planet DDS

Orbit 2027

MARCH 31-APRIL 2, 2027

SCOTTSDALE ★ ARIZONA



Sponsorship & Exhibitor Prospectus



WELCOME

We have a spot in our lineup for you!

I'm thrilled to invite you to be part of Orbit 2027, Planet DDS's premier annual customer event, happening March 31 – April 2 in beautiful Scottsdale, Arizona. This is more than a user conference — it's where the brightest minds in dental and orthodontic service organizations come together to connect, learn, and shape the future of dentistry. Orbit 2027 is going to be bigger and better than ever!

This year's theme, All-Stars, captures everything Orbit has become: a gathering of the game's greatest players — innovators, operators, and leaders who are at the top of their field. From breakout sessions to evening events, Orbit 2027 is designed to feel like the championship experience you and your team have earned. We're bringing together our growing network of forward-thinking customers, industry leaders, and technology partners for three unforgettable days of insights, inspiration, and connection.

As a sponsor or exhibitor, you'll have unparalleled access to the decision-makers and influencers who are leading the transformation of dental organizations nationwide. Whether you're launching new solutions, building relationships, or growing your brand, Orbit is the ideal stage to make your move.

Orbit 2026 drew record attendance and outstanding engagement, and Orbit 2027 is set to raise the bar even higher. We're expanding the exhibit hall, adding a dedicated senior leadership track, starting the event with the first-ever DSO Golf Tournament, bringing great keynote speakers, and adding new sponsorship opportunities for you to create more moments for meaningful connection.

Thank you for being part of the Planet DDS community. We look forward to partnering with you for our most dynamic Orbit yet.

With Appreciation,



ERIC GIESECKE
Chief Executive Officer, Planet DDS

Why You Should Sponsor Orbit 2027

Orbit brings together leaders and teams from some of the largest and fastest-growing dental organizations in the country. Planet DDS is the leading software company for multi-location and enterprise DSOs, supporting more than 13,000 practices and working with half of the nation's top 60 DSOs. Orbit is where they come together.

Attendees include CEOs, CIOs, regional operations leaders, practice owners, general dentists, pediatric dentists, orthodontists, clinical staff, and marketing specialists, all looking for innovative products and solutions that drive better patient care and stronger business results.

At Orbit 2027 you can:

- **Reach decision-makers directly:** Share your message with more than 300 CEOs, CTOs, dentists, orthodontists, and business owners.
- **Maximize your exposure:** Benefit from unopposed exhibitor time, with all networking breaks hosted in the vendor area, the Moonwalk Market.
- **Boost your visibility your way:** Choose from a wide variety of à la carte sponsorship opportunities, including options for companies who can't be on-site.

Sponsoring gives you direct access to top dental decision-makers, visibility in a solutions-driven setting, and opportunities to build partnerships that last well beyond the event.










ROLES IN ATTENDANCE	2024	2025	2026
C-suite/VP/owner/doctor	15%	25%	39%
Director	20%	26%	20%
Manager	28%	23%	23%
Other *e.g. Dental Hygienist, Patient Experience Coordinator, Regional Coordinator, Treatment Coordinator, and more*	37%	26%	18%

Orbit 2026

Total Attendees:

527

planet DDS

65%

Year-over-year **attendance growth**

82%

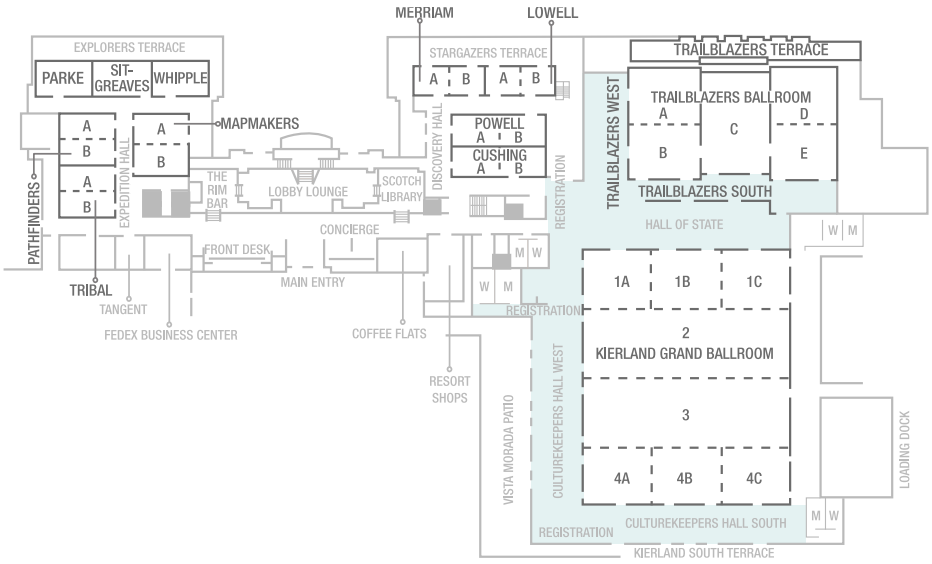
Post-event **likelihood to attend** a future Planet DDS event

