

2021 ADVERTISING AND SPONSORSHIP PROSPECTUS

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



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

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.

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+



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.

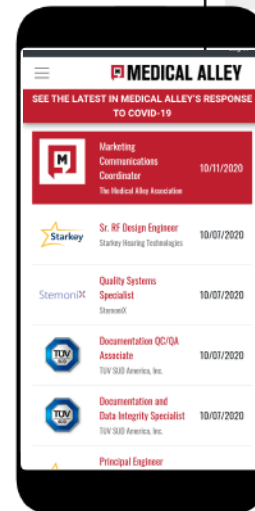
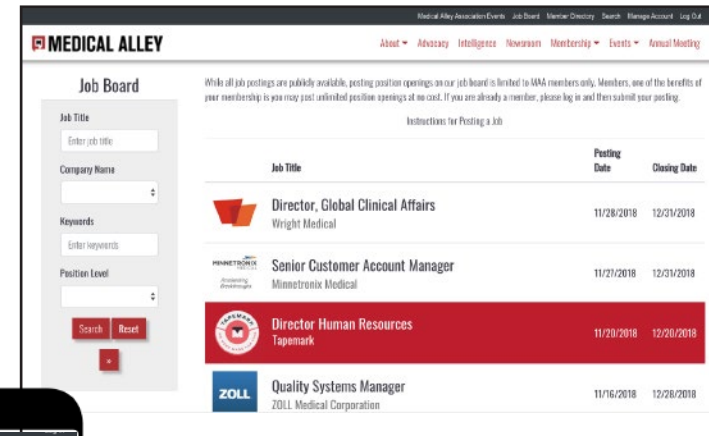
1 MONTH



\$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.

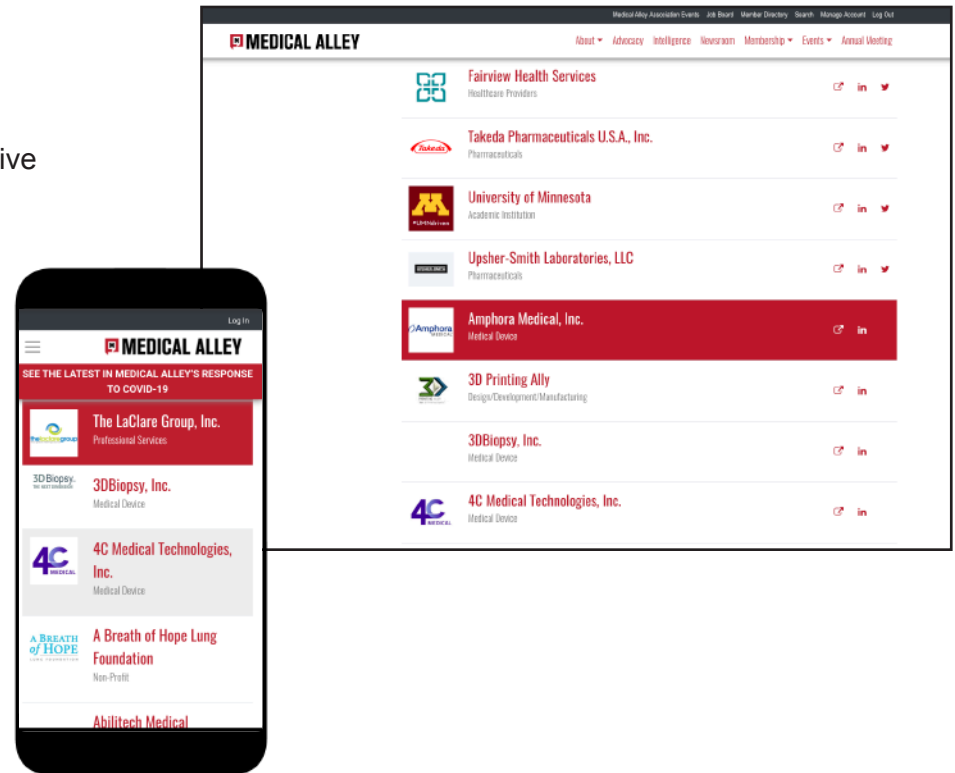
12 MONTHS



\$500



14,000+



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

Advertising (check those you're interested in)	Price
<input type="checkbox"/> Sponsored Web Page - Job Board	\$4,000
<input type="checkbox"/> Sponsored Web Page - Member Directory	\$3,500
<input type="checkbox"/> Sponsored Web Page - Community Events	\$3,000
<input type="checkbox"/> Content Amplification Package	\$2,500
<input type="checkbox"/> Recruiting Amplification Package	\$2,500
<input type="checkbox"/> Newsletter Advertising - 1 Month	\$600
<input type="checkbox"/> Sponsored Blog	\$500
<input type="checkbox"/> Boosted Blog	\$500
<input type="checkbox"/> Featured Company	\$500
<input type="checkbox"/> Newsletter Advertising - 1 Week	\$200
<input type="checkbox"/> 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