



2027 EXHIBITOR & SPONSOR PROSPECTUS

Connect. Educate. Advance.

ADS Vision:

Every dental visit is a safe visit.

For more than 40 years, the Association for Dental Safety (ADS) has remained the only membership association for oral health care personnel that focuses exclusively on infection prevention and patient and provider safety.

FEATURED EVENTS



Boot Camp

February 8-10, 2027

February 11 – Federal Service Session & Train-the-Trainer

The Westin Buckhead Atlanta

3391 Peachtree Road NE, Atlanta, GA 30326



Annual Conference

June 2-4, 2027

Hilton St. Louis Union Station Hotel, Curio Collection

1820 Market Street, St. Louis, MO 63103



WHY PARTNER WITH ADS?



INFLUENTIAL AUDIENCE:

Reach highly engaged dental infection prevention personnel representing private practice, DSOs, public health, federal agencies, military, academic, industry, and healthcare practices.



QUALITY EDUCATION:

Support nationally recognized educational programs that advance patient and provider safety.



MEANINGFUL CONNECTIONS:

Build relationships through educational sessions, networking events, exhibit hall interactions, and year-round engagement.



MEASURABLE IMPACT:

Maximize visibility before, during and after each event.



READY TO PARTNER WITH ADS?

Every organization has unique marketing goals. Whether you're interested in exhibiting, sponsoring or creating a customized partnership, ADS will work with you to develop opportunities that maximize your visibility and align with your objectives.



Andy Whitehead

Chief Engagement & Development Officer



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TWO EVENTS. ONE MISSION.

Boot Camp and the Annual Conference connect exhibitors and sponsors with dental infection prevention personnel committed to advancing infection prevention and patient safety. Each event offers a distinct educational experience and opportunities to engage with different segments of the ADS community.

WHO YOU'LL MEET: Dentists | Dental Hygienists | Dental Assistants | Infection Control Coordinators | Sterilization Technicians | Educators | Consultants | Compliance Officers | Administrators | Policy Makers, and more.

BOOT CAMP



EVENT FOCUS

Back-to-basics, do-today infection prevention for dental teams anchored to CDC guidance, OSHA standards, and following manufacturer IFUs. This course meets a requirement for CDIPC and DISIPC certification.



ATTENDEE EMPHASIS

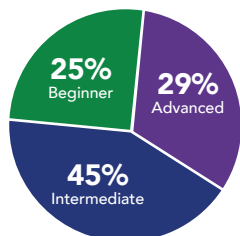
Professionals strengthening foundational knowledge and applying infection prevention practices in day-to-day work, with strong representation from federal, military, and public-sector settings.



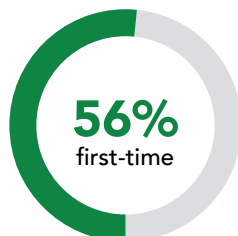
SPONSOR GOALS

Education first. Teach front-line implementers how to use your solution correctly.

LEVEL OF EXPERIENCE



NEW CONNECTIONS



ANNUAL CONFERENCE



EVENT FOCUS

Advanced education featuring innovators and leaders in dental infection control, breakout sessions, expanded networking, and emerging solutions.



ATTENDEE EMPHASIS

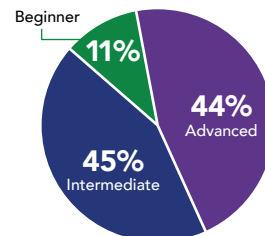
Experienced practitioners, educators, consultants, policy professionals, administrators, and organizational leaders focused on collaboration and broader implementation.



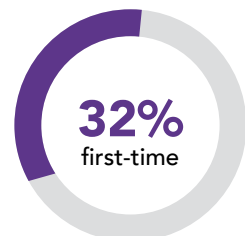
SPONSOR GOALS

Pipeline and partnerships. Meet leaders with budget and authority.

LEVEL OF EXPERIENCE



NEW CONNECTIONS



SMART PLAY

Use **Boot Camp** to educate and create advocates; convert and scale at **Annual Conference**!

