SPONSORSHIP & ADVERTISING
2020 OPPORTUNITIES
Medical Alley employs 500,000+ people

Thousands of event attendees each year

600+ member companies

More than 12,000 newsletter subscribers

More than 300,000 annual website visitors

Foundational and sustaining members:


Partners in Health since 1919.
Now in its sixth year, the Annual Dinner remains the premier event in Medical Alley with a SOLD OUT attendance of more than 1,000 last year. This members-only evening will bring together, in one place, for one night, the leaders who make Medical Alley the global epicenter of health innovation and care!

**EVENT**
- DIVERSE
  Hundreds of companies across the healthcare spectrum represented.
- EXCLUSIVE
  Members-only gala.
- HIGH EXPOSURE
  Tens of thousands of digital impressions before, during, and after the event.

**ATTENDEES**
- LEADERS
  75% C-Suite, Presidents, Founders, and Directors.
- INNOVATORS
  25% Startup Founders, Engineers, Scientists, Consultants, Associates.

**TICKETS**
- INDIVIDUAL TICKET - $200
  Each ticket includes reception, hosted bar, program, plated dinner, and after-party.
- TABLE OF 10 - $2,000
  Company listed on the MAA website along with signage at the event.

APRIL 29, 2020
**MAA ANNUAL DINNER**

### SPONSOR OPPORTUNITIES

#### PRESENTING SPONSOR - $50,000
- Naming rights to the event, listed as MAA Annual Dinner, Presented by [Company]
- Opportunity to speak during dinner program
- Opportunity to attend VIP reception
- Interview with senior leader on your team to be used in promotion
- Post event you will be provided with basic attendee info, including email addresses
- First row table of 10 at event
- Full page ad in evening program
- Logo on event signage, website, and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Display table

#### KEYNOTE SPONSOR - $50,000
- Opportunity to introduce high-profile keynote speaker
- Opportunity to attend VIP reception
- Interview with senior leader on your team to be used in promotion
- Post event you will be provided with basic attendee info, including email addresses
- First row table of 10 at event
- Full page ad in evening program
- Logo on event signage, website, and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### INTERACTIVE EXPERIENCE SPONSOR - $25,000
- Large, dedicated space to host interactive area during event reception
- Opportunity to attend VIP reception
- Interview with senior leader on your team to be used in promotion
- Post event you will be provided with basic attendee info, including email addresses
- Table of 10 to event (table placement within first two rows)
- Logo to appear on graphic signage throughout the event
- Half page ad in evening program
- Logo on event signage, website, and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### VIP EXPERIENCE SPONSOR - $25,000 (2 OPPORTUNITIES)
- Logo on VIP reception signage
- Opportunity to attend VIP reception
- Post event you will be provided with basic attendee info, including email addresses
- Table of 10 to event (table placement within first two rows)
- Logo to appear on graphic signage throughout the event
- Half page ad in evening program
- Logo on event signage, website, and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### AFTER-PARTY SPONSOR - $15,000
- Company logo included on signage at after-party
- Opportunity to introduce after-party entertainment
- Featured on the After-Party Experience email sent to attendees prior to the event
- Logo included on photo booth prints
- Table of 10 to event (table placement within first four rows)
- Half page ad in evening program
- Logo included on website and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### RECEPTION SPONSORS - $10,000 (4 OPPORTUNITIES)
- Bar to include company logo
- Company name or logo prominently displayed on bar signage and/or linens
- Logo included on photo booth prints
- Table of 10 to event (table placement within first four rows)
- Logo included on website and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### DESSERT SPONSOR - $10,000
- Company logo included on all desserts
- Table of 10 to event (table placement within first four rows)
- Logo included on website and pre and post event email communications
- Logo included on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels
- Display table

#### EXHIBITORS - $5,000
- Name recognition on website and select event signage
- 2 tickets to the event
- Display table

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**INTERESTED IN SPONSORING THE 2020 ANNUAL DINNER?**

Contact Director of Member Engagement, Alexis Kochanski at akochanski@medicalalley.org or 952.746.3847
### Sponsorship (check those you're interested in)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>____ Annual Dinner - Presenting Sponsor</td>
<td>$50,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Keynote Sponsor</td>
<td>$50,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Innovation Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>____ Annual Dinner - VIP Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>____ Leading the Conversation - Naming Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>____ Women in Health Leadership - Presenting Sponsor</td>
<td>$20,000</td>
</tr>
<tr>
<td>____ Alley Chats - Headlining Sponsor</td>
<td>$18,000</td>
</tr>
<tr>
<td>____ Leading the Conversation - Panel Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>____ Salon Dinner - Dinner Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>____ Annual Dinner - After-Party Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Dessert Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Reception Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>____ Leading the Conversation - Reception Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>____ Women in Health Leadership - Supporting Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Exhibitor</td>
<td>$5,000</td>
</tr>
<tr>
<td>____ Leading the Conversation - Dessert Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>____ Alley Chats - Supporting Sponsor</td>
<td>$3,000</td>
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</tbody>
</table>

