



# Orbit 2024

planet  
DDS

## Dear Amazing Partners,

I am thrilled to extend you an invite to join the Planet DDS customers, team members, and myself at the highly anticipated Planet DDS annual user meeting: **Orbit 2024!** We will be celebrating, educating, and inspiring our community of users in Atlanta, GA from February 29 through March 2, at the Loews Atlanta Hotel in the heart of Midtown.

What sets the 2024 meeting apart from past Planet DDS events is the exciting decision we made earlier this year to combine the annual Planet DDS User Summit with the annual Cloud 9 Software User Meeting. This makes it possible for us to bring all of our constituents a bigger, better, and all-around more valuable experience. Because the two user meetings are now combined, we are also going to have a much wider audience at the event than we historically have at the stand-alone events. We expect to see large mix of doctors and staff from practices across all of the segments which we serve—general dentistry, pediatric dentistry, and orthodontics. The program will feature product tracks and sessions focused on Denticon, Apteryx, Cloud 9 Software, and Legwork; courses presented by key opinion leaders in the market; hours of opportunities to network with the Planet DDS customer-base; product showcases; roadmap discourse; and so much more.

Our partners are a vital part of the greater Planet DDS community, and I am sending you this invite with a tremendous amount of gratitude for your continued collaboration. I sincerely hope to see you in Atlanta this spring, and look forward to our evolving teamwork.

With Appreciation,



**ERIC GIESECKE**

Chief Executive Officer, Planet DDS

# Why You Should Sponsor Orbit 2024

Planet DDS annual customer meeting attendees come from dental and specialty dental practices from across the United States. They are regional operations managers, practice owners, general dentists, pediatric dentists, orthodontists, clinical team members, clerical team members, marketing specialists, and so much more. And they all come to the annual meeting enthusiastic about products and solutions that we and our partners can provide to help them both improve patient care and increase revenue.

## At Orbit 2024 you can:

- ✓ **Share your message** with more than 250 dentists, orthodontists, operations managers, business owners, and more
- ✓ **Take delight in unopposed exhibitor time** with all networking breaks hosted in the vendor area, the Moonwalk Market
- ✓ **Take advantage of a variety of unique à la carte sponsorship opportunities** designed to help you increase visibility, whether or not you are able to make it in person



More Than  
**10,000**  
Locations

Planet DDS serves more than **10,000 locations** in the United States and Canada




**45%**  
Key Decision  
Makers

Of the customers who attended the 2023 meetings, **45% were key decision makers** in their practice



Over  
**93%**  
Customers

**Over 93%** of the customers who attended 2023 meetings said that they were either **Likely or Very Likely to participate in a future event**



**100%**  
Sponsors and  
Exhibitors

**100%** of the sponsor and exhibitor survey respondents who attended the 2023 meetings said that **they would attend again**

## The Sponsor Experience On Site

Silver, Gold, and Platinum sponsors get a 6' table in the Moonwalk Market, the Orbit 2024 exhibit hall. Situated in the Ellington Ballroom pre-function area, right next to check-in and directly outside the majority of the lecture halls, the Moonwalk Market will host all of the refreshment breaks, as well as the Thursday evening Welcome Reception (with additional room for mingling with customers on the adjacent terrace). At the Loews Atlanta Hotel, conferences only take place on one floor, ensuring that you won't lose valuable time with attendees wandering on different floors.



### EXHIBIT HOURS

Based on feedback from previous years, the Moonwalk Market will be open only on Thursday and Friday, allowing you to bypass the slightly slower day on Saturday, and making it possible for you to return home one night earlier.

However, as a friendly reminder, the ever-popular costume party and dinner takes place on Friday evening and is a fantastic opportunity to spend time with all of the attendees in a more fun and relaxed environment. Tickets to the party are included in the Silver, Gold, and Platinum sponsorships.

THURSDAY, FEBRUARY 29, 2024	
10:00am-12:00pm	Exhibitor Setup
12:30am-6:00pm	Moonwalk Market Open 90 MINUTES UNOPOSED + RECEPTION
5:00pm-6:00pm	Welcome Reception
FRIDAY, MARCH 1, 2024	
7:30am-2:30pm	Moonwalk Market Open 90 MINUTES UNOPOSED + BREAKFAST AND LUNCH
2:30pm-4:45pm	Exhibitor Breakdown

# Planet DDS Orbit 2024: Sponsorship Packages

	SILVER \$2,750	GOLD \$4,000	PLATINUM \$7,250
<b>2 Complimentary Registrations</b> Additional registrations can be purchased	✓	✓	<b>SOLD OUT</b>
<b>Logo Recognition</b> Printed event materials, website, event signage, and post-event customer email	Standard	Standard	
<b>Dedicated 6' Exhibit Table with 2 chairs</b> Located in the Moonwalk Market	✓	✓	✓
<b>List of Opt-In Attendees Sent 10-Days Prior to Event</b>		✓	✓
<b>Drink Tickets</b>		20	50
<b>Attendee Tote Bag Insert</b> A sponsor-provided item placed in all attendee tote bags		✓	✓
<b>Five Minute Presentation Slot - Day 1 or Day 2</b>			✓
<b>Logo Inclusion in Photo Booth</b> Logo on step-and-repeat background in photo booth located right next to your exhibit table			✓
<b>Custom Email Blast</b> Sent 7 days prior to the event to all attendees			✓
<b>À LA CARTE SPONSORSHIP OPPORTUNITIES</b> No exhibit space included			
<b>Drink Tickets - 20</b> One drink ticket redeems one complimentary beverage at the Welcome Reception. Attendees will be collecting these tickets from participating sponsor booths on Thursday.  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.			\$250
<b>Drink Tickets - 50</b>			\$500
<b>Attendee Gift Bag Item</b> A sponsor-provided item is placed in all participant tote bags. The item can be collateral or a small promotional item.  <i>Condition: Sponsor is responsible for producing and shipping the item by provided deadline. Planet DDS to approve all items to ensure no duplication.</i>			\$500
<b>Networking Break Sponsor</b> Sponsor logo will be on signage and table tent cards on high tables and cocktail tables placed throughout the break area. Each break will offer drinks and light snacks.			\$750
<b>Charging Station [Only 1 Available]</b> Sponsor logo will be on signage surrounding the charging station, and room will be provided for sponsor collateral/materials at the station.			\$1,000