WORK SETTINGS REPRESENTED: Private and group practices | DSOs | Government and military facilities | Hospital-based institutions | Indian Health Service | Academic institutions | Community health organizations | State and federal agencies | Compliance/ risk management companies | Dental trade manufacturers/distributors | Associations, non-profits & more



ADS has more than **8,400** members, with an email reach of **35,000+**

REACH THE ADS COMMUNITY



BEFORE THE EVENT

- Website & Banner Ads
- Promotional Emails
- Registration Recognition
- Social Media

Build awareness and generate interest.



DURING THE EVENT

- Signature Event Sponsorships
- Product Discussions
- Premium Signage & Digital Displays
- Mobile App Recognition
- On-site Brand Visibility

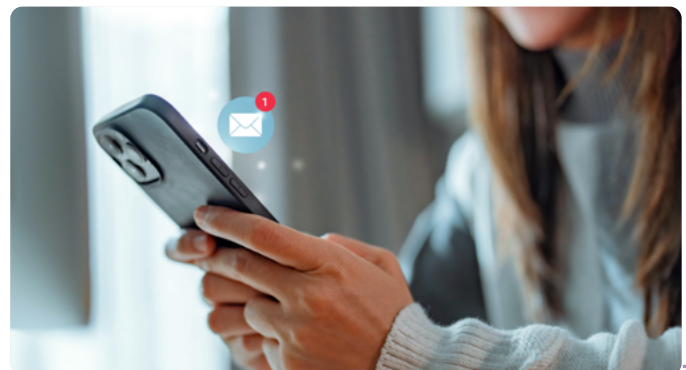
Connect in meaningful ways that stand out.



AFTER THE EVENT

- Post-event Emails
- On-Demand Sponsorships
- Continued Brand Recognition

Extend your reach and maximize your impact.



FIND THE RIGHT SPONSORSHIP

Explore opportunities that align with your marketing goals



BRAND VISIBILITY & MARKETING:

Increase awareness before, during and after the event.



EDUCATIONAL OPPORTUNITIES:

Position your organization as a leader in infection prevention education.



HOSPITALITY & NETWORKING:

Associate your brand with memorable attendee experiences.



CUSTOM PARTNERSHIPS:

We collaborate with each sponsor to create a partnership that meets your goals and delivers value long after the event.



2027 EXHIBIT OPPORTUNITIES

Exhibiting at and sponsoring an ADS event offers premium marketing exposure to a dedicated audience committed to advancing dental safety. Our industry-leading educational events provide multiple opportunities to reach and engage with highly motivated professionals, boost brand recognition, establish thought leadership, and generate valuable, targeted leads.

CATEGORY	 Boot Camp		 Annual Conference	
	Early Contract with payment received before December 1	Late Contract with payment received after December 1	Early Contract with payment received by April 1	Late Contract with payment received after April 1
Corporate Member	\$2,295	\$2,695	\$2,750	\$3,050
Non-Member	\$3,295	\$3,695	\$3,750	\$4,050
Super Sponsor	Complimentary	Complimentary	Complimentary	Complimentary



BOOT CAMP INCLUDES

- One 6' table in the exhibit hall
- Corporate members receive one complimentary course registration. Super Sponsors receive two. Both include access to all sessions.
- Company listing and profile on the event website and app
- Company featured on exhibitor signage
- Participation in the Passport to Safety game



ANNUAL CONFERENCE INCLUDES

- One 6' table in the exhibit hall
- Corporate members receive two complimentary conference registrations. Super Sponsors receive four. Both include access to all sessions.
- Company listing and profile on the event website and app
- Company featured on exhibitor signage
- Participation in the Passport to Safety game



SIGNATURE EVENING SPONSORSHIPS

✦ ANNUAL CONFERENCE ONLY ✦



WELCOME DINNER SPONSOR

Co-sponsor the conference's premier networking event

2 AVAILABLE

BENEFITS INCLUDE:

- ✓ Premium Event Signage
- ✓ Logo on main screen during dinner
- ✓ Logo on table tent card
- ✓ Recognition on conference agenda and in mobile app
- ✓ Sponsor welcome toast

