OrbitX 2027

Executive Sponsor Prospectus

An Invitation-Only Experience for DSO Leadership

MARCH 31 – APRIL 1, 2027

Westin Kierland Resort & Spa | Scottsdale, Arizona

Held in parallel with

Orbit 2027

the annual Planet DDS Leadership & User Summit

planet DDS

WELCOME

An Invitation to the Table

To our valued partners,

It is my privilege to invite you to OrbitX 2027, Planet DDS's executive program for the leaders shaping the future of dental service organizations. OrbitX brings together the CEOs, COOs, CFOs, and other C-suite leaders who sit at the helm of our industry's fastest-growing DSOs and OSOs, for a curated, high-value experience built specifically for them.

OrbitX runs alongside Orbit, our flagship annual customer event, but is intentionally its own experience: smaller, more intimate, and designed around strategic conversation rather than tactical training. Where Orbit brings the energy of hundreds of practitioners and operators together, OrbitX brings a select group of executive peers into the same room to talk candidly about growth, innovation, and the challenges of leading at scale.

As an OrbitX sponsor, you will be joining that room. This is a rare opportunity to build direct, lasting relationships with the decision-makers who set strategy and direction for the organizations we all serve, in a setting designed for real connection rather than a crowded show floor.

We are honored to be building this experience alongside a small group of true partners, and we would be glad to have you among them at OrbitX 2027.

With Appreciation,



ERIC GIESECKE
Chief Executive Officer, Planet DDS

The OrbitX Experience

OrbitX is a parallel, standalone executive event; it is not a VIP add-on or a track within Orbit. It runs alongside Orbit with its own content, agenda, and networking experiences, sharing select elements with the broader event, including select general sessions, the venue, and evening events.

AGENDA OVERVIEW

OrbitX officially concludes Thursday evening.

WEDNESDAY MARCH 31, 2027
Optional Golf Experience
Welcome Reception ***shared with Orbit attendees***

THURSDAY APRIL 1, 2027
Core OrbitX Experience
Select shared general sessions, including the opening keynote
Dedicated OrbitX programming:
Executive-focused sessions
Private OrbitX lunch
Built-in networking breaks
Executive Dinner

FRIDAY APRIL 2, 2027
No formal OrbitX programming
OPTIONAL: meetings, select Orbit sessions, or team engagement

Audience & Eligibility

Primary audience: C-suite executives of DSOs and OSOs (CEO, COO, CFO, CTO, CIO, CSO); select SVP/VP-level leaders considered on a case-by-case basis.

Admission to OrbitX is heavily curated and invite-driven, with final approval on all attendance.

Sponsorship Packages

OrbitX offers a small number of high-value sponsorship opportunities. Given the intimate size and executive nature of the event, sponsorships are intentionally limited and curated.

	ONLY 1 AVAILABLE **TITLE SPONSOR $60,000**	*9 AVAILABLE* **ORBITX SPONSORSHIP $30,000**
Seats in the OrbitX room	**2** *Must be C-level*	**1** *Must be C-level; not transferable to additional attendees*
Stage time	**Included**	
Premium room drop gift	**Included**	**Included**
Complimentary seat (1) at Dental Capital Forum 2027	**Included**	**Included**
Logo recognition on printed event materials, website, and event signage	**Included**	**Included**
Pull-up banner* placement in the OrbitX room	**Included**	

** Banner maximum size: 3′ W x 7′ H*

OrbitX sponsorships are curated and extended by invitation; they are not available for public purchase.

Add-On Opportunities

Enhance your OrbitX sponsorship with the following additional opportunities.

Room Drop Gift Sponsor *Only 9 Available*	Contribute a premium welcome gift, with a minimum retail value of $250 per item, to be delivered directly to each OrbitX attendee's room upon arrival in a beautiful, curated OrbitX gift box. Approximately 70 gifts need to be provided in total. ***Disclaimer: Chosen item must be approved by Planet DDS team and be distinctly different from the other gifts being provided.***	**$5,000**
Keynote Session Sponsor *Only 1 Available*	Exclusive sponsorship of the OrbitX keynote session, distinct from the general Orbit keynote. Includes the opportunity to introduce the OrbitX keynote speaker from the stage.	**$50,000**

Next Steps

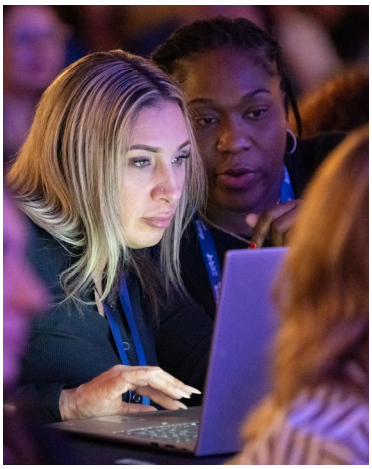
OrbitX sponsorships are curated and extended by invitation and are not open to the public. If you are interested in learning more about becoming an OrbitX sponsor, we encourage you to reach out directly.

Have questions or want to talk through your options?

Reach out to our Sr. Director of Partnerships, **Chris Hadziev:** (480-717-2982) I chadziev@planetdds.com











DISCLAIMER

Planet DDS reserves the right to accept or decline any request for OrbitX sponsorship. All OrbitX sponsorships and attendee approvals are subject to final review by Planet DDS leadership.

Other opportunities with Planet DDS

Interested in sponsoring our other events? Click the links below to learn more.

THE DSO GOLF CHAMPIONSHIP | MARCH 31, 2027

The Inaugural DSO Golf Championship, brought to you by Planet DDS and DentalXChange, brings together DSO golfers, business leaders, and partners for a premier sporting and networking experience.

LEARN MORE → VIEW PROSPECTUS →

ORBIT 2027 | MARCH 31 - APRIL 2, 2027

Orbit is the annual leadership and user summit for the Planet DDS community — the one place where customers, partners, and industry peers come together to learn, grow, and connect. Every year, we bring the community to life with hands-on training, product deep dives, candid conversations, and a few surprises along the way.

LEARN MORE → VIEW PROSPECTUS →

2027 PLANET DDS EVENTS GUIDE

Planet DDS invites you to join us in hosting carefully curated events across the 2027 calendar, from our flagship Orbit conference to invite-only VIP experiences to regional dinners and get-togethers. We partner with a select group of companies who share our commitment to the DSO/OSO community.

VIEW GUIDE →

> “I liked being able to meet other people who are passionate about dentistry and be able to learn and network from each other.
>
> ANTHONY ADAMES | Excel Dental