

2021 ADVERTISING AND SPONSORSHIP PROSPECTUS

**REACHING THE RIGHT AUDIENCE,
AT THE RIGHT TIME,
EVERY TIME.**



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THE MEDICAL ALLEY ASSOCIATION

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. Our mission is to champion and facilitate an environment that enables health technology and care organizations to innovate, succeed, and influence the evolution of healthcare. Our vision is to elevate Medical Alley as The Global Epicenter of Health Innovation and Care™.

The Association is the central nervous system of the most diverse and influential healthcare community in the world. Want to connect with key opinion leaders or investors? We can help. Want to meet the entrepreneur who's changing the game? Industry intelligence? Yes. Access to influencers and public officials? Yes!

DIGITAL ECOSYSTEM BY THE NUMBERS

650+ Member
Companies

13K+ Newsletter
Subscribers

500K+ Healthcare
Professionals

5,000+ Webinar
Attendees

20K+ Social
Followers

300K+ Annual
Website Traffic

SPONSORSHIP

As The Global Epicenter of Health Innovation and Care™, Medical Alley is a vibrant community bursting with organizations leading the future of healthcare. While such a bustling community offers opportunity for collaboration and innovation not seen anywhere else, standing out can often be a challenge.

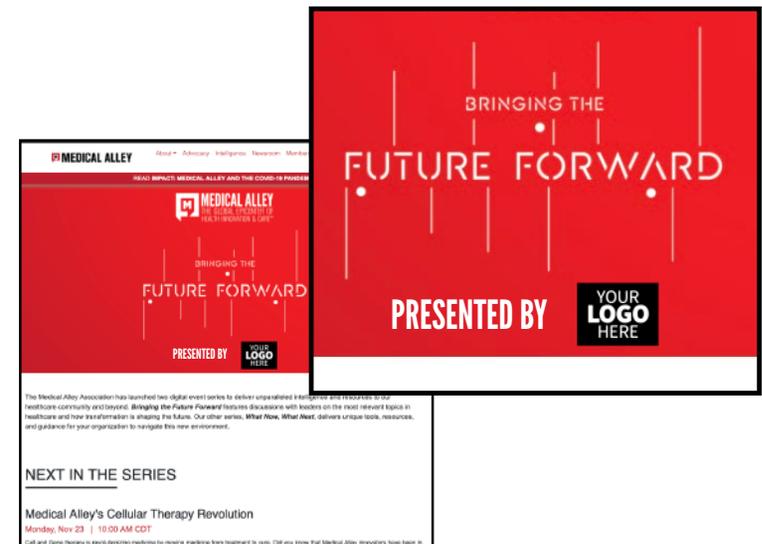
As a sponsor with the Medical Alley Association (MAA), you have access to an incredible platform that puts your brand in the limelight in front of the most influential healthcare audience in the world. From opportunities like our podcast, two digital webinar series, custom webinars, and more – don't miss your chance to align your organization with the healthcare of tomorrow!

WEBINAR SERIES

The Medical Alley Association hosts two incredible webinar series that deliver unparalleled intelligence and resources to our healthcare community and beyond. *Bringing the Future Forward* features discussions with leaders on today's hottest topics in healthcare and how transformation is shaping the healthcare of tomorrow. Our second series, *What Now, What Next*, delivers unique tools, resources, and guidance for organizations as they navigate this new environment.

Sponsorships are an incredible way to capture the attention of our community and are a can't-miss opportunity to align your brand with what's coming next in healthcare.

- Presenting sponsor for 2021 webinar series
- Opportunity to kick off each webinar with introduction to organization
- Organization will be provided with attendee list, including contact information, for each webinar in *Bringing the Future Forward* or *What Now, What Next* series
- Logo featured prominently on virtual background during event
- Logo featured prominently on intro slide of each webinar in 2021 series
- Logo featured prominently on each on-demand webinar video in 2021 series
- One (1) written interview with a senior leader on your team to be used in promotion
- Logo featured prominently on website and pre- and post-event email communications
- Organization included in social promotion on Medical Alley Association channels



