MEDICAL ALLEY ASSOCIATION

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

3M, Abbott, Allina Health, Aetna, Best Buy, Boston Scientific, CanTEL, CentraCare, Ecolab, FedEx, Fredrikson & Byron, Mayo Clinic, Medtronic, Smiths Medical, Starkey Hearing Technologies, BlueCross BlueShield, Coloplast, Fairview, Rebiotix, Takeda, UnitedHealthcare, Upsher-Smith
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**
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 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 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 event 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 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 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 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 post event email communications
- Logo included on step and repeat logo wall at networking reception
- 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 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

INTERESTED IN SPONSORING THE 2020 ANNUAL DINNER?
Contact Director of Member Engagement, Alexis Kochanski at akochanski@medicalalley.org or 952.746.3847
The public face of Medical Alley’s Health Transformation Initiative, Leading the Conversation will give an executive audience an in-depth look at the challenges facing the healthcare industry and how Medical Alley leaders are working together to overcome them. For companies looking to attract people that are working beyond the status quo to affect the future of healthcare, sponsoring Leading the Conversation demonstrates a commitment to innovative leadership and creative problem solving.

2 EVENTS IN 2020
HALF-DAY FORUM
Includes networking and reception.

THOUGHT LEADERSHIP
Creating tomorrow’s healthcare initiatives, today!

250+ ATTENDEES
CHANGEMAKERS
Reach the decision makers in healthcare.

COMPLETE ECOSYSTEM
Payors, providers, pharmaceutical companies, health technology companies, and more!

MEMBER TICKET - $150
NON-MEMBER TICKET - $300

DATES
JANUARY 2020
Venue TBD

FALL 2020
Venue TBD
LEADING THE CONVERSATION

PRESENTING SPONSOR - $40,000
2 AVAILABLE FOR THE SERIES

- Collaborate and co-produce event with MAA to drive agenda, speakers, and topics
- Opportunity to give a brief introduction & introduce keynote speaker
- Interview with senior leader on your team to be used in event promotion
- Post event you will be provided with basic attendee info, including email addresses
- Logo on event signage, website, and pre and post event email communications
- 20 complimentary tickets
- Display table

SUPPORTING SPONSOR - $15,000
4 AVAILABLE FOR THE YEAR

- Opportunity to introduce or participate in a session
- Interview with senior leader on your team to be used in event promotion
- Post event you will be provided with basic attendee info, including email addresses
- Logo on event signage, website, and pre and post event email communications
- 10 complimentary tickets
- Display table

NETWORKING RECEPTION SPONSOR - $10,000
6 AVAILABLE FOR THE YEAR

- Opportunity to name signature cocktail
- Company logo included on bar signage and/or linens
- Logo on event signage, website, and pre and post event email communications
- 6 complimentary tickets
- Display table

IT IS INCREASINGLY IMPORTANT TO HEAR FROM LEADERS IN OUR MINNESOTA HEALTHCARE COMMUNITY ON HOW THEY DEFINE SUCCESS AND HOW THEY ARE GOING ABOUT ACHIEVING IT. EVENTS LIKE MEDICAL ALLEY’S “LEADING THE CONVERSATION” CONNECTS US TO THESE INSIGHTS.

- 2019 ATTENDEE
New in 2020, Medical Alley Association will host private dinners that bring members together to discuss top issues in healthcare in an intimate setting. Our Salon Dinners are a special evening of good food and great conversation with high-level executives and top thought leaders.

**EVENT**
4 EVENTS IN 2020
INVITE-ONLY
To be chosen by sponsor and MAA.

**PRIVATE DINING**
Held at fine dining restaurants throughout the Twin Cities.

**ATTENDEES**
UP TO 30 ATTENDEES
THOUGHT LEADERS
Guests will be C-Suite healthcare professionals.

**TICKETS**
INVITE ONLY
Costs to attendees is free.

**DATES**
DATES TBD

**DINNER SPONSOR - $15,000**
1 AVAILABLE PER DINNER
• Choice of attendees, invites to be sent out by MAA
• Opportunity to provide a welcome message or toast at the beginning of the dinner
• Post event you will be provided with basic attendee info, including email addresses
• Logo will appear on welcome signage upon entry to private dining space
• Includes 2 attendees
More than just a celebration of successful women in Medical Alley, our Women in Health Leadership series gives attendees the chance to hear the personal journeys of women who have overcome personal and professional challenges to rise to the highest reaches of healthcare. The audience is engaged, with a high level of connectivity, which makes for meaningful networking time, great energy, and a spirited Q&A session. Simply put, you will not find a better way to reach professional women than by sponsoring these events!

### EVENT

- **4 EVENTS IN 2020**
- **TWO-HOUR PLATED LUNCH**
  Networking, keynote and Q&A.
- **SMART FOR YOUR BRAND**
  Align your brand with female healthcare professionals.

### ATTENDEES

- **200+ ATTENDEES**
  Female C-Suite, Executives, Directors and other healthcare professionals.

