

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

SPONSORSHIP

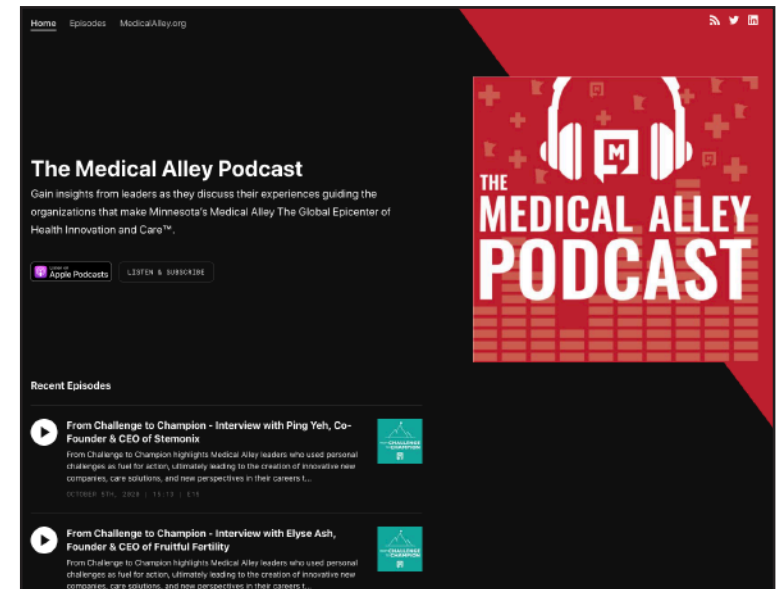
As The Global Epicenter of Health Innovation and Care™, Medical Alley is a vibrant community bursting with organizations leading the future of healthcare. While such a bustling community offers opportunity for collaboration and innovation not seen anywhere else, standing out can often be a challenge.

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!

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



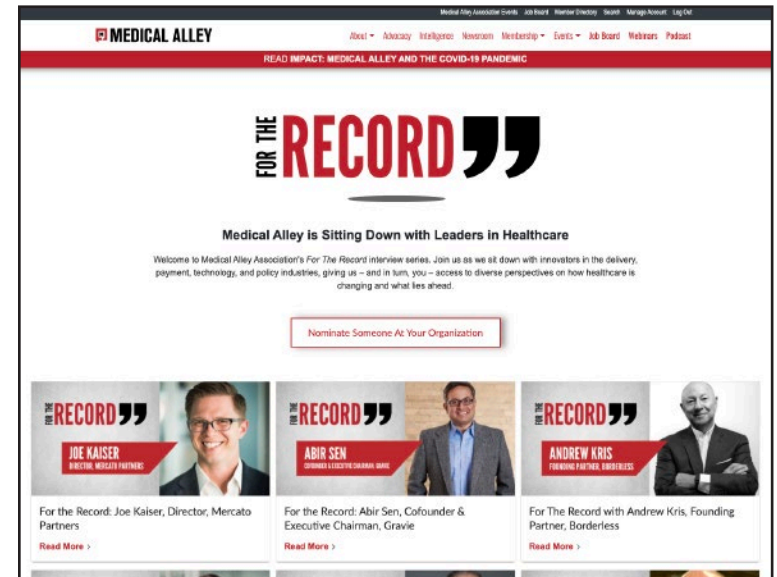
723,000+



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+

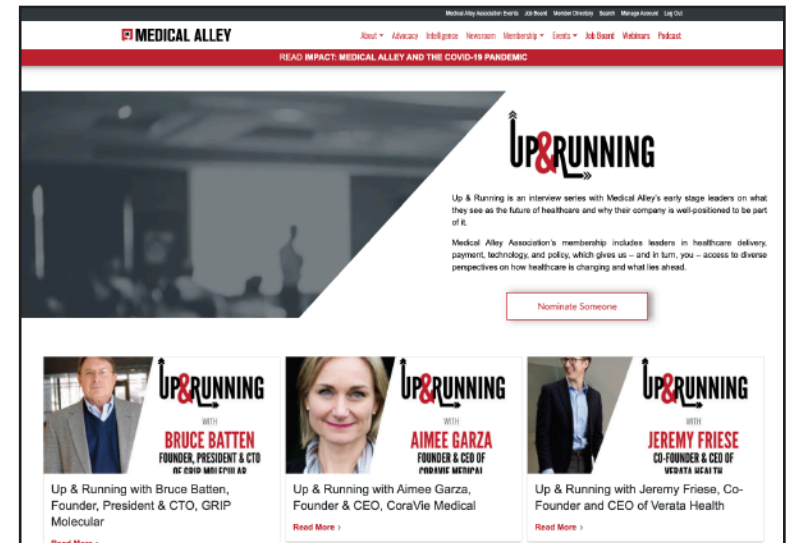


UP & RUNNING INTERVIEW SERIES SPONSOR

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+



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