12 MONTHS



\$15,000



750,000+

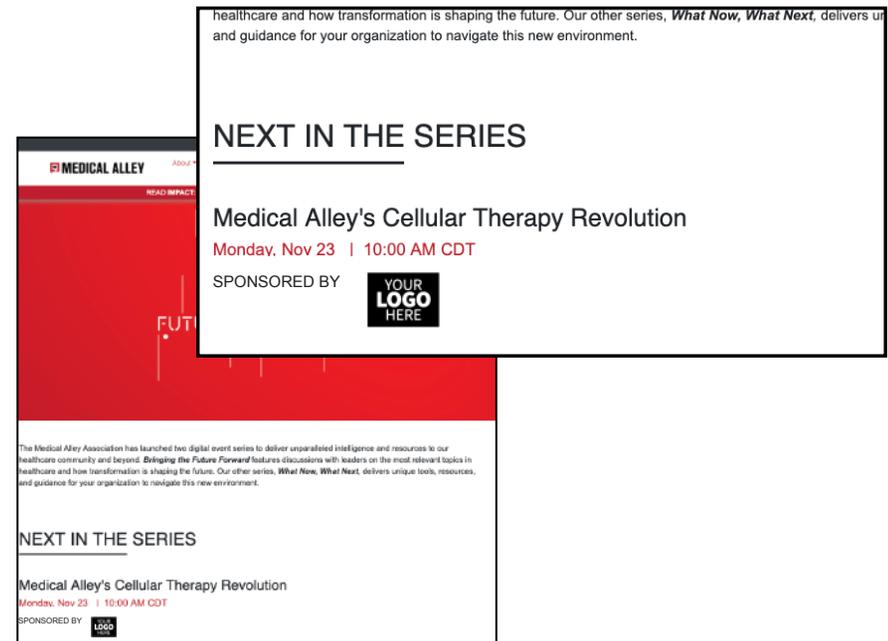


WEBINAR EPISODE

The Medical Alley Association has launched two digital event series to deliver unparalleled intelligence and resources to our healthcare community and beyond. *Bringing the Future Forward* features discussions with leaders on the most relevant topics in healthcare and how transformation is shaping the future. Our second series, *What Now, What Next*, delivers unique tools, resources, and guidance for your organization to navigate this new environment.

Sponsorships are an incredible way to capture the attention of our community and are a can't-miss opportunity to align your brand with what's coming next in healthcare.

- Organization will be provided with attendee list, including contact information, for the sponsored webinar episode
- Logo featured prominently on virtual background during event
- Logo featured prominently on intro slide of sponsored webinar
- Logo featured prominently on the on-demand webinar episode
- Logo featured prominently on website and pre- and post-event email communications
- Organization included in social promotion on Medical Alley Association channels



3-5 WEEKS



\$2,500



63,000+



VIRTUAL SALON ROUNDTABLE

Reach the leaders that matter in this new digital-first world by hosting private virtual gatherings that bring members together to discuss top issues in healthcare in an intimate setting. Our Virtual Salon Roundtables are an incredible opportunity for great conversations with high-level executives and top thought leaders in Medical Alley and beyond.

- Opportunity to work with the association to identify list of ideal attendees, invites to be sent out by the association
- Opportunity to provide a welcome message or toast at the beginning of the event
- Organization will be provided with attendee list, including contact information, for all attendees
- Logo featured prominently on website and pre- and post-event email communications
- Logo featured prominently on virtual background during event



1 MONTH



\$5,000



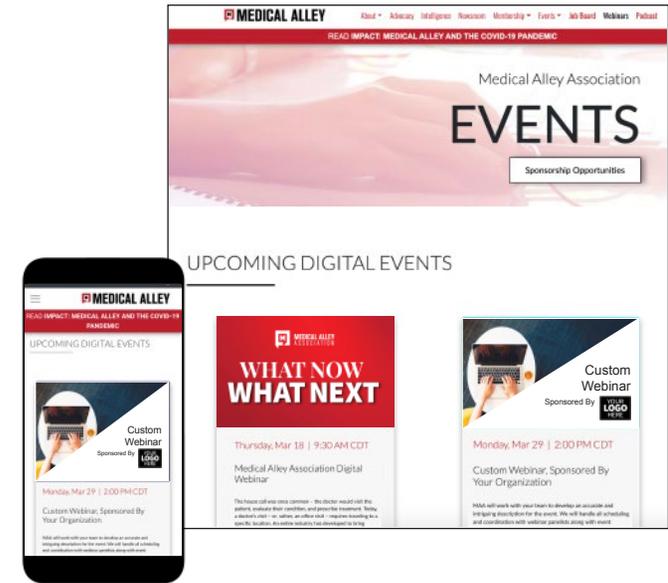
5 C-SUITE



CUSTOM WEBINAR

Custom webinars are a fantastic way to raise brand awareness and connect directly with the right audience. The Medical Alley Association will work with you to develop a topic that can showcase your organization's thought leadership and expertise to professionals from across the healthcare spectrum.