91%

"Will we see you again next year?" yes response rate

The Sponsor Experience On Site

Silver, Gold, Platinum, and Diamond sponsors get a 6' table in the exhibit hall, the *Moonwalk Market*. Situated in Culturekeepers Hall and Hall of State, the 2027 Moonwalk Market will surround all of the breakout rooms as well as the grand ballroom where all of the general sessions take place.



And as usual, the *Moonwalk Market* will host all of the refreshment breaks, as well as the Wednesday evening Welcome Reception.



EXHIBIT HOURS

WEDNESDAY MARCH 31, 2027	THURSDAY APRIL 1, 2027	FRIDAY APRIL 2, 2027
12:00PM-3:00PM	**7:45AM-5:00PM**	**8:00AM-4:00PM**
Exhibitor Setup	Moonwalk Market Open **1:00PM-2:30PM LUNCH**	Moonwalk Market Open **1:00PM-2:30PM LUNCH**
6:00PM-7:00PM	**6:00PM-8:30PM**	**4:00PM-6:00PM**
Welcome Reception	CEO Dinner ***ATTENDANCE BY INVITATION ONLY*** *Dinner sponsors secure two tickets*	Exhibitor breakdown
		7:00PM-11:00PM
		All-Stars Costume & Dinner Party

This extremely popular costume party and dinner is a spectacular opportunity to spend time with all of the attendees in a fun and relaxed environment. Tickets to the party are included with the Silver, Gold, Platinum, and Diamond sponsorship tiers as well as the vendor attendee tickets. Take it up a notch and sponsor the party for exclusive branding opportunities.

Sponsorships with Exhibit Space

If you have additional ideas on how you would like to present your business at Orbit please reach out to us and share your thoughts so that we can collaborate on making this an unforgettable experience for both you and the attendees!

	SILVER $10,000 AVAILABLE: 10	GOLD $15,000 AVAILABLE: 22	PLATINUM $20,000 SOLD OUT	DIAMOND $25,000 AVAILABLE: 1
One 6-ft draped table and two chairs	✓	✓	✓	✓
Attendee registration(s)	1	2	2	3
Booth location	Standard	Standard	Premium	Premium
Logo Recognition Printed event materials, website, & event signage	Standard	Standard	Enhanced	Enhanced
Listing in the event app	✓	✓	✓	✓
Opportunity to contribute item to ongoing raffles	✓	✓	✓	✓
A list of opt-in attendees sent 10 days prior to the event	✓	✓	✓	✓
Planet DDS social post highlighting your company as a sponsor	1	1	2	3
Drink tickets		35	55	75
Attendee bag insert		1	1	2
Ad in the printed program		Half Page	Half Page	Full Page
Custom email blast sent 1-2 weeks prior to the event, to all attendees			✓	✓
25-minute speaking time during breakouts on Thursday or Friday			✓	✓
Company logo on conference lanyards				✓
Logo on the step-and-repeat background in the photo booth, located right next to your booth				✓

Note on breakout sessions: Included speaking time is a 25-minute session in one of the designated breakout rooms — not on the main stage. Sponsors set the topic and speaker. Planet DDS will list your session on both the print and digital agendas. Full details and scheduling will be provided after registration is confirmed.

Additional registrations: Cost of general admission

Vendor attendee ticket (for those who choose not to purchase an above sponsorship): **$5,000**

Includes a "partner" name badge and admission to all Orbit 2027 events included with the Core Pass.

À La Carte Sponsorship Opportunities *No exhibit space included*

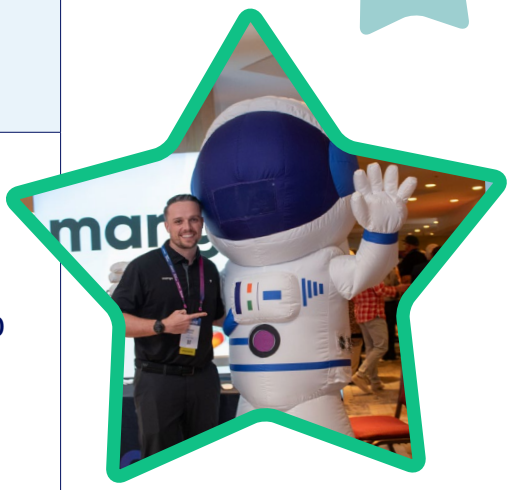
Thinking about ways to share an opportunity with another partner? We're happy to hear your ideas and create custom packages. Simply reach out to our team to discuss.

