



**MEDICAL ALLEY**  
ASSOCIATION

# 2018 Sponsorship Opportunities

Learn More About Elevating Your Brand!

Contact Membership Director, Brian Strub  
[bstrub@medicalalley.org](mailto:bstrub@medicalalley.org) or 952.542.3820

*All rates listed are for active Medical Alley Association members only. If you are not a member, but are interested in sponsorship or advertising, please email [bstrub@medicalalley.org](mailto:bstrub@medicalalley.org) for information about becoming a member or non-member pricing.*



**Medical Alley Association (MAA) members are at the heart of all association activities. Our sponsorship offerings have been crafted such that all types of MAA member companies can actively support our vibrant healthcare community while deriving value from the exposure gained through sponsorship.**

**Market your business to a highly engaged audience by partnering with MAA in one or more of the following areas listed here. Our goal is to bring you value and connect your brand with MAA's mission to serve the interests and needs of the healthcare industry.**



**With over 500 companies spread across the globe, Medical Alley is truly the**

# **Global Epicenter of Health Innovation and Care**

# Event Sponsorship

**37**

events in 2017

**500**

member companies

**3500 +**

attendees

## Great State of PharmaBio

### About

Over the past decade, this Minnesota cluster ranks as the #1 fastest growing in the U.S. – growing by more than 70%. In 2017, Medical Alley companies in this sector saw an 70% increase in capital raised.

The Medical Alley Association brings this cluster together to celebrate its success and support further acceleration. It's a trade fair, a conference, an exhibition and a networking event – all focused on this growing pharmaceuticals and biotechnology hub!

### **Naming Sponsor - \$10,000 (SOLD OUT)**

### **Gold Sponsor - \$3,000**

- Opportunity to introduce one of the sessions and give a brief company introduction
- Display table
- Your company name and/or logo with link included in event communications & on the website
- 1-Page marketing piece included in all attendee folders
- 1 week of newsletter advertising\*\*
- 6 complimentary passes to the event

### **Supporting Sponsor - \$1,000**

- Display table
- Your company name and/or logo with link included in event communications & on the website
- 2 complimentary passes to the event

**Attendee Pricing: \$129 Members | \$299 Non-Members**

**Target Event Date: December**



# Leading the Conversation

## About

A half day conference that will include spirited discussion from senior leaders around the evolution of the healthcare business and implications, opportunities, and challenges for innovators. In 2018, MAA will hold two Leading the Conversation events. Sponsor opportunities below are available for each event.

### **Naming Sponsor - \$15,000 (1 opportunity)**

- Opportunity to give a brief introduction and introduce a keynote or session
- Display table
- 20 complimentary passes to the event
- 4 weeks of newsletter advertising\*\*
- Your company name and/or logo with link included in event communications & on the website
- Interview with senior leader on your team on topic related to Summit, distributed to all attendees
- Seat on leadership advisory committee

### **Gold Sponsor - \$10,000 (1 opportunity)**

- Opportunity to give a brief introduction
- Display table
- 10 complimentary passes to the event
- 4 weeks of newsletter advertising\*\*
- Interview with senior leader on your team on topic related to Summit, distributed to all attendees
- Your company name and/or logo with link included in event communications & on the website

### **Networking Sponsor - \$5,000 (2 opportunities)**

- Display table
- 6 complimentary passes to the event
- 2 weeks of newsletter advertising\*\*
- Your company name and/or logo with link included in event communications & on the website

### **Supporting Sponsor - \$2,500 (5 opportunities)**

- Display table
- 2 complimentary passes to the event
- 1 week of newsletter advertising\*\*
- Your company name and/or logo with link included in event communications & on the website

### **Attendee Pricing: \$129 Members | \$299 Non-Members**

### **Event Dates: July 25, Early November**

*\*\*each newsletter ad placement included in sponsorship will run in the quarter in which the sponsored event takes place*

# Small Business Leaders Forum

## About

The Small Business Leaders' Forum brings together senior executives from startup and emerging growth companies. These intimate meetings are tailored to the specific needs of health tech startups, offering leaders a chance to connect, share problems they are facing, and hear from industry veterans. Tickets for these events are limited to startup and growth stage companies to ensure authentic and open conversations. This sponsorship offers you an exclusive invitation to sit at the table.

### Series Sponsor - \$2,500 (2 opportunities remaining)

- Sponsorship cost is for all three (3) events in the series
- 1 invitation to each event
- Inclusion in planning committee
- Your company name and/or logo with link included in event communications & on the website
- 1-page marketing piece included in event handout

**Event Dates: May 16, August 1, and October 17**

# Alley Chats

## About

One of the greatest strengths of Medical Alley is our community, which is why we love bringing like-minded people together to help strengthen those community ties! Alley Chats are our premier networking events, helping members meet each other and explore new business opportunities in a relaxed environment. Held at local breweries, member companies' headquarters, or other fun gathering places like U.S. Bank Stadium, Alley Chats typically bring over 150 MAA members together and are a great chance to make new connections, hear about what's happening around Medical Alley, and strengthen the fabric of the most innovative healthcare community in the world.