### TICKETS

- **MEMBER TICKET - $75**
- **NON-MEMBER TICKET - $175**

### DATES

- **JANUARY 30, 2020**
  The Hutton House
- **QUARTER 2, 2020**
  Venue TBD
- **QUARTER 3, 2020**
  Venue TBD
- **QUARTER 4, 2020**
  Venue TBD
SPONSOR OPPORTUNITIES

PRESENTING SPONSOR - $20,000
1 AVAILABLE FOR THE SERIES

- Sponsorship cost is for all four (4) events in the series
- Keynote introduction
- Logo on event signage, website, and pre and post event email communications
- Display table
- 4 complimentary tickets to each event, seated at head table

SUPPORTING SPONSOR - $10,000
6 AVAILABLE FOR THE SERIES

- Sponsorship cost is for all four (4) events in the series
- Logo on event signage, website, and pre and post event email communications
- Display table
- 2 complimentary tickets to each event

What a great speaker with a great perspective relevant to industry, academic, and female leaders everywhere!

- 2019 attendee
Whether you’re looking for new customers, new talent for your team, or simply greater recognition within the Medical Alley community, sponsoring our premier networking event is a great way to achieve your goals! Alley Chats take place in unique venues throughout Medical Alley, bringing together people from across healthcare to meet one another and strengthen the collaborative spirit that makes Medical Alley the global epicenter of health innovation and care.

**EVENT**

2 EVENTS IN 2020

EXCLUSIVE
MAA members-only event.

ACCESSIBLE
To professionals at all levels.

**ATTENDEES**

200+ ATTENDEES

MOTIVATED
Every attendee is there to network and make connections.

READY FOR OPPORTUNITIES
Most popular event for professionals looking for new opportunities.

**TICKETS**

MEMBER TICKET - $30

**DATES**

SUMMER 2020
Venue TBD

FALL 2020
Venue TBD
THE BEST WAY TO CONNECT WITH THE VARIOUS PLAYERS IN THE MEDICAL DEVICES, PHARMACEUTICALS, PATIENT CARE, MANUFACTURERS AND PROFESSIONAL SERVICES INDUSTRIES. I PERSONALLY GO OUT OF MY WAY TO ATTEND AS MANY ALLEY CHATS I CAN.

- 2019 ATTENDEE
SPONSOR A WEBPAGE

MEDICAL ALLEY’S MOST POPULAR PAGES, POWERED BY... YOU!

We’ll put your company front and center on pages like our job board, member directory, and community events pages to expose you to MAA’s audience of highly qualified health technology and care professionals.

By sponsoring a page on the Medical Alley website, you’ll reach an average of nearly 5,000 visitors with your logo featured prominently on the top of the page. You are able to link your logo to your website, a recent thought leadership piece, upcoming event, or a different URL of your choosing.

COST

$2,000

price is per page and will run for three (3) months
Promote a product release, a company milestone, an upcoming event, and so much more with an advertisement in Alley News, our weekly newsletter that is sent to over 12,000+ professionals in the healthcare industry. We put your message in the spotlight and help you get exposure with those that matter.

**COST**

$200  
price is per week of newsletter advertising

$600  
price is per month (4 weeks) of newsletter advertising
SPONSORED BLOG POST

A sponsored blog is between 750-1500 words on a topic of your choice and looks like any other article on our website. Each sponsored blog will be prominently featured on our Intelligence page for one (1) week. After that, your blog will be archived on the MAA Intelligence page for at least (1) year.

Your blog will be promoted through our digital and social channels, which may include LinkedIn, Twitter, or our newsletter that reaches over 12,000 people. Per FTC guidelines, your blog will be tagged Sponsored along with other relevant keywords that will put your blog in front of those that matter.

COST

$500
price is per blog post

BOOST YOUR BLOG

When you boost your blog post, it will appear below every single article across our site, irregardless of matching keywords or subject matter, extending the audience that will see and consume your content on the Medical Alley site.

COST

$500
price is per week
Our Job Board is a completely free benefit available only to our members and is one of our most visited pages on our website with thousands of visitors each month. Ensure your job is at top of the page and top of mind for the region’s most talented job seekers.

We’ll highlight up to five job listings at a time and keep them at the top of our highly trafficked job board for a month -- or until you tell us to take it down because you’ve already found the perfect candidate. We will also feature your job post in our newsletter that goes out weekly during the month it is featured for added exposure to tens of thousands of top candidates.

**GET IN FRONT OF MEDICAL ALLEY’S TOP TALENT**

**COST**

$100 price is per job posting, to run for one (1) month
Our directory is visited by thousands of people each month and now you can put your company in front of each and every one of them. As one of our Featured Companies, you will be listed just behind our Foundational and Sustaining Members on the first page of the directory, putting you ahead of your competitors as people search our directory looking for the most innovative companies in Medical Alley.

PUT YOUR COMPANY AT THE TOP OF PEOPLE’S MIND

COST

$500 price is for the entire year
### Advertising (check those you're interested in)  

<table>
<thead>
<tr>
<th>Service</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>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 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>
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<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>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>

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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.