opportunity to send up to two (2) push notifications to all in-person participants through the mobile app (ADS to pre-schedule) 	\$5,000	\$5,000
Registration (Exclusive) <ul style="list-style-type: none"> • Opportunity to provide a 60-second video promoting the event and your company's participation to be distributed via ADS's social media platforms (Facebook, Instagram, LinkedIn, and X) prior to the event • Company logo to be included on event registration website and all registration confirmation emails • Opportunity to provide a promotional paragraph (ADS must approve) to include in the Know Before You Go email sent to all in-person event participants the week prior to the event 	\$5,000	\$5,000



PROGRAM GUIDE (DIGITAL & PRINT)

Sponsorship Opportunities	Boot Camp	Annual Conference
Full Page Ad (outside back cover)	\$1,500	\$1,500
Full Page Ad (inside front cover)	\$1,250	\$1,250
Full Page Ad (inside back cover)	\$1,250	\$1,250
Full Page Ad	\$1,000	\$1,000

BRANDED TAKEAWAYS

Sponsorship Opportunities	Boot Camp	Annual Conference
Guest Room Key Cards (Exclusive) <ul style="list-style-type: none"> Company logo on guest room key cards 	\$5,000	\$3,500
Notebook (Exclusive) <ul style="list-style-type: none"> Company logo on participant notebook (co-branded with ADS logo) 	\$5,000	\$3,500
Water Bottle (Exclusive) <ul style="list-style-type: none"> Company logo on participant water bottle (co-branded with ADS logo) 	\$5,000	\$3,500
Welcome Bag (Exclusive) <ul style="list-style-type: none"> Company logo on participant welcome bag (co-branded with ADS logo) Opportunity to include a welcome bag insert (sponsor to provide the item in quantities needed) 	\$5,000	\$3,500
Hand Sanitizer (Exclusive Welcome Bag Insert) <ul style="list-style-type: none"> Company logo on individual hand sanitizers (sponsor to provide in quantities needed) 	\$2,000	\$2,000
Welcome Bag Insert (Unlimited) <ul style="list-style-type: none"> Opportunity to include a marketing item of sponsor's choice in the participant welcome bag (sponsor to provide the item in quantities needed) 	\$500	\$500

FOOD & BEVERAGE

Sponsorship Opportunities	Boot Camp	Annual Conference
Lunch (Non-Exclusive) <ul style="list-style-type: none"> Company logo on signage during lunch 	\$4,000 Monday or Wednesday	\$4,000 Wednesday, Friday, or Saturday
Food Truck Sponsor <ul style="list-style-type: none"> Receive \$10.00 vouchers to distribute to attendees from your exhibit table. Attendees can use vouchers towards the food trucks on Tuesday, February 4. 	\$3,000	
Refreshment Break (Limit 1 per break) <ul style="list-style-type: none"> Company logo on signage during refreshment break 	\$1,500	\$1,500
VIP Reception <ul style="list-style-type: none"> Attend the reception with ADS board members, speakers, and VIP guests 	\$3,000	\$3,000
Welcome Network Dinner (Non-Exclusive) <ul style="list-style-type: none"> Company logo on signage during dinner 		\$15,000
Welcome Network Bar (Non-Exclusive) <ul style="list-style-type: none"> Opportunity to create a signature cocktail/mocktail for the bar to serve 		\$7,500
Welcome Network Dinner Entertainment (Exclusive): <ul style="list-style-type: none"> Introduce the entertainment to the audience 		\$3,000
Welcome Network Dinner Photo Booth (Exclusive): <ul style="list-style-type: none"> Company logo on signage during event 		\$5,000
Friday Fun'daising Reception & Live Auction Meal (Exclusive) <ul style="list-style-type: none"> Company logo on signage during auction 		\$10,000
Friday Fun'daising Reception & Live Auction Bar (Exclusive) <ul style="list-style-type: none"> Company logo on signage during auction 		\$5,000



PRESENTATION SPONSORSHIPS

Sponsorship Opportunities	Boot Camp	Annual Conference
Dr. John S. Zapp Global Lecture (Exclusive) <ul style="list-style-type: none"> Opportunity to introduce the speaker 		\$3,500
Product Discussion <ul style="list-style-type: none"> Host a 30-minute educational session on your products and/or services - must provide appropriate references during presentation. Listed in the agenda on the event website, the program guide, and mobile app (information must be provided by deadline) 	\$4,000 (9 available)	\$4,000 (6 available)
Opening Ceremonies & Awards (Exclusive)		\$3,500
General Sessions (Exclusive) <ul style="list-style-type: none"> Opportunity to introduce the speaker(s) 	\$1,500 (Click Here for Agenda)	\$1,500 (Agenda In Progress)
Breakout Sessions (Exclusive) <ul style="list-style-type: none"> Opportunity to introduce the speaker(s) 		\$750 (Agenda In Progress)



ADS Would Like To Recognize And Thank Our Super Sponsors



ADS Would Like To Recognize And Thank Our Corporate Members

A-dec, Inc.

Agenics Labs, LLC

Air Techniques, Inc.

AirGuard™

Armis Biopharma

Atlanta Dental Supply

Compliance Training Partners/HPTC

CrystalGenics

DenLine Uniforms, Inc.

Dental Health Products, Inc. - DHP

Dental Products Lab, Inc.

Dentisafe Premium Water Test

Door to Door Dental, Inc.

DOVE Dental Products

ExactBlue Technologies, Inc.

Halyard Health

HealthFirst

Healthmark, A Getinge Company

Kerr TotalCare | Metrex

L & R Ultrasonics

Man & Machine, Inc.

Manitoba Dental Association

Medtekk, Inc.

Micrylium Laboratories, Inc.

Miele, Inc.

NDC Dental

NSK America Corp.

Palmero Healthcare

ProEdge Dental Water Labs

RiteWipe

The Procter & Gamble Company

Toppen Health, Inc.

UptimeHealth

Young Innovations

Zyris, Inc.

ADS Would Like To Recognize A Few Of The Professional Organizations We Collaborate With

Academy of General Dentistry (AGD)

American Association of Dental Boards (AADB)

American Association of Dental Office Managers (AADOM)

American Association of Oral and Maxillofacial Surgeons (AAOMS)

American Association of Orthodontists (AAO)

American Dental Association (ADA)

American Dental Assistants Association (ADAA)

American Dental Educators Association (ADEA)

American Dental Hygienists Association (ADHA)

American Dental Public Health Association (AAPHD)

American State and Territorial Dental Directors (ASTDD)

Association for Professionals in Infection Control and Epidemiology (APIC)

Association of Dental Support Organizations (ADSO)

DANB/DALE Foundation

Dental Trade Alliance (DTA)

National Dental Association (NDA)

National Network for Oral Health Access (NNOHA)

Society of American Indian Dentists (SAID)