**TOTAL**

### Advertising (check those you're interested in)

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>____ Sponsored Webpage</td>
<td>$2,000</td>
</tr>
<tr>
<td>____ Newsletter Advertising - 1 Month</td>
<td>$600</td>
</tr>
<tr>
<td>____ Sponsored Blog</td>
<td>$500</td>
</tr>
<tr>
<td>____ Boosted Blog</td>
<td>$500</td>
</tr>
<tr>
<td>____ Featured Company</td>
<td>$500</td>
</tr>
<tr>
<td>____ Newsletter Advertising - 1 Week</td>
<td>$200</td>
</tr>
<tr>
<td>____ Featured Job Post</td>
<td>$100</td>
</tr>
</tbody>
</table>

**TOTAL**

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**BILLING INFO**

Name: ___________________________________________  Title: ________________________________
Organization: ________________________________________________________________
Mailing Address: ________________________________________________________________
City: ___________________________  State: _______  Zip: ___________________  Country: ________________________________
Phone: ___________________________  Email Address: ________________________________
Total Amount $ ________________________________

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**PLEASE CHOOSE BILLING OPTION:**

- [ ] Pay by Credit Card
- [ ] Pay by Check

Checks should be sent to: The Medical Alley Association
4150 Olson Memorial Hwy, Suite 430, Golden Valley, MN 55422
SPONSORSHIP AGREEMENT FORM

1. PAYMENT AND TERMS.
   Event sponsorship must be paid in full within 30 days of signed agreement. If event is within 30 days of obtaining a signed agreement, event sponsorship must be paid in full prior to the event. For advertising, the amount must be paid in full prior to publication. A signed agreement must be held between MAA and the sponsoring organization.

2. ELIGIBLE SPONSORS.
   Sponsors eligible for member pricing must have a valid membership. Only the organization whose name is listed on the first page of this contract may be placed in print and pre-outlined sponsorship recognition opportunities.

3. EDITORIAL RIGHTS.
   We retain editorial rights for anything being posted in regards to an event or publication. MAA reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.

4. EVENT PROMOTION/LOGO USAGE.
   MAA agrees to provide sponsoring organization MAA logo and marks in use for promotion of the event/publication.

   Sponsoring organization agrees to grant MAA royalty-free license to the use of their logo to promote the event and for a period of 12 months following the event or publication date in any promotional materials for similar events and/or on MAA website.

   In the event that the sponsor changes their logo at any time during the term of agreement, they agree that MAA shall not be obliged to make any consequential changes to materials that include the sponsor logo produced by MAA or on our behalf for the event unless it is agreed in writing in advance to meet the costs and expenses incurred by MAA arising from such change.

5. CANCELLATION OR POSTPONEMENT OF EVENT OR PUBLICATION.
   In the event that MAA changes and/or cancels the event, which is under its purview in this contract, MAA's sole responsibility and entire liability to sponsor shall be to issue a credit to sponsor in the amount of the applicable prepaid sponsorship fee. This credit shall be used towards sponsor’s purchase of additional sponsorship opportunities, whether that be an event, publication, or online advertisement during the then-current MAA fiscal year.

6. LIMITATION ON LIABILITY.
   The sponsor agrees to indemnify, defend and hold harmless MAA and the event facility, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees or customers. MAA shall not be responsible for loss or damage to displays or goods belonging to sponsors.

7. EXCLUSIVITY.
   MAA events are offered to all potential sponsors without exclusivity, unless otherwise noted.

8. CO-PROMOTION.
   By signing this form, your company agrees to co-promote the event sponsored, including (but not limited to) the following tactics:
   - Promote event on social channels (Medical Alley will provide sample posts)
   - Email event invite to coworkers and mailing lists (Medical Alley will provide HTML email to use)
   - List event and sponsorship role on website (Medical Alley will provide a link to our registration page)

   By signing below, I hereby acknowledge that I have completely read and agree to the terms listed above:

   Signature ____________________________ Date ____________________

For questions, please contact Event Director, Erin Lundmark at elundmark@medicalalley.org
Founded in 1984, the Medical Alley Association supports and advances the global leadership of Medical Alley’s healthcare industry, and its connectivity around the world. MAA delivers the collective influence, intelligence, and interactions that support Medical Alley.