CONTENT	
Speaking Time *[Only **3** Available]* Take the stage and make an impact! Orbit 2027 offers a limited number of 25-minute breakout sessions, giving you the chance to educate, inspire, and engage our audience of dental and orthodontic professionals. You set the topic and speaker, and we'll ensure your session is highlighted on both the print and digital agendas — delivering visibility and credibility with the people who matter most to your business.	**$8,000**
Room Sponsor *[Only **4** Available]* Deck out a breakout room for the entirety of the event! Room sponsors get their logo on the room signage, an opportunity to introduce speakers in the room, and the opportunity to leave literature and/or pull-up banners in their designated room for both days. The additional visibility keeps you top of mind!	**$6,500**
Social Media Video *[Only **2** Available]* We are proud to say that we work with an Emmy-award winning videographer, and in 2027 you too can have the opportunity to work with him! Choose to be featured in a video produced for social media channels (both yours and ours) and we can work together to create a short story to tell while hyping your product or solution.	**$6,000**
Keynote Session Sponsor Keynote sponsors get their logo on signage outside the ballroom, a mention with a boilerplate from the podium prior to the keynote speaker session, and a seat drop of sponsor's choice on all of the seats in the ballroom.	**$4,000**



EXPERIENCES	
All-Stars Costume & Dinner Party Turn the All-Stars Costume & Dinner Party into your brand's spotlight. This is the signature event of Orbit, and your logo will be the only one on signage and branding throughout the costume party and dinner venue. Includes LED light-up bracelets, a specialty drink of your choice, "sponsored by" mentions during the costume contest, and a three-minute welcome announcement to the guests. Bring your own swag, branded napkins, cups and more to increase your brand recognition.	**$20,000**
CEO Dinner Join us for an exclusive evening at the annual CEO dinner hosted by the CEO of Planet DDS and designed to honor our esteemed VIP attendees. As a sponsor, you'll receive two exclusive tickets to the CEO dinner—an opportunity reserved solely for top partners, and your logo will be heavily featured in the party video. Gain unparalleled visibility with premium signage at the venue and work	**$15,000**
Welcome Reception Sponsor the reception and get your logo on signage and throughout the first evening event of Orbit 2027. Includes a specialty drink of your choice, and a one-minute welcome announcement during the reception. Bring your own branded napkins and/or cups to increase your brand recognition.	**$9,000**
Room Drop *[Only **2** Available]* Be the most talked about sponsor of the event by delivering a special gift directly to each attendee's room. ***Condition: Planet DDS will approve all items in advance.***	**$4,500**





FOOD & BEVERAGE	
Lunch *[Only **2** Available]* Lunch sponsors get their logo where the buffet lines starts and on table tent signs placed on all of the dining tables. They will also have up to three minutes of podium time to address the participants. We are also open to suggestions for other ways in which you'd like to make the lunch special!	**$3,000**
Breakfast *[Only **2** Available]* Breakfast sponsors get their logo where the buffet lines starts and on table tent signs placed on all of the dining tables. They will also have up to three minutes of podium time to address the participants. We are also open to suggestions for other ways in which you'd like to make the breakfasts special!	**$1,500**
50 Drink Tickets One drink ticket redeems one complimentary beverage at the Welcome Reception. Attendees will be collecting these tickets from participating sponsor booths on Thursday. Each year we have vendors wishing they had purchased these before they ran out—don't get left behind! Participating booths will be given an additional highlight on the exhibit hall map for attendees to find the booths. Sponsors can give as many tickets away as they would like and can also use them as rewards for attending demos. **** Not sold onsite***	**$500**
20 Drink Tickets *See above*	**$300**







SWAG & WEARABLES	
Attendee/Conference Bags This sponsorship allows the sponsor to have their logo (along with the Planet DDS logo) on the attendee tote bag that is distributed to every participant when they check in for Orbit 2027.	**$6,000**
Orbit 2027 All-Stars baseball caps Put your logo (along with the Planet DDS logo) on the most on-theme piece of swag at the event — an Orbit 2027 All-Stars baseball cap. From selfies to group photos to Instagram Stories, your logo will be front and center on hundreds of social posts, extending your reach far beyond the venue.	**$6,000**
Back of name badges You get a 3.5" W x 2" H space on the back of every name badge for a discount code, new product advertisement, or just general brand awareness. The options are endless.	**$4,000**

