

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!

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+

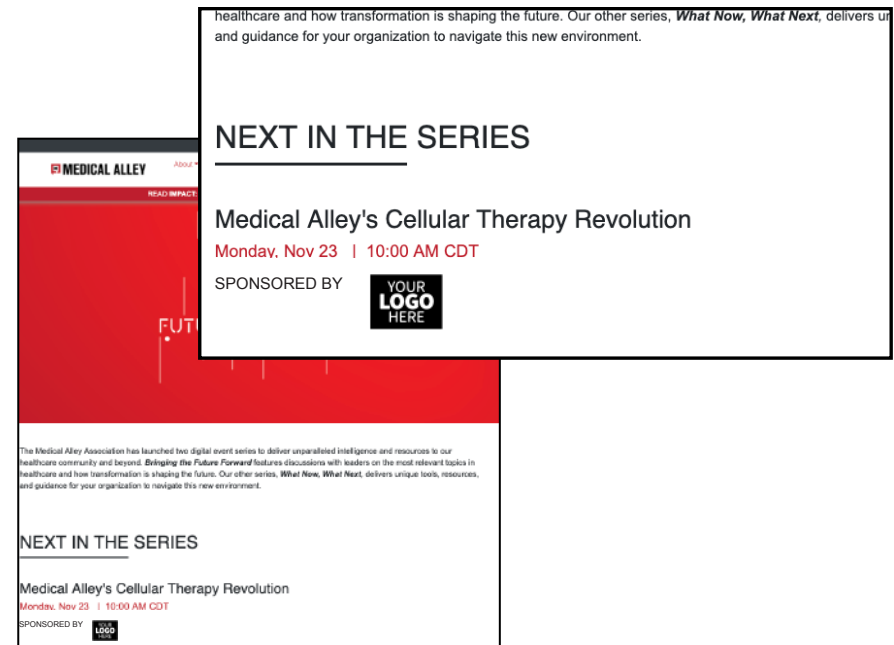


WEBINAR EPISODE

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



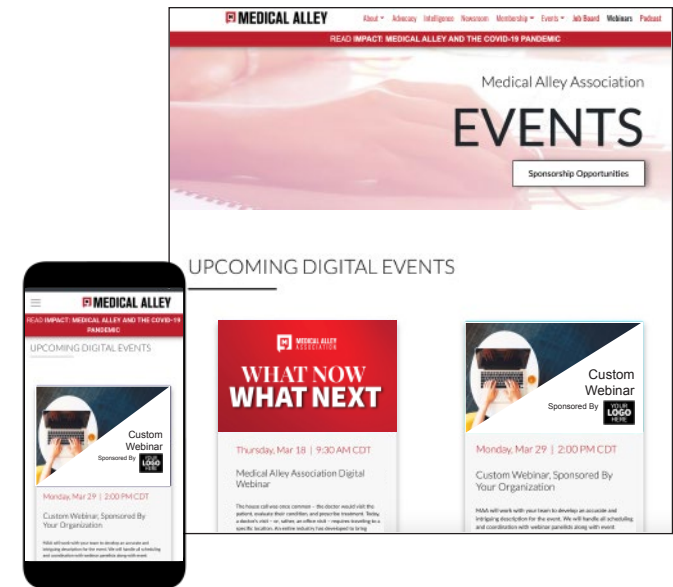
5 C-SUITE



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+



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