



MEDICAL ALLEY
ASSOCIATION

2018 Sponsorship Opportunities

Learn More About Elevating Your Brand!

Contact Membership Director, Brian Strub
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 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 (SOLD OUT)
- 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

Advertising and Research

Top 10
visited pages placement

11K +
subscribers

40K +
website views

WEBSITE ADVERTISING



PAGE SPONSORSHIP - \$2,000 per month

- Company name and/or logo prominently placed at top of the page
- Additional unique features available upon discussion

IN-PAGE ADVERTISING - \$750 per month

- An image and 30-50 words will be placed within a block of content on our home page
- Button points to a URL of your choice

If there are additional advertising opportunities you'd like to explore, please contact Jamie, Marketing Manager: joyen@medicalalley.org

This Week In The Alley

NEWSLETTER ADVERTISING

Promote a product release, a company milestone, an upcoming event and so much more with an advertisement in the Medical Alley Association newsletter! Our weekly newsletter is sent to a list of 11,000+ professionals in the healthcare industry. We put your message in the spotlight and help you get exposure to those that matter.

BANNER AD - \$175 per week / \$500 per month

- Feature of your company name and/or logo
- Linked to content of your choice

COMPANY SPOTLIGHT - \$500 per month

- Prominent feature in the Newsletter
- Banner linked to content of your choice
- Work with our team on creative*

*Additional Cost, please contact
Jamie, joyen@medicalalley.org

The screenshot shows a newsletter advertisement with a header image of a city skyline and the text "This Week In The Alley". The main content includes a congratulatory message to Inspire Medical Systems, their logo, and a "Read More" button. Below this is a section for a Mayo Clinic event, featuring a banner with lightbulbs and the text "Crafting Value: Integrating Disciplines for More Effective Development Programs". It also includes the Mayo Clinic logo, event details for Wednesday, May 16, and a "REGISTER NOW" button. At the bottom, there are social media icons for LinkedIn, Twitter, Facebook, and a website icon.



SPONSORED BLOG POSTS

WHAT IS A SPONSORED BLOG POST?

A sponsored blog post looks like any other article on our website, with a similar tone and editorial feel. It is between 750-1500 words on any topic of your choice.

WHO WRITES THE BLOG POST?

That's up to you! We are happy to do slight editing on a blog or article that your team has created or we can have our marketing team create something that will resonate with our members and earn you mindshare with the biggest names in health innovation and care.

WHERE WILL THE BLOG BE POSTED?

Each sponsored blog post will be prominently featured on our Intelligence page for one (1) week. After that, your post be archived on the MAA Intelligence page for at least (1) year, users can find it via keywords or by scrolling through the article library.

PROMOTION

In addition to posting the content on our website, we'll also promote it through our digital and social channels, which may include LinkedIn, Twitter, or our newsletter that reaches over 10,000 people.

ANYTHING ELSE?

Just one thing. Per FTC guidelines, disclosure is required for any advertisement or sponsorship. Your blog will be labeled #Sponsored along with other relevant keywords that will help put your blog post in front of those that matter.

PRICING

\$500

member-provided content

\$1,500

MAA-provided content



RESEARCH & INTELLIGENCE REPORTS

MAA publishes attention-grabbing reports on quarterly investments, changes in the health technology landscape, and trends that influencers and thought-leaders care about. These reports are among our most anticipated and well-publicized pieces of content, making them a great way to get your company in front of decision-makers across healthcare.

SPONSOR

For more details on our Research & Intelligence sponsorships, please contact Frank Jaskulke, Vice President of Intelligence at fjaskulke@medicalalley.org or 952-746-3814.



MEDICAL ALLEY MIDYEAR
BROKEN RECORDS AND SUBSTANTIAL ACHIEVEMENTS

\$308.8M RAISED BY 52 COMPANIES

This is the best fundraising year Minnesota companies have experienced in the past eight years. Insurance & digital health company and Medical Alley Association member, Bright Health has contributed generously to the total raised, having secured \$26.6M from its leading AI-powered device vendor, Morphic Medical (also a Medical Alley Association member) came in second with a \$16.6M raise.

TOP FIVE HEALTH TECHNOLOGY RAISES OF 2017

| | | | | |
|--------------------------|---------------------------|-----------------------------|-------------------------------|--------------------------|
| bright \$16.0M | MORPHIC \$26.6M | ENTERMEDICS \$21M | CO COMMERCIAL \$20M | NXTERA \$15.3M |
|--------------------------|---------------------------|-----------------------------|-------------------------------|--------------------------|

DIGITAL HEALTH EXPLODES, DEVICE STAYS STRONG

Lead by the best in the half as research the digital health sector surpassed \$16.4M. Minnesota's diagnostics and biopharmaceutical sectors nearly doubled their year-for-year leads from 2016 and Medical Device exceeded \$9M in half-year investments for the fourth straight year.