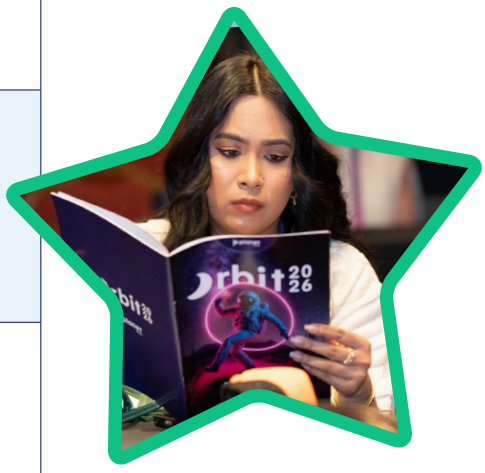


OTHER	
Hotel keycards Your message stays with them for the entirety of Orbit with this one. At the hotel check in, all participants will be given a key card that is designed with your custom logo and message. ***Condition: Sponsor to provide artwork by provided deadline (Planet DDS will provide artwork specs and manage production of the cards). Planet DDS to approve all artwork.***	**$8,000**
Charging station Looking for a great way to "connect" your company with Orbit attendees? How about offering them the opportunity to charge their mobile devices while onsite at the conference, compliments of your mobile charging station? The station will be placed in a central area and is sure to draw attention AND appreciation from attendees as you rescue them from the dreaded "Low Battery" signal.	**$4,000**



OTHER (CONTINUED)	
Check-in kiosk wraps Get your message in front of all event attendees from the get-go with a custom branded kiosk wrap which borders all three check-in tablets.	**$3,000**
Email blast *[Only **2** Available]* Planet DDS will send an email on behalf of the sponsor to all of the registered Orbit attendees. Start sharing your message before participants even arrive at the meeting! ***Condition: Planet DDS will approve all email content. The content needs to be primarily educational.***	**$3,000**
Ad in the printed program – Full page Complementary to the event mobile app, each Orbit attendee will receive a full-color printed program in their conference bag containing the event agenda, a list of sponsors, the floorplan, and so much more.	**$700**
Push notification in the event app Put yourself right into the hands of every attendee by sending a 140-character push notification to every person in attendance at a pre-determined time, reminding them to visit your booth or to share a special offer with them.	**$500**
Custom banner ad in the event app *[Only **10** Available]* All attendees will have access to an event app to help guide them through the Orbit experience. Get your own clickable 600 x 400 px banner ad in the event app's carousel to stay at the top of guests' minds.	**$500**
Ad in the printed program – Half page *See above*	**$500**
Lead capture licenses No longer offered through Planet DDS. Orbit 2027 name badges include unique QR codes. Lead capture licenses are available to purchase directly through Cvent. Details on how to purchase will be provided closer to the event date.	







Registration & Terms

HOW TO REGISTER

Before October 31, 2026:
To confirm your sponsor and/or exhibitor registration, please contact Chris Hadziev.

After October 31, 2026:
Use the forthcoming URL to register your business online.

Exhibit booth selection is on a first come, first served basis, predicated upon sponsorship level and date of payment confirmation.

ONSITE EXHIBITOR RULES

To ensure a great experience for all attendees and sponsors, the following guidelines apply to all exhibitors. Full terms will be included in the sponsor agreement sent upon registration.

All exhibit materials must fit within your designated 6-ft table space. Sponsors may not extend beyond their assigned table footprint into the aisles or neighboring spaces.

Pull-up banners (retractable, standard floor-standing style) and pop-up 8' backdrops are permitted within your space. Large custom booths, truss systems, 10×10 structures, or anything requiring special setup are not permitted without prior written approval from Planet DDS.

Music, sound, or audio amplification at your table must be kept at a conversational volume. Planet DDS reserves the right to ask you to lower or stop audio at any time.

All sponsor materials, activities, and giveaways are subject to Planet DDS approval. Planet DDS reserves the right to remove any materials or displays that do not comply with these guidelines or that are deemed inconsistent with the spirit of the event.

PAYMENT TERMS

Full payment terms will be outlined in the sponsor agreement provided upon registration. A deposit may be required at time of registration for select tiers. Please contact Chris Hadziev with any questions regarding payment.

DISCLAIMER

Planet DDS reserves the right to accept or refuse any requests for exhibits. Planet DDS may rearrange the floor plan in an effort to accommodate requests for booth spaces, and may also adapt the floor plan to comply with venue regulations. Sponsors will be notified via email if their booth space assignment changes due to any of the above circumstances.

Have questions or want to talk through your options?



Chris Hadziev
Sr. Director of Partnerships
chadziev@planetdds.com



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 →

ORBITX 2027 | APRIL 1, 2027

An executive Orbit experience, OrbitX is a curated, high-impact gathering for DSO and OSO leaders shaping the future of the industry. Although a stand-alone event, it takes place in parallel with Orbit 2027 at the same time and at the same hotel.

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