ADS
Association for Dental Safety

2027 CORPORATE MEMBER PROSPECTUS

Partner . Support . Advance

Join the only nonprofit solely dedicated to infection prevention and patient and provider safety in oral healthcare.

Corporate Membership Information:
Andy Whitehead | Chief Engagement & Development Officer
AWhitehead@MyADS.org | (631)664-1880

WHO WE ARE

The Association for Dental Safety (ADS) empowers the oral health community with evidence-informed education, practical resources, and training—all working together to make every dental visit a safe visit.

ADS helps put dental infection control and safety regulations, guidelines, standards, and best practices into action.

ADS supports a community of DSOs, group and private practices, dental schools, public health systems, dentists, hygienists, assistants, and more, all advocating for safe, infection-free oral healthcare. Through evidence-based education and credentialing, a comprehensive library of online resources, and partnerships with individuals, agencies, and organizations, we help them put safety into action every day.

Our Corporate and Super Sponsor members play a vital role in making this possible. Your leadership and support strengthen our ability to deliver trusted education, expand access to resources, and champion the highest standards of safety across the profession. Together, we are shaping the future of infection prevention in dentistry.

VISION

Every dental visit is a safe visit.

MISSION

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

VALUES

Patient & Provider Safety
Science - Based Learning
Integrity
Competent Community
Collaborative Leadership

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WHY BECOME A CORPORATE MEMBER

Targeted Access to Buyers & Decision-Makers

- Reach thousands of dental personnel committed to infection prevention and control worldwide.
- Connect with DSOs, group and private practices, dental schools, public health systems, dentists, hygienists, assistants, educators, and more —all with purchasing influence.

Brand Alignment with Safety & Trust

- Align your company with ADS's mission to advance infection prevention, safety, and trust in oral healthcare.
- Demonstrate your commitment to regulatory compliance, patient safety, and evidence-based practices.
- Support innovations like Ask ADS, using AI to expand access to trusted safety guidance.

Visibility & Thought Leadership

- Gain recognition through ADS's conferences, webinars (7,000+ registrants), and educational partnerships.
- Showcase your expertise via Industry Insight webinars, Product Discussions, and sponsored education.
- Benefit from exposure to 50,000+ average monthly website page views, 27,000+ new users, and 15,000+ social media followers.

Business Development & Networking

- Engage with influential practitioners, administrators, and credentialed professionals (2,980+ earned certificates and certifications).
- Build relationships and gain insight into industry needs, regulatory changes, and market trends.

Marketing Leverage

- Gain targeted exposure through ADS newsletters, websites, events, and communications.
- Leverage ADS channels to support product awareness, launches, education, and key business initiatives.

Help build and sustain the national infrastructure for infection prevention and safety in oral healthcare.

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CORPORATE MEMBER BENEFITS

Invest in a partnership that delivers year-round visibility, valuable resources, and meaningful connections with the dental infection prevention community.

BENEFIT	CORPORATE MEMBER	SUPER SPONSOR
ANNUAL MEMBERSHIP	**$2,995 ***	**$13,000**
MEMBERSHIP		
Unlimited employees receive full member benefits (see page 5)	$120 value *per employee*	$120 value *per employee*
Discounted pricing on ADS printed workbooks	$65 per book on orders of 5+	$65 per book on orders of 5+
YEAR-ROUND VISIBILITY		
Company recognition, contact listing, and website link on the ADS website	$3,000 value	$3,000 value
Enhanced company profile on the ADS website, including company description	---	$3,000 value
Company logo link on the ADS and CE Center homepages (average 35,000+ views monthly)	---	$8,000 value
Recognition in **InfoBites** (average 36% open rate)	---	$6,000 value
Recognition in **Infection Control in Practice (ICIP)** bi-monthly publication	----	$6,000 value
Use of ADS corporate member branding assets	$750 value	$750 value
CE Webinar Sponsorship – promotional recognition and lead list for an average of 500 registrants	Eligible based on availability $2,000 value	1 webinar included per super sponsor $2,000 value
ADS EVENTS		
Boot Camp – Exhibit booth (See exhibitor/ sponsor prospectus for more details)	Early: $2,295 Late: $2,695 *(Save $1,000 vs. the non-member rate)*	INCLUDED ($2,295 value)
Boot Camp – Included staff registrations **	1 registration ($745 value)	2 registrations ($1,490 value)
Annual Conference – Exhibit Booth (See exhibitor/ sponsor prospectus for more details)	Early: $2,750 Late: $3,050 *(Save $1,000 vs. the non-member rate)*	INCLUDED ($2,750 value)
Annual Conference - Included staff registrations **	2 registrations ($1,820 value)	4 registrations ($3,640 value)
Company logo on event signage and website, along with the annual exhibitor/sponsor and corporate member prospectuses	----	$1500 value
Company name on event signage, along with the annual exhibitor/sponsor and corporate member prospectuses	$1500 value	-----