- Opportunity to choose topic and speakers in conjunction with Medical Alley Association
- Medical Alley Association will manage promotion and event production
- Promoted to our mailing list of more than 13,000 professionals, on our website, and on our social media channels
- Organization will be provided with attendee list, including contact information, for all attendees
- Logo featured prominently on virtual background during event
- Logo featured prominently on intro slide of sponsored webinar
- Logo featured prominently on website and pre- and post-event email communications
- Organization included in social promotion on Medical Alley Association channels



1 MONTH



\$5,000



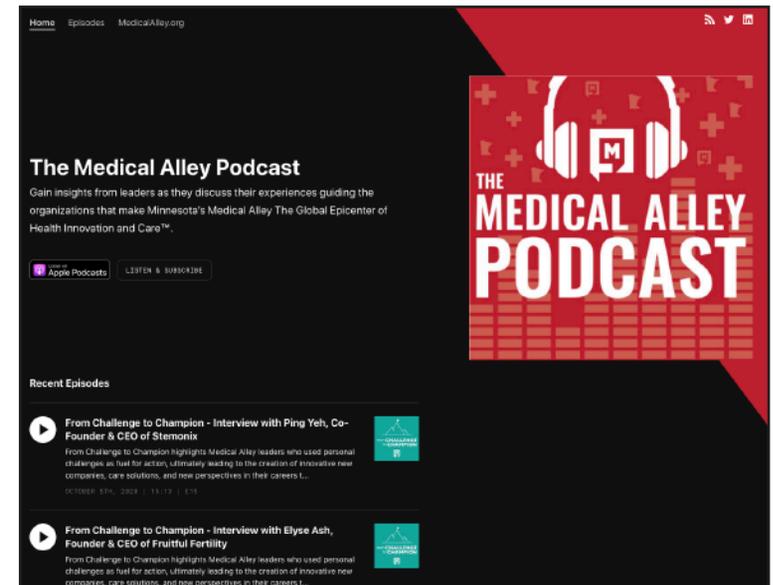
63,000+



PODCAST

The Medical Alley Podcast is one of our fastest growing channels and an opportunity to reach healthcare professionals looking for guidance on what is happening right now and what's coming next in healthcare. Align your brand with leaders as they discuss their experiences guiding the organizations that make Minnesota's Medical Alley The Global Epicenter of Health Innovation and Care™.

- Presenting sponsor for the entire 2021 podcast series
- Opportunity to work with the association to identify a guest to be interviewed for one of the Medical Alley podcast episodes
- Organization highlighted in sponsor thank you at the beginning of each podcast, given by our host
- Logo featured prominently on Medical Alley podcast logo
- Logo featured prominently on Medical Alley podcast web page and email promotion
- Organization included in social promotion on Medical Alley Association channels