# Planet DDS Orbit 2024: Sponsorship Packages

## À LA CARTE SPONSORSHIP OPPORTUNITIES CONTINUED No exhibit space included

<p><b>Email Blast</b> <i>[Only 2 Available]</i></p> <p>Planet DDS will send an email on behalf of the sponsor to the applicable segment of the Planet DDS customer base (min. 800 recipients). Start sharing your message before participants even arrive at the meeting!</p> <p><i>Condition: Planet DDS will approve all email content. The content needs to be primarily educational.</i></p>	<p><b>\$1,500</b></p>
<p><b>Breakfast</b> <i>[Both Friday and Saturday]</i></p> <p>Sponsor of the two breakfasts 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.</p>	<p><b>\$1,500</b></p>
<p><b>Breakout Room Sponsor</b></p> <p>Sponsors of breakout rooms get their logo on a sign outside of the meeting room for the entirety of the event, and an opportunity to introduce speakers in this room as many sessions as they'd like.</p> <p><i>Condition: Breakout sessions will be selected by sponsors on a first come first served basis. Intro scripts are provided by Planet DDS and need to be adhered to.</i></p>	<p><b>\$1,750</b></p>
<p><b>Keynote Session Sponsor</b></p> <p>Keynote sponsors get their logo on signage outside the ballroom, and a mention with a boilerplate from the podium prior to the keynote speaker starting.</p>	<p><b>\$2,500</b></p>
<p><b>Lanyards</b></p> <p>Sponsor of the name badge lanyards get their logo alongside the Planet DDS logo on the lanyards.</p>	<p><b>\$3,000</b></p>
<p><b>Lunch</b> <i>[Only 1 Available]</i></p> <p>Sponsor of the only lunch at Orbit 2024 gets 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.</p>	<p><b>\$3,000</b></p>

“

I've never been to a conference before, and have only heard about how great they are. I learned so much more than I was expecting, and the [Planet DDS] team was AWESOME and were so helpful and accommodating. **10/10 would recommend.** Can't wait to see what the team comes up with next!

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**BRIANNA HUTCHINGS** | Wainwright Orthodontics

# Planet DDS Orbit 2024: Sponsorship Packages

A LA CARTE SPONSORSHIP OPPORTUNITIES CONTINUED <small>No exhibit space included</small>	
<p><b>Attendee Bags</b></p> <p>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 2024.</p>	<b>\$5,000</b>
<p><b>Event Wifi</b></p> <p>Sponsor logo will be on the landing page for Orbit 2024 wifi at the hotel and listed as the sponsor wherever the wifi information is shared.</p>	<b>\$5,000</b>
<p><b>Hotel Keycards</b></p> <p>At hotel check in, all participants will be given one key card that is designed with the sponsor logo and message.</p> <p><i>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.</i></p>	<b>\$5,500</b>
<p><b>Welcome Reception</b></p> <p>Sponsor the reception and get your logo on signage and throughout the first evening event of Orbit 2024. Have an opportunity to make a one-minute welcome announcement to the guests.</p>	<b>\$6,500</b>
<p><b>Room Drop</b> <i>[Only 2 Available]</i></p> <p>Be the most talked about sponsor of the event by delivering a special gift directly to each attendee's room.</p> <p><i>Condition: Planet DDS to approve all items in advance.</i></p>	<b>\$3,000</b>
<p><b>Costume &amp; Dinner Party</b></p> <p>This is <i>the</i> signature event of Orbit 2024, and the sponsor logo will be the only one on signage and branding throughout the costume and dinner venue. Sponsor will also have up to three minutes of podium time to address the participants.</p>	<b>\$8,000</b>



“ I have to say, this was one of the best conferences I have ever been to. From the food to the breaks and the yoga moves and the games and events held. I'm happy to say I feel refreshed and am very much looking forward to next year's conference! ”

KRISTINA ROSATI | Dental Place

**Don't let your competitors rocket ahead  
while you're still on the launchpad.**

**A universe of opportunity awaits!**

**SECURE YOUR SPOT NOW**

Payment must be received in full at the time of application. Exhibit booth selection is on a first come, first served basis, predicated upon sponsorship level and date of payment confirmation.

#### **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. Planet DDS may also adapt the floor plan to comply with the Loews Atlanta Hotel 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?**

Reach out to our Sr. Customer Events Manager, Blu Nordgren: [blu.nordgren@planetdds.com](mailto:blu.nordgren@planetdds.com)