



MEDICAL ALLEY
ASSOCIATION

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 citations & 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 citations & on the website
- 2 complimentary passes to the event

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

Event Date: November 29



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, November 6

***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

- 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 (SOLD OUT)
- July 19, 2018 @ Bleu Duck in Rochester (SOLD OUT)
- August 20, 2018 @ Surly Brewery (SOLD OUT)
- November 13, 2018 @ Smiths Medical
- 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



2019 Annual Meeting

April 24
2019



The Depot
MPLS

Presenting Sponsor - \$35,000

- Naming rights to the event, listed as Medical Alley Association Annual Meeting Presented by: [Name of Company]
- Listed on all Annual Meeting signage, pre and post Annual Meeting communications, and on Medical Alley website
- Opportunity to open and close dinner program
- First row table of 10 to event*
- Logo included on step and repeat wall
- Post event you will be provided with basic attendee info, including email addresses
- Display table

Gold Sponsor - \$20,000

- First row table of 10 to event*
- Full page ad in evening program
- Opportunity to speak on stage for up to 2 minutes
- Logo on event signage, website, and pre and post event email communications
- Logo included on step and repeat wall
- Post-event you will be provided with basic attendee info, including email addresses
- Display Table

Host Sponsor - \$10,000

- Table of 10 to event (table placement within first two rows) *
- Full page ad in evening program
- Bar to include company logo
- 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 - \$6,000

- Table of 10 to 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
- 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
- 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 "Hosted Tables" listing on the MAA website

Individual Ticket - \$175

*Each ticket includes reception, hosted bar, program, and plated dinner.

INTERESTED IN SPONSORING THE 2019 ANNUAL MEETING?

Contact Membership Director, Brian Strub at bstrub@medicalalley.org or 952.542.3820

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 | |
| 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