12 MONTHS



\$12,000



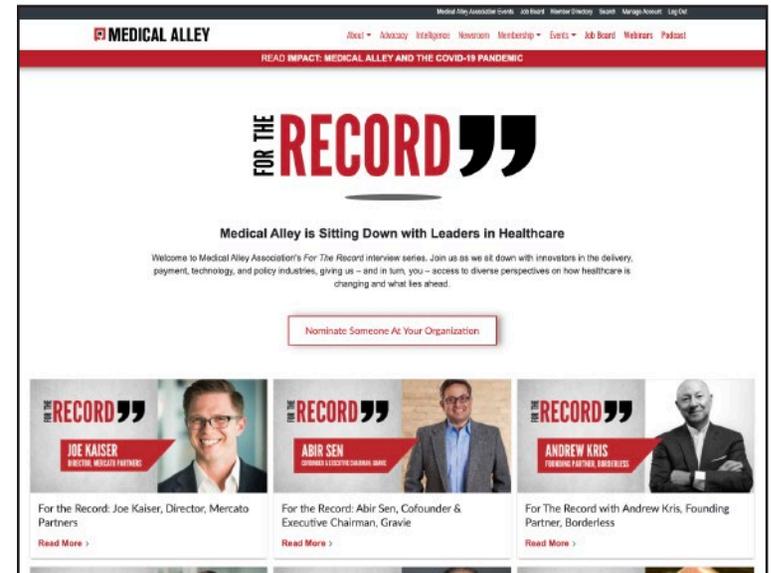
723,000+



FOR THE RECORD INTERVIEW SERIES SPONSOR

Welcome to Medical Alley Association’s *For The Record* interview series. Join us as we sit down with innovators in the delivery, payment, technology, and policy industries, giving us – and in turn, you – access to diverse perspectives on how healthcare is changing and what lies ahead.

- Presenting sponsor for the entire 2021 *For The Record* interview series, of which there will be no less than 24 interviews published throughout the year
- Opportunity to work with the association to identify a guest to be interviewed for one (1) written interview
- Logo featured prominently on the *For The Record* series logo
- Logo featured prominently on the *For The Record* web page and in email promotion
- Organization included in social promotion on Medical Alley Association channels



12 MONTHS



\$10,000



739,000+

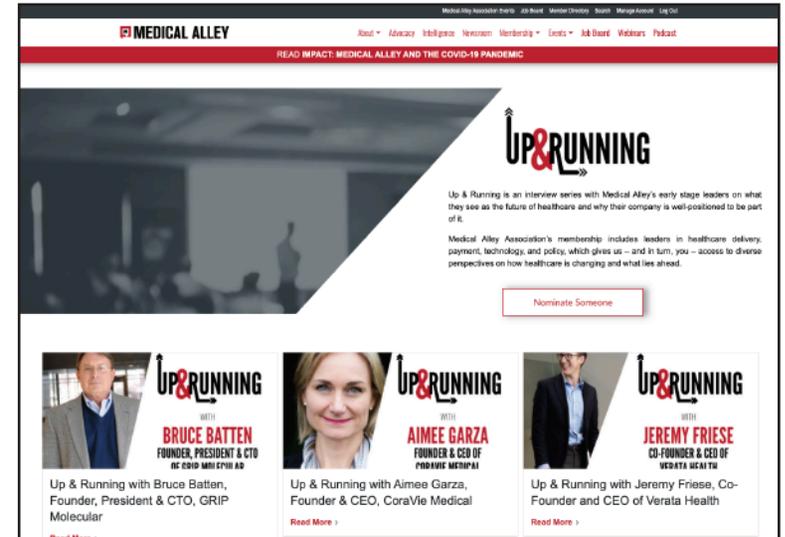


UP & RUNNING INTERVIEW SERIES SPONSOR

Up & Running is an interview series with Medical Alley’s early-stage leaders on what they see as the future of healthcare and why their company is well-positioned to be part of it.

Medical Alley Association’s membership includes leaders in healthcare delivery, payment, technology, and policy, which gives us – and in turn, you – access to diverse perspectives on how healthcare is changing and what lies ahead.

- Presenting sponsor for the entire 2021 *Up & Running* interview series, of which there will no less than 12 interviews published throughout the year
- Opportunity to work with the association to identify a guest to be interviewed for one (1) written interview
- Logo featured prominently on the *Up & Running* series logo
- Logo featured prominently on the *Up & Running* web page and in email promotion
- Organization included in social promotion on Medical Alley Association channels



12 MONTHS



\$5,000



340,000+



ADVERTISING

The reach of the Medical Alley Association is unparalleled, with an audience of healthcare professionals that span the entire healthcare ecosystem here in Medical Alley and beyond.

Want to connect with key opinion leaders, innovators, and people passionate about the future healthcare? In this digital-first world, advertising is the perfect way to ensure your organization is still top of mind with those in Medical Alley and beyond. Leverage our relationships and ensure your organization is getting in front of those that are leading the future of healthcare.

CONTENT AMPLIFICATION PACKAGE

Your content can go further, with the right audience, with the Medical Alley Association. We will work with you to customize a content amplification package to share your news or your content with our audience of healthcare professionals on nearly every platform at our disposal. Shared on our website, newsletter, and social channels, this package is one of the best ways to amplify the incredible work you're doing each and every day!

