

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.

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+



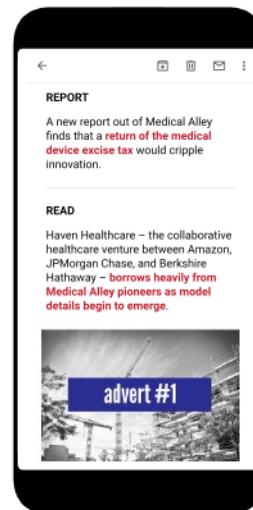
4 WEEKS



\$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.



advert #1



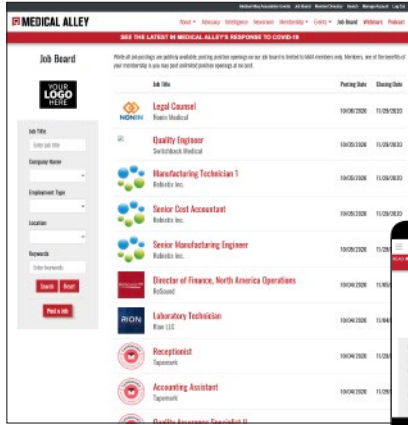
advert #2

SPONSORED WEB PAGE

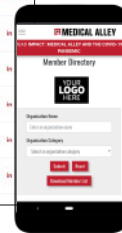
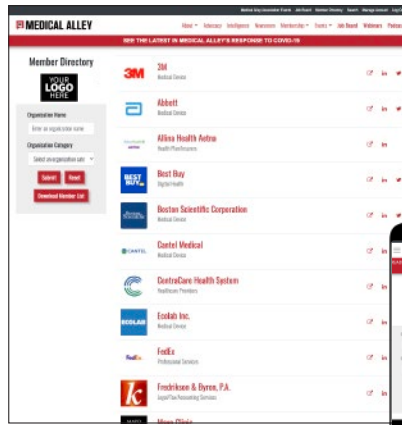
We'll put your company front and center on pages like our job board, member directory, and community events pages to expose you to Medical Alley Association's audience of highly-qualified health technology and care professionals.

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.

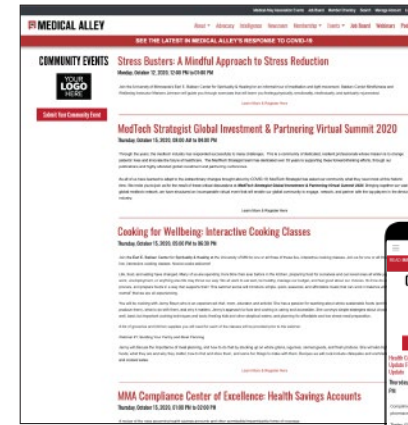
JOB BOARD PAGE



MEMBER DIRECTORY PAGE



COMMUNITY EVENTS PAGE



1 QUARTER



\$4,000



162,000+



1 QUARTER



\$3,500



159,000+



1 QUARTER



\$3,000



157,000+



| 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