**Reduced pricing is available for qualifying small companies. Contact ADS for details.*

*** Included event registrations are available to exhibiting companies only.*

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BENEFITS FOR YOUR TEAM MEMBERS

Ask ADS - Submit infection control questions to an AI-powered assistant and receive instant answers. Get exclusive access to unlimited questions/prompts, robust responses, and document upload & review.

Infection Control in Practice - Access to our educational publication - valuable for staff training - with real-life scenarios and checklists, six times a year. Earn up to 6 CE credits annually.

InfoBites - Receive an ongoing email with the latest infection prevention and safety news.

The Safest Dental Visit™ Toolkit - Explore curated resources to support safe, infection-free oral healthcare.

Additional Toolkits & Topics - Access a growing library of toolkits and topics on infection prevention and safety, available 24/7.

Webinars - Participate in live and/or on-demand webinars on current topics and emerging issues, offering CE credit.

Education & Training - Receive discounts on Boot Camp, Annual Conference, workbooks, and access past conference presentations.

Member Certificate - Download a printable certificate to display in your office.

Member Directory - Explore a searchable directory of ADS members.

Recognition - Earn awards and serve on committees.

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PUBLICATIONS

InfoBites

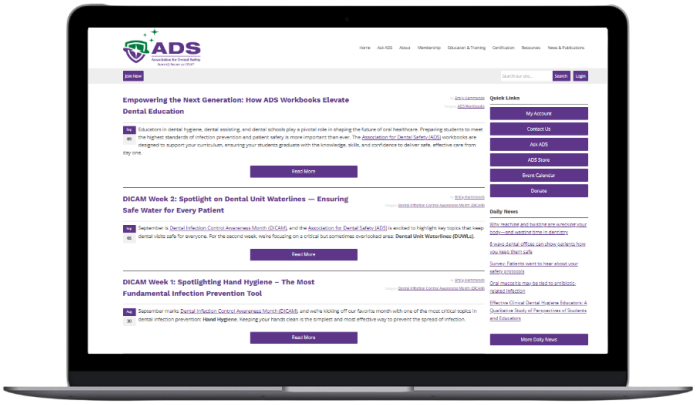
Build brand visibility through regularly scheduled dental infection prevention updates with a 36% email open rate, connecting your organization with an engaged professional audience.

Infection Control In Practice: Team Huddle™

Align your brand with practical, team-focused education. Published six times per year, each issue helps dental teams strengthen their infection prevention knowledge and stay current with state and federal guidelines. Readers can earn 1 ADA CERP credit by completing a brief knowledge check after each issue.

ADS Blog

Connect your brand with timely, relevant topics that keep dental safety in focus. Potential advertising opportunities are coming soon, offering a new way to reach ADS readers.



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EDUCATIONAL OFFERINGS

Dental Infection Control Boot Camp | Feb. 8 -10 | Atlanta, GA

Build connections where dental safety takes root.

Boot Camp brings together newcomers, experienced professionals, and military and federal personnel for practical education in dental infection prevention.

Back in 2027: Dental Unit Waterlines Workshop!

Kick off Boot Camp with an interactive pre-conference workshop focused on practical strategies for dental unit waterline safety, testing, maintenance, and compliance.

New in 2027: an Interactive Steri-Center Lab!

Exhibitors and sponsors connect directly with decision-makers and rising leaders—building visibility, showcasing solutions, and forming valuable relationships.