- One blog post
- One month of newsletter advertising
- One LinkedIn Group post
- One LinkedIn company page post
- One Tweet
- One (1) written interview with a senior leader on your team to be included in the Medical Alley Association's *For The Record* series



6 WEEKS



\$2,500



93,000+



RECRUITING AMPLIFICATION PACKAGE

Is your organization growing and looking to reach the best talent that Medical Alley has to offer? Our Recruiting Amplification Package is the perfect way to promote your organization and ensure your open positions are getting in front of the right audience. From exposure in our incredibly popular weekly newsletter and promotion on our social channels to an organizational profile on why your company is a great place to work – don't miss your chance for a truly 360-degree approach to spreading the word about your organization's growth.

- Five (5) featured job postings
- Guaranteed placement in Job Postings section of the newsletter for each position for one month (4 weeks)
- Featured Job Postings to be included in social promotion on Medical Alley Association channels
- One (1) written interview with a senior leader on your team to be included in the Medical Alley Association's *For The Record* series



4-12 WEEKS



\$2,500



285,000+



NEWSLETTER ADVERTISING

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 13,000+ professionals in the healthcare industry. We put your organization in the spotlight and help you get exposure with those that matter.

1 WEEK



\$200



13,000+



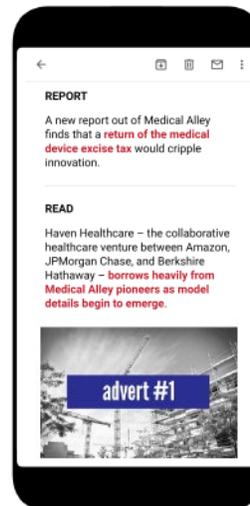
4 WEEKS



\$600



52,000+



THIS WEEK IN THE ALLEY

READ

The TV ads are done, the candidate speeches and debates have all wrapped up, and (almost) all the votes have been counted. Not sure what the fallout means for the state's healthcare ecosystem? [2018 Election Recap](#)

Dr. Kumar of 4C Medical aims to apply the same logic we use when buying appliances to make the most impact in healthcare? [6 Questions with Dr. Katherine Kumar](#)

Minnesota is a great place to live and work, but we cannot rest on those laurels; [with bold steps](#), the state will continue to be a global powerhouse both in healthcare and beyond.

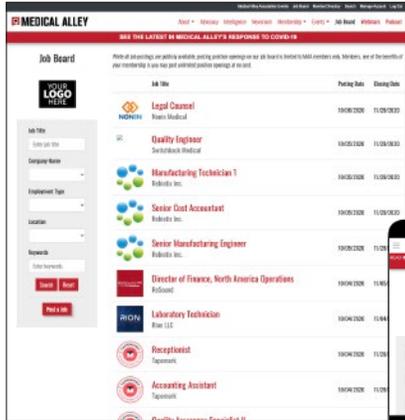


SPONSORED WEB PAGE

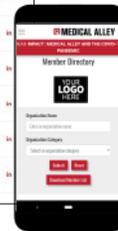
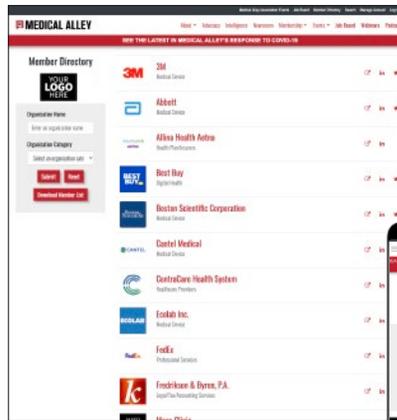
We'll put your company front and center on pages like our job board, member directory, and community events pages to expose you to Medical Alley Association's audience of highly-qualified health technology and care professionals.

By sponsoring a page on the Medical Alley website, your logo will be featured prominently at the top of the page for an entire quarter. You are able to link your logo to your website, a recent thought leadership piece, upcoming event, or a different URL of your choosing. Sponsors also have the added exposure of being listed, each week, in our Alley News newsletter sent out to more than 13,000 healthcare professionals.