✦ INVESTMENT: ✦
\$17,500



LIVE AUCTION SPONSOR

Exclusive sponsorship of the conference's live auction

EXCLUSIVE

BENEFITS INCLUDE:

- ✓ Custom auction paddles
- ✓ Live auction introduction
- ✓ Recognition on conference agenda and in mobile app
- ✓ Inclusion in Call for Auction Item emails
- ✓ Logo on auction website

✦ INVESTMENT: ✦
\$8,000





Raise a Glass WITH ADS

✦ ANNUAL CONFERENCE ONLY ✦

Sponsor one of the conference's most popular networking experiences. From the Cocktail Hour through the Dinner & Auction, your company will receive prominent visibility as attendees gather, connect, and celebrate throughout the evening.

BENEFITS INCLUDE:



Brand visibility during both the Cocktail Hour and Dinner Bar



Opportunity to create a signature cocktail



Premium bar signage with QR code



Recognition on conference agenda and in mobile app



Branded cocktail napkins



INVESTMENT:

\$10,000

OPENING DAY SPONSOR

✦ ANNUAL CONFERENCE ONLY ✦

Kick off the 2027 annual conference
as the day's premier sponsor.

BENEFITS INCLUDED



Exclusive 30-second welcome video
at the start of the session



Introduction of Zapp lecturer



Afternoon coffee break sponsorship
with premium signage including
QR code



Recognition on conference agenda
and in mobile app



Photo opportunity with ADS
award winners and Zapp lecturer for
the ADS blog, press releases, and
social media.



INVESTMENT:
\$10,000



DAILY SPONSORSHIP OPPORTUNITIES

★ BOOT CAMP & ANNUAL CONFERENCE ★

MORNING KICKSTART SPONSOR

Kick off each conference day by welcoming attendees as they gather for breakfast & the morning general session.

BENEFITS INCLUDE:

-  Breakfast sponsorship with premium signage featuring your company logo & QR code
-  Exclusive sponsor slide featured on the general session screen during morning arrival
-  Morning coffee break sponsorship with premium signage
-  Recognition on conference agenda and in app



INVESTMENT:

Boot Camp	\$3,000
Annual Conference	\$4,000



AFTERNOON SPOTLIGHT SPONSOR

Keep your brand visible throughout the conference's busiest afternoon networking periods. From lunch in the exhibit hall to the afternoon refreshment break, your organization will receive premium recognition as attendees connect, recharge, and continue their educational experience.

BENEFITS INCLUDE:

-  Lunch sponsorship featuring branded table tent cards with your company logo & QR code
-  Afternoon refreshment sponsor with signage featuring your company logo & QR code
-  Workstation featuring premium signage and sponsor-provided branded tablecloths
-  Recognition on conference agenda and in app



INVESTMENT:

Boot Camp	\$5,000
Annual Conference	\$6,000



VIP NETWORKING RECEPTION SPONSOR



BOOT CAMP

Connect with ADS leaders, speakers, invited guests, and industry leaders in a more intimate networking setting.

-  Logo on emailed invitation
-  Premium signage inside the reception
-  Sponsor representatives attend
-  Sponsor welcome toast



INVESTMENT:
\$4,000



ANNUAL CONFERENCE

Connect with ADS leaders, speakers, partner organization leaders, industry executives, and other invited guests during one of the conference's premier networking events.

-  Logo on emailed invitation
-  Premium signage inside the reception
-  Sponsor representatives attend
-  Sponsor welcome toast



INVESTMENT:
\$6,500

ON-DEMAND SPONSOR

NEW IN 2027!

Extend your brand beyond the live event by sponsoring Boot Camp or Annual Conference On-Demand. Your organization will receive visibility through the promotion of the on-demand experience, reaching both new purchasers and Boot Camp attendees as they continue their education.