RECORD HALF FOR DEALS BIG & SMALL

Though the half was notable for its numerous deals over \$1M (the \$16.2 in deals of \$1M or more is an all-time high), the first half numbers were also strong for smaller deals. Tying a four-year high of \$38.6M, seven companies raised between \$1M and \$5M.

SIGNIFICANT ACHIEVEMENTS

ENTERMEDICS COMPLETES ACQUISITION
Medical Alley headquartered EnteroMedics, which has raised \$60 million through the first half of this year, completed its acquisition of California-based Bluebird bio, in April 2017. The deal, worth over \$2 billion, includes the Bluebird bio System - adding capacity to our already robust gastrointestinal health care cutting-edge neural network system (Elicio Therapy).

MEDICAL ALLEY ORGANIZATION RECEIVES HIDE
AGA Medical Corporation (owned by St. Jude Medical, now Abbott Laboratories) received one of only three Humanitarian Device Exemptions given by the FDA in the first half of this year for its Resonance Peritoneal Dialysis (RSD) Dialyzer.

MEDICAL ALLEY CONTINUES DOMINANCE OF REGULATORY PROCESS

40 CIRS FASTER

Medical Alley continues to demonstrate national leadership as the fastest of the major market regions to clear 40 CIRS as an average of the year - an area faster than the national average. Medical Alley is leading in Pharmaceutical Approvals (PMA) through the request of any with 371 approvals.

NEW DEVICE-FOCUSED VC FUND IN MEDICAL ALLEY
Cross River Healthcare Partners, launched by local investment veterans, Kathy Eise and John DiMartino, is using "seed" capital to fund early-stage health technology companies.

MEDICAL ALLEY START-UP FILES FOR 5x10K
Therapeutic Solutions, the digital health and device company, which after a jubilee testing led that fits on the back of a mobile phone, successfully submitted their 510(k) in May.

2017 is off to a strong start for Medical Alley's Health Technology companies and shows no signs of slowing down

Medical Alley Association partners: **ENTERMEDICS**, **MEDICAL ALLEY ASSOCIATION**, **Evaluate**

2018 Sponsorship Opportunities

| Sponsorship (check those you're interested in) | Price |
|--------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="checkbox"/> Annual Meeting - Gold Sponsor | \$20,000 |
| <input type="checkbox"/> Leading the Conversation - Naming Sponsor | \$15,000 |
| <input type="checkbox"/> Annual Meeting - Drink Sponsor | \$15,000 |
| <input type="checkbox"/> Leading the Conversation - Gold Sponsor | \$10,000 |
| <input type="checkbox"/> Annual Meeting - Network Reception Sponsor | \$10,000 |
| <input type="checkbox"/> Annual Meeting - Dessert Sponsor | \$5,500 |
| <input type="checkbox"/> Annual Meeting - Member Benefits Sponsor | \$5,000 |
| <input type="checkbox"/> Leading the Conversation - Networking Sponsor | \$5,000 |
| <input type="checkbox"/> Women in Health Leadership - Supporting Sponsor | \$5,000 |
| <input type="checkbox"/> Great State of PharmaBio - Gold Sponsor | \$3,000 |
| <input type="checkbox"/> Annual Meeting - Exhibitor | \$3,000 |
| <input type="checkbox"/> Leading the Conversation - Supporting Sponsor | \$2,500 |
| <input type="checkbox"/> Small Business Leaders Forum - Series Sponsor | \$2,500 |
| <input type="checkbox"/> Alley Chats - Sponsor | \$2,250 |
| <input type="checkbox"/> Annual Meeting - Table of 10 | \$1,650 |
| <input type="checkbox"/> Great State of PharmaBio - Supporting Sponsor | \$1,000 |
| <input type="checkbox"/> Medical Alley Supplier Day - Exhibitor | \$500 |
| <input type="checkbox"/> Website Advertising | Pricing Varies Please contact MAA for specific pricing and availability |
| <input type="checkbox"/> Newsletter Advertising | |
| <input type="checkbox"/> Blog Post | |
| TOTAL | |

BILLING INFO

Name _____ Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email Address _____

Total Amount \$ _____

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.

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 Manager, Erin: elundmark@medicalalley.org