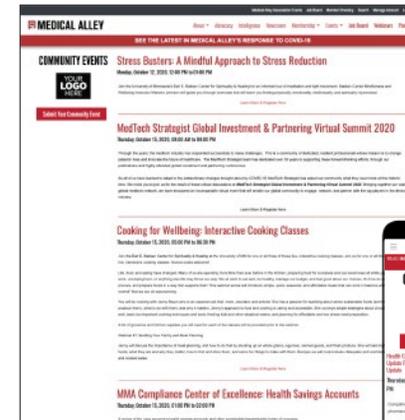
JOB BOARD PAGE



MEMBER DIRECTORY PAGE



COMMUNITY EVENTS PAGE



1 QUARTER



\$4,000



162,000+



1 QUARTER



\$3,500



159,000+



1 QUARTER



\$3,000



157,000+



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 Medical Alley Association 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 13,000 people. Per Federal Trade Commission guidelines, your blog will be tagged ‘Sponsored’ along with other relevant keywords that will put your blog in front of those that matter.

1 WEEK



\$500



13,500+



BOOSTED BLOG POST

A boosted blog post will appear below every single piece of content as suggested reading across our website, regardless of matching keywords or subject matter, extending the audience that will see and consume your content on the Medical Alley site.

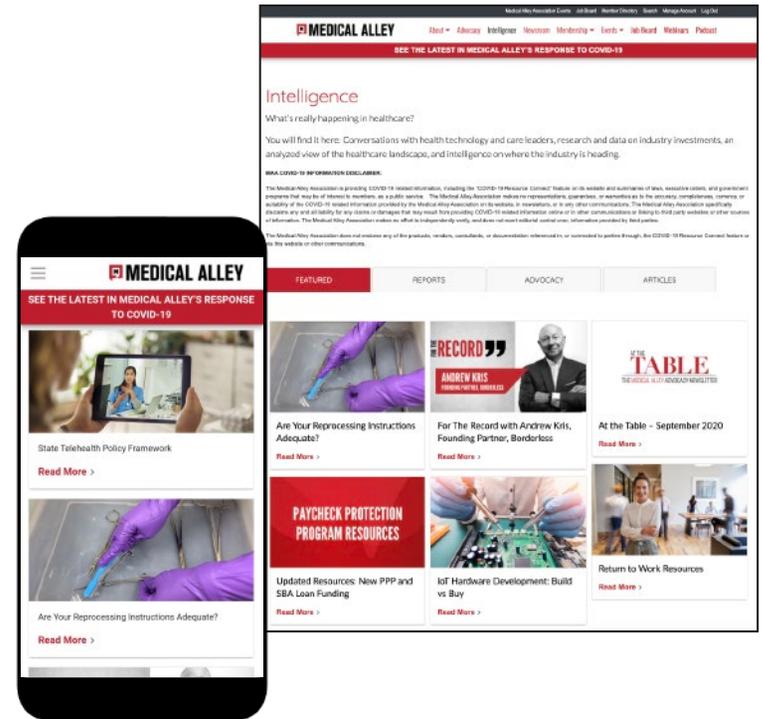
1 WEEK



\$500



15,000+



FEATURED JOB POST

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 your job post and keep it at the top of our highly trafficked job board for an entire 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 Alley News newsletter each week during the month it is featured for added exposure to tens of thousands of top candidates.

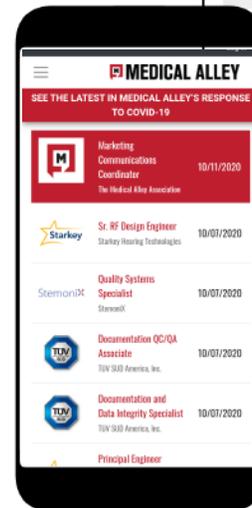
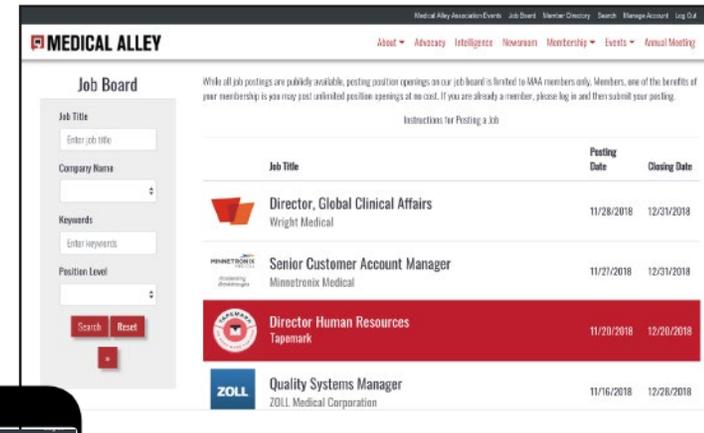
1 MONTH



\$100



55,000+



FEATURED COMPANY

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.