BENEFITS INCLUDED



Recognition in promotional emails to the ADS database encouraging on-demand registration



Recognition in attendee emails announcing their access to Boot Camp recordings



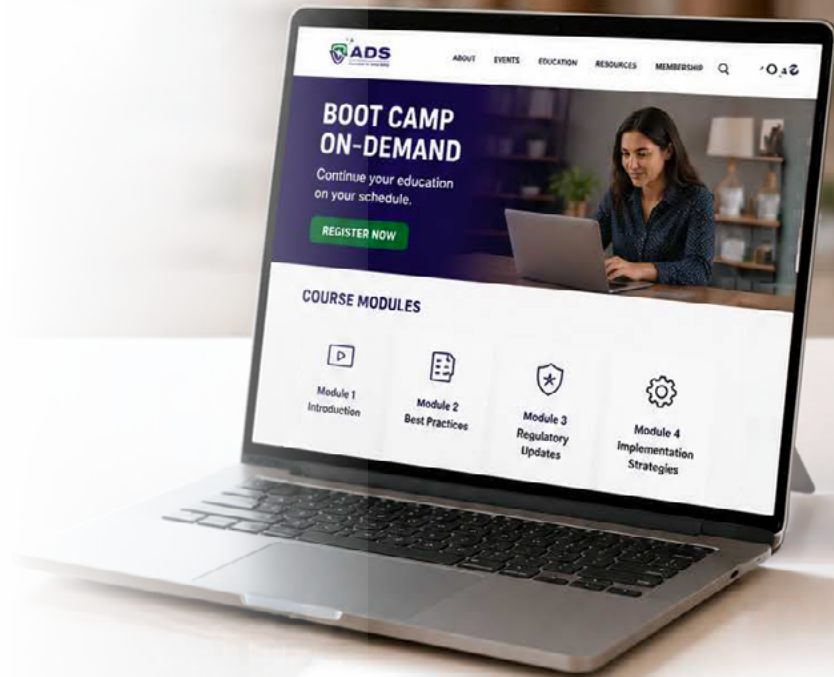
Recognition on the ADS website and in social media posts



Two (2) complimentary staff registrations for on-demand access



INVESTMENT:
\$3,500



**YOUR BRAND.
EXTENDED REACH.**

Keep your organization top-of-mind with both new registrants and in-person attendees.



SIGNATURE BRANDING OPPORTUNITIES

Put your brand in the hands of every attendee. These high-visibility opportunities deliver meaningful exposure throughout both conferences.



Welcome Bag Sponsor

Your Brand. Their first impression.



- ✓ Your logo featured on the official conference bag
- ✓ Distributed to every attendee
- ✓ Carried throughout the conference and beyond



Water Bottle Sponsor

Hydration that travels with them

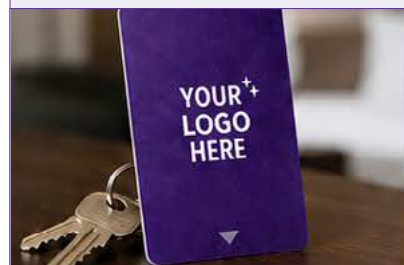


- ✓ Your logo on a high-use, sustainable keepsake
- ✓ Promotes hydration and wellness
- ✓ Attendees will use long after the event



Room Key Sponsor

Seen whenever they enter room.



- ✓ Your brand on every hotel room key
- ✓ High visibility throughout the stay
- ✓ A premium, exclusive opportunity



Notebook Sponsor

Take notes. Take your brand.



- ✓ Your logo on a useful, eco-friendly notebook
- ✓ Used throughout sessions and workshops
- ✓ A practical attendee keepsake



Name Badge Sponsor

Small sticker. Big visibility.



- ✓ Your logo on a badge sticker worn by every attendee
- ✓ Visible all conference long
- ✓ An affordable, high-impact opportunity



**Sponsor these items
for BOTH EVENTS
and SAVE!!**

Maximize your brand exposure at Boot Camp and the Annual Conference while enjoying additional savings!

