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

600+ member companies

300,000+ annual website visitors

12,000 newsletter subscribers

Foundational and sustaining members
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
NEWSLETTER ADVERTISING

GET INTO THE INBOXES THAT COUNT

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
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**

**FEATURING JOB POST**

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

## 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>
<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.