2027 SAFETY STRONG

ADS Dental Infection Control Boot Camp

Annual Conference | June 2-4 | St. Louis, MO

Connect with the people shaping the future of dental safety. The Annual Conference brings together global leaders in dental infection prevention, occupational health, and patient safety. Highlights include emerging infectious diseases, federal updates, and the ADS Institute's consensus statement on dental unit waterline quality.

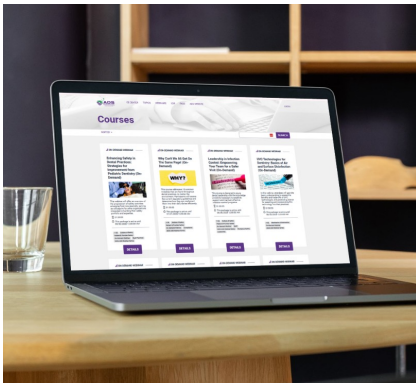
Exhibitors and sponsors connect with decision-makers who shape purchasing, policy, and practice—showcasing innovations and building valuable relationships.

2027 Association for Dental Safety Annual Conference

ADS Webinar Series | Year- Round

ADS webinars deliver expert insights and practical solutions directly to dental professionals, live and on demand, with CE credit. Topics span from antibiotic stewardship, dental unit water quality, instrument reprocessing, PPE, and occupational health and safety, to name a few.

For sponsors, the series offers a targeted opportunity to build brand visibility and connect with professionals committed to safer dental care.



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2026 HIGHLIGHTS

ADS Web Traffic

- 50,000+ page views per month (average)
- 27,000+ new users per month (average)

ADS Social Media

- 15,000+ combined followers

AI Innovation

- Ask ADS has answered 11,500+ questions from 2,400+ users

Grants & Contracts

2026 awards supporting 2027 initiatives

- Awarded Year 3 of 3 – CDC Partner Promotion of Strategies to Advance Oral Health
- Awarded Year 1 of 5 – CDC Building National Partnerships for the Prevention of Emerging and Reemerging Infectious Diseases
- Awarded 3rd OSHA Susan Harwood Training Program

Education & Certification

- Hosted 2 in-person conferences, including a Dental Unit Waterlines pre-conference event at Boot Camp
- Produced 12 CE webinars with 7,000+ registrants
- Produced 10 Industry Insights: Product Discovery Webinars highlighting Super Sponsor & Corporate members products and services
- Partnered with APIC to host a webinar on dental unit waterlines
- 2,585+ professionals earned the Dental Infection Prevention and Control Certificate
- 398+ professionals have earned Certified in Dental Infection Prevention and Control (CDIPC) or Dental Industry Specialist in Infection Prevention and Control (DISIPC)
- Awarded 54 ADS-DANB-DALE Foundation Andrew Whitehead Education & Certification Scholarships

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2026 SUPER SPONSORS AND CORPORATE MEMBERS

Super Sponsors

BencoDental

COLTENE SciCan

darby

Dentsply Sirona

HENRY SCHEIN®

HuFriedyGroup The Best In Practice

Kerr

Medicom Pride in Protection

midmark

parkell®

PATTERSON DENTAL

PDI BE THE DIFFERENCE

PLANMECA KAVO

ProEdge Dental Compliance Labs

Solmetex Dentistry's Complete Provider of Water Solutions

Solmetex® Sterisil® DryShield®

UGS

W&H

Corporate Members

- A-dec, Inc.
- Agenics Labs, LLC
- Air Techniques
- Atlanta Dental Supply
- Compliance Training Partners/HPTC
- DDS Rescue
- DenLine Uniforms, Inc.
- DentiSafe Premium Water Test
- Door to Door Dental, Inc.
- DOVE Dental Products
- Frëtt Solutions
- Halyard Health
- HealthFirst
- L & R Ultrasonics
- Manitoba Dental Association
- Medical Purchasing Solutions
- Miele, Inc.
- NDC Dental
- NSK America Corp.
- Palmero Healthcare
- The Procter & Gamble Company
- Ready Set Import
- Sterile Processing University
- Sterillium
- Zyris, Inc.

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For More Information

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Office Hours

Monday – Friday, 8:00 AM – 4:30 PM Eastern

office@MyADS.org

Learn More About ADS Corporate Membership today!

Andy Whitehead

Chief Engagement & Development Officer

(631) 664-1880

Check Out Our Upcoming Events

ADS Calendar