

# 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

- 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

### COMPANY SPOTLIGHT - \$500 per month

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

The screenshot shows a newsletter layout. At the top is a banner with a colorful city skyline and the text "This Week In The Alley". Below the banner is a red heading "Congratulations to Inspire Medical Systems!". The main content features the Inspire logo (with a green leaf-like symbol above the 'i') and the text "UPPER AIRWAY STIMULATION". Below this, it says "The Medical Alley Association congratulates the team at Inspire Medical Systems on their initial public offering of stock on the New York Stock Exchange last week." and "The Medical Alley community has proven fertile ground for developing treatments for the most challenging diseases and conditions, and Inspire Medical Systems is the latest example of a company that has grown out of our community to improve lives of patients worldwide." A red "Read More" button is positioned below the text. At the bottom of the newsletter, there is a section for an event: "Crafting Value: Integrating Disciplines for More Effective Development Programs" with a date of "Wednesday, May 16, 8:00 a.m. - 12:00 noon" and a green "REGISTER NOW" button. To the right of the event title is a small text box: "Join RCRI and Research Collective at the Medical Alley Association for a morning of networking and insights into the opportunities that exist when you integrate regulatory strategy, human factors research and testing, and evidence development." The Mayo Clinic logo is also present, with the text "Mayo Clinic Seamless care that revolves around you: more than 4700 physicians and scientists collaborate across Mayo Clinic campuses in Arizona, Florida and Minnesota." and a red "Your Mayo Clinic" button. At the very bottom of the newsletter 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

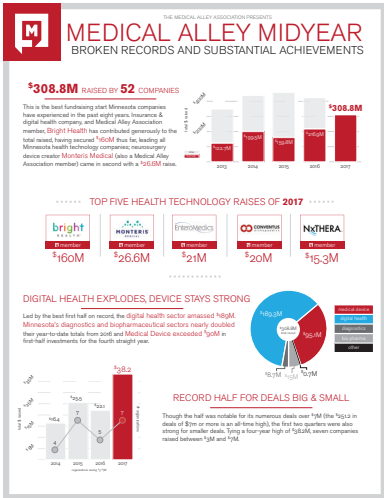


# RESEARCH & INTELLIGENCE REPORTS

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](mailto:fjaskulke@medicalalley.org) or 952-746-3814.



# 2018 Sponsorship Opportunities

Sponsorship (check those you're interested in)	Price
<input type="checkbox"/> Annual Meeting - Presenting Sponsor	\$35,000
<input type="checkbox"/> Annual Meeting - Gold Sponsor	\$20,000
<input type="checkbox"/> Leading the Conversation - Naming Sponsor	\$15,000
<input type="checkbox"/> Leading the Conversation - Gold Sponsor	\$10,000
<input type="checkbox"/> Annual Meeting - Host Sponsor	\$10,000
<input type="checkbox"/> Annual Meeting - Dessert Sponsor	\$6,000
<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"/> Website Advertising	Pricing Varies Please contact MAA for specific pricing and availability
<input type="checkbox"/> Newsletter Advertising	
<input type="checkbox"/> Blog Post	
<b>TOTAL</b>	

## 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](mailto:elundmark@medicalalley.org)