2027 EXHIBITOR & SPONSOR OPPORTUNITIES FULL MENU



SIGNATURE EVENT SPONSORSHIPS



Sponsorship Opportunity	Boot Camp	Annual Conference	Availability
Opening Day Sponsor Kick off the Annual Conference with Opening Ceremonies, sponsor welcome video, Zapp Lecture introduction, and afternoon coffee break.	N/A	\$10,000	Exclusive
Morning Kickstart Sponsor (per day) Start the conference day with breakfast, sponsor welcome slide, refreshment break, and premium sponsor recognition.	\$3,000	\$4,000	Multiple
Afternoon Spotlight Sponsor (per day) Keep your brand visible through lunch, refreshment break, and the branded workstation.	\$5,000	\$6,000	Multiple
Welcome Dinner Sponsor Co-sponsorship of the conference's signature evening event.	N/A	\$17,500	Limited (2)
Live Auction Sponsor Exclusive sponsorship of the live "fundraising" event.	N/A	\$8,000	Exclusive
Cocktail Hour & Dinner Bar Sponsor Brand visibility throughout the Cocktail Hour and Dinner Bar.	N/A	\$10,000	Exclusive
VIP Networking Reception Sponsor Invitation-only networking reception with board members, speakers, and invited guests.	\$4,000	\$6,500	Exclusive
Product Discussions Present your products or services during a 30-minute educational session.	\$4,000	\$4,000	Limited
On-Demand Sponsor Extend your visibility beyond each live event through on-demand education.	\$3,500	\$3,500	Exclusive

2027 EXHIBITOR & SPONSOR OPPORTUNITIES FULL MENU



MARKETING & BRAND VISIBILITY

Sponsorship Opportunity	Boot Camp	Annual Conference	Availability
Registration Sponsor Exclusive branding throughout the attendee registration experience.	\$5,000	\$5,000	Exclusive
Mobile App Sponsor Exclusive branding within the official conference mobile app.	\$5,000	\$5,000	Exclusive
Wi-Fi Sponsor Exclusive sponsorship of attendee wireless internet access.	\$3,250	\$3,250	Exclusive
Hand Hygiene Sponsor Official hand hygiene product featured throughout the event.	\$2,000	\$2,000	Exclusive
Website Banner Ad Prominent advertising on the event website homepage.	\$1,000	\$1,000	Limited (3)
Promotional Email Dedicated email promoting your products or services to attendees, before or after the event.	\$1,500	\$1,500	Limited (3)
Digital Signage Rotating advertisement displayed throughout the event.	\$1,500	\$1,500	Unlimited
Rotating Ad PowerPoint Slides Marketing slide displayed during general session rotations.	\$500	\$500	Unlimited
Welcome Bag Inserts Provide a promotional item or literature for every attendee welcome bag. *Notebooks and water bottles are separate, exclusive opportunities	\$500	\$500	Unlimited

2027 EXHIBITOR & SPONSOR OPPORTUNITIES FULL MENU



EDUCATIONAL PROGRAMMING

Sponsorship Opportunity	Boot Camp	Annual Conference	Availability
General Session Sponsor Recognition throughout a featured educational session.	\$1,000	\$1,000	Multiple
Breakout Session Sponsor Recognition during a breakout educational session.	N/A	\$500	Multiple



SIGNATURE BRANDING OPPORTUNITIES

Sponsorship Opportunity	Boot Camp	Annual Conference	Availability
Welcome Bag Sponsor Your logo featured on every attendee welcome bag.	\$4,000	\$4,000	Exclusive
Room Key Sponsor Brand every hotel guest's room key throughout the conference.	\$3,000	\$3,000	Exclusive
Water Bottle Sponsor Provide attendees with a reusable branded keepsake.	\$4,000	\$4,000	Exclusive
Notebook Sponsor Place your brand in attendees' hands with a useful, eco-friendly notebook.	\$2,500	\$2,500	Exclusive
Name Badge Sponsor Highlight your brand on every attendee badge with a sticker that you create.	\$2,500	\$2,500	Exclusive

THANK YOU

THANK YOU TO OUR SUPER SPONSORS!



THANK YOU TO OUR CORPORATE MEMBERS!

A-dec, Inc.

Agencies Labs

Air Techniques

Atlanta Dental Supply

Compliance Training
Partners/HPTC

DDS Rescue

DenLine Uniforms

DentiSafe Premium Water Test

Door to Door Dental

DOVE Dental Products

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Halyard Health

HealthFirst

L & R Ultrasonics

Manitoba Dental Association

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Ready Set Import

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