SPONSORSHIP & ADVERTISING

2020 OPPORTUNITIES
Medical Alley employs 500,000+ people

Thousands of event attendees each year

600+ member companies

More than 300,000 annual website visitors

More than 12,000 newsletter subscribers
Now in its sixth year, the Annual Dinner, presented by Bind, 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!

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.

LEADERS
75% C-Suite, Presidents, Founders, and Directors.

INNOVATORS
25% Startup Founders, Engineers, Scientists, Consultants, Associates.

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 - SOLD OUT
- 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 - SOLD OUT
- Logo on VIP reception signage
- 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

AFTER-PARTY SPONSOR - SOLD OUT
- 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 - SOLD OUT
- 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 - SOLD OUT
- 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

INTERESTED IN SPONSORING THE 2020 ANNUAL DINNER?
Contact VP of Strategic Growth & Policy, Bobby Patrick VI at bpatrick@medicalalley.org or 952.746.3825
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.

**EVENT**

**2 EVENTS IN 2020**

**HALF-DAY FORUM**
Includes networking and reception.

**THOUGHT LEADERSHIP**
Creating tomorrow’s healthcare initiatives, today!

**ATTENDEES**

**250+ ATTENDEES**

**CHANGEMAKERS**
Reach the decision makers in healthcare.

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

**TICKETS**

**MEMBER TICKET - $150**

**NON-MEMBER TICKET - $300**

**DATES**

**SUMMER 2020**
Venue TBD

**WINTER 2020**
Venue TBD
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.

4 EVENTS IN 2020

INVITE-ONLY
To be chosen by sponsor and MAA.

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

UP TO 30 ATTENDEES

THOUGHT LEADERS
Guests will be C-Suite healthcare professionals.

TICKETS

INVITE ONLY
Costs to attendees is free.

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**
- **WOMEN IN HEALTHCARE**
  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 3, 2020**
  Venue TBD
- **JUNE 9, 2020**
  The Hutton House
- **DECEMBER 2, 2020**
  The Hutton House
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
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.

**DATES**

JULY 29, 2020
Allianz Field

FALL 2020
Venue TBD

**TICKETS**

MEMBER TICKET - $30
SUPPORTING SPONSOR - $3,000
12 AVAILABLE FOR THE YEAR

- Opportunity to address attendees for up to 1-minute
- Company logo with link included in event communications & MAA website
- Display table
- 4 complimentary tickets to event

"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.

**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.

**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>
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<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>
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<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>
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<tr>
<td>____ Annual Dinner - After-Party Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Dessert Sponsor</td>
<td>$10,000</td>
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<tr>
<td>____ Annual Dinner - Reception Sponsor</td>
<td>$10,000</td>
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<tr>
<td>____ Leading the Conversation - Reception Sponsor</td>
<td>$10,000</td>
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<tr>
<td>____ Women in Health Leadership - Supporting Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>____ Annual Dinner - Exhibitor</td>
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</tr>
<tr>
<td>____ Leading the Conversation - Dessert Sponsor</td>
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<tr>
<td>____ Alley Chats - Supporting Sponsor</td>
<td>$3,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
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</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>
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</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.