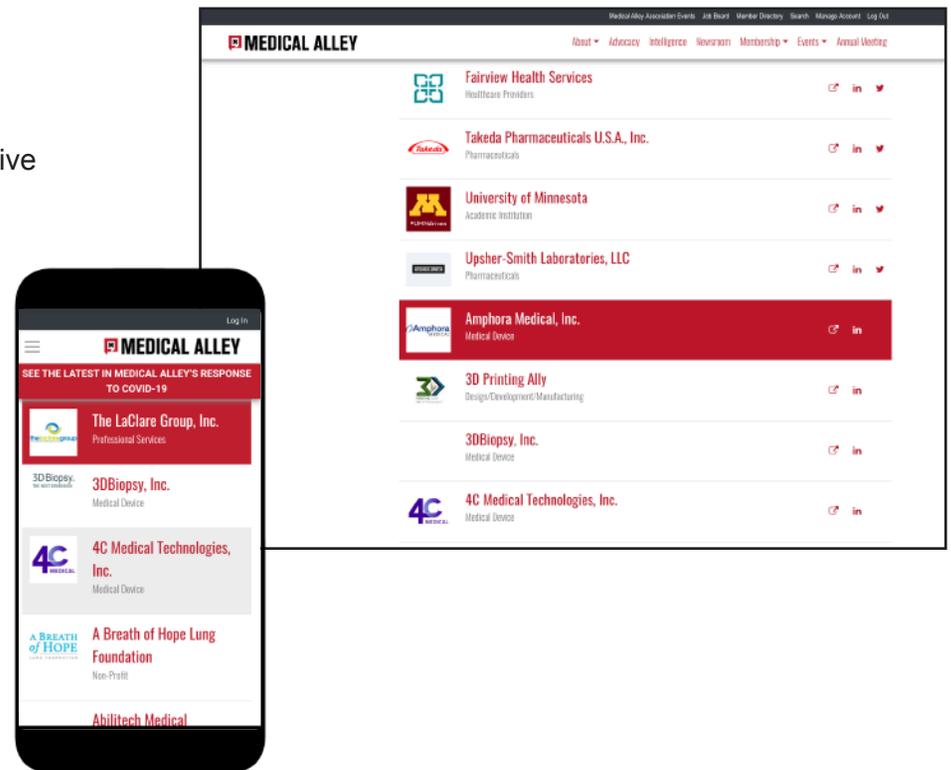
12 MONTHS



\$500



14,000+



Sponsorship (check those you're interested in)	Price
___ Webinar Presenting Sponsor	\$15,000
___ Podcast Sponsor	\$10,000
___ <i>For The Record</i> Interview Series Sponsor	\$10,000
___ Webinar Content Sponsor	\$5,000
___ Virtual Salon Roundtable Sponsor	\$5,000
___ <i>Up & Running</i> Interview Series Sponsor	\$5,000
___ Webinar Episode Sponsor	\$2,500
TOTAL	_____

Advertising (check those you're interested in)	Price
___ Sponsored Web Page - Job Board	\$4,000
___ Sponsored Web Page - Member Directory	\$3,500
___ Sponsored Web Page - Community Events	\$3,000
___ Content Amplification Package	\$2,500
___ Recruiting Amplification Package	\$2,500
___ Newsletter Advertising - 1 Month	\$600
___ Sponsored Blog	\$500
___ Boosted Blog	\$500
___ Featured Company	\$500
___ Newsletter Advertising - 1 Week	\$200
___ Featured Job Post	\$100
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 the Medical Alley Association (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:

- o Promote event on social channels (Medical Alley will provide sample posts)
- o Email event invite to coworkers and mailing lists (Medical Alley will provide HTML email to use)
- o 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 Events Director Erin Lundmark at elundmark@medicalalley.org