### Benefits:

- Display table
- Opportunity for a 2-minute introduction
- Your company name and/or logo with link included in event communications and website
- 4 complimentary passes to the event

### Alley Chats | Sponsor - \$2,250

- March 28, 2018 @ US Bank Stadium (SOLD OUT)
- May 21, 2018 @ Bauhaus Brew Labs (2 opportunities remaining)
- July 19, 2018 @ Bleu Duck in Rochester (2 opportunities remaining)
- August 20, 2018 @ Surly Brewery (2 opportunities remaining)
- Date and location TBD
- Date and location TBD

**Attendee Pricing: \$20, Members only**

# Women in Health Leadership Series

## About

Our quarterly Women in Health Leadership events bring together women from Minnesota's healthcare community. Our objective is to give our industry access to bright, influential and inspiring female leaders while offering unparalleled professional networking opportunities.

## Lead Sponsor - \$10,000 (SOLD OUT)

- Sponsorship cost is for all four (4) events in the series
- Keynote introduction
- Display table
- Your company name and/or logo with link included in event communications & on the website
- 4 complimentary passes to the event

## Supporting Sponsor - \$5,000 (SOLD OUT)

- Sponsorship cost is for all four (4) events in the series
- Display table
- Your company name and/or logo with link included in event communications & on the website
- 2 complimentary passes to each event

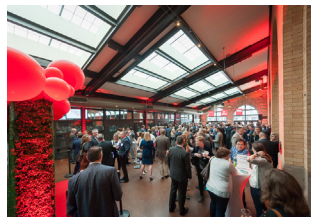
## Attendee Pricing: \$65 Members | \$165 Non-Members

## Event Dates:

- March 7 with Susan Jepson, Vice President, Upstream Health Innovations Administration at Hennepin County Medical Center
- May 2 with Robin Borg, Vice President Global Human Resources, Medivators a Cantel Medical Company
- August 14 with Sara Russick, General Partner, Capita3
- October 23 with Amy Ronneberg, Chief Financial Officer, Be The Match BioTherapies

# THANK YOU TO EVERYONE WHO ATTENDED THE 2018 MEDICAL ALLEY ANNUAL MEETING!

This year's event was our biggest Annual Meeting yet with 750+ registered attendees. It was an extraordinary event and further proof that we are indeed surrounded by one of the most active and influential health communities in the world!



MARK YOUR CALENDARS!

# 2019 MAA Annual Meeting

Wednesday, April 24 @ The Depot Minneapolis

\*Please Note: Sponsorships and pricing listed below are for 2018. Contact MAA for 2019 Annual Meeting sponsorship inquiries

## Naming Sponsor - \$25,000

### Gold Sponsor - \$20,000

- First row table of 10 to event\*
- Exhibit table
- Full page ad in evening program
- Logo on all drink tickets
- 25 additional drink tickets provided for your distribution
- Opportunity to give a toast at the dinner program
- Logo on event signage, website, and pre and post event email communications (in order of monetary value)
- Post-event you will be provided with basic attendee info, including email addresses
- Opportunity to include promotional materials in gift bag

### Drink Sponsor - \$15,000

- Table of 10 at event (first row table placement)\*
- Full page ad in evening program
- Logo on all drink tickets
- Logo on wine bottle sticker. Two bottles of wine will be placed at each table
- 20 additional drink tickets provided for your distribution
- Logo on event signage, website, and pre and post event email communications
- Post-event you will be provided with basic attendee info, including email addresses
- Logo included on step and repeat logo wall at networking reception
- Display table

### Networking Reception Sponsor - \$10,000

- Table of 10 at event (table placement within first two rows)\*
- Half page ad in evening program
- Company name and logo printed on cocktail table tops in reception hall
- Logo on event signage, website, and pre and post event email communications
- Post event you will be provided with basic attendee info, including email addresses
- Logo included on step and repeat logo wall at networking reception
- Display table

## Dessert Sponsor - \$5,500

- 5 tickets to the event\*
- Company logo included on all desserts
- Half page ad in evening program
- Logo on event signage
- Logo on website and pre and post event email communications
- Logo on an Annual Meeting flyer at various MAA events leading up the Annual Meeting
- Display table

## Member Benefits Sponsor - \$5,000

- 5 tickets to the event\*
- Half page ad in evening program
- Logo on event signage
- Logo on website and pre and post event email communications
- Logo on an Annual Meeting flyer at various MAA events leading up the Annual Meeting
- Display table

## Exhibitor - \$3,000

- 2 tickets to the event\*
- Name recognition on website and select event signage
- Display table

## Table of 10 - \$1,650

- \$100 off the price of 10 individual tickets\*
- Organization shown in "tables purchased" listing on the MAA website

## Individual Ticket - \$175

\*Each ticket includes reception, drink ticket and plated dinner