



MEDICAL ALLEY
ASSOCIATION



2022 PROSPECTUS

Partnership Inquiries Should Be Directed to Andy Wendorf at AWendorf@medicalalley.org

CONTENTS

3. About the Medical Alley Association

4. Digital Ecosystem By The Numbers

5. Annual Dinner

7. Salon Dinner

8. Women Leading in Healthcare

9. Alley Chats

10. Medical Alley Starts Program

11. Webinar Series

12. Custom Webinar

13. Podcast

14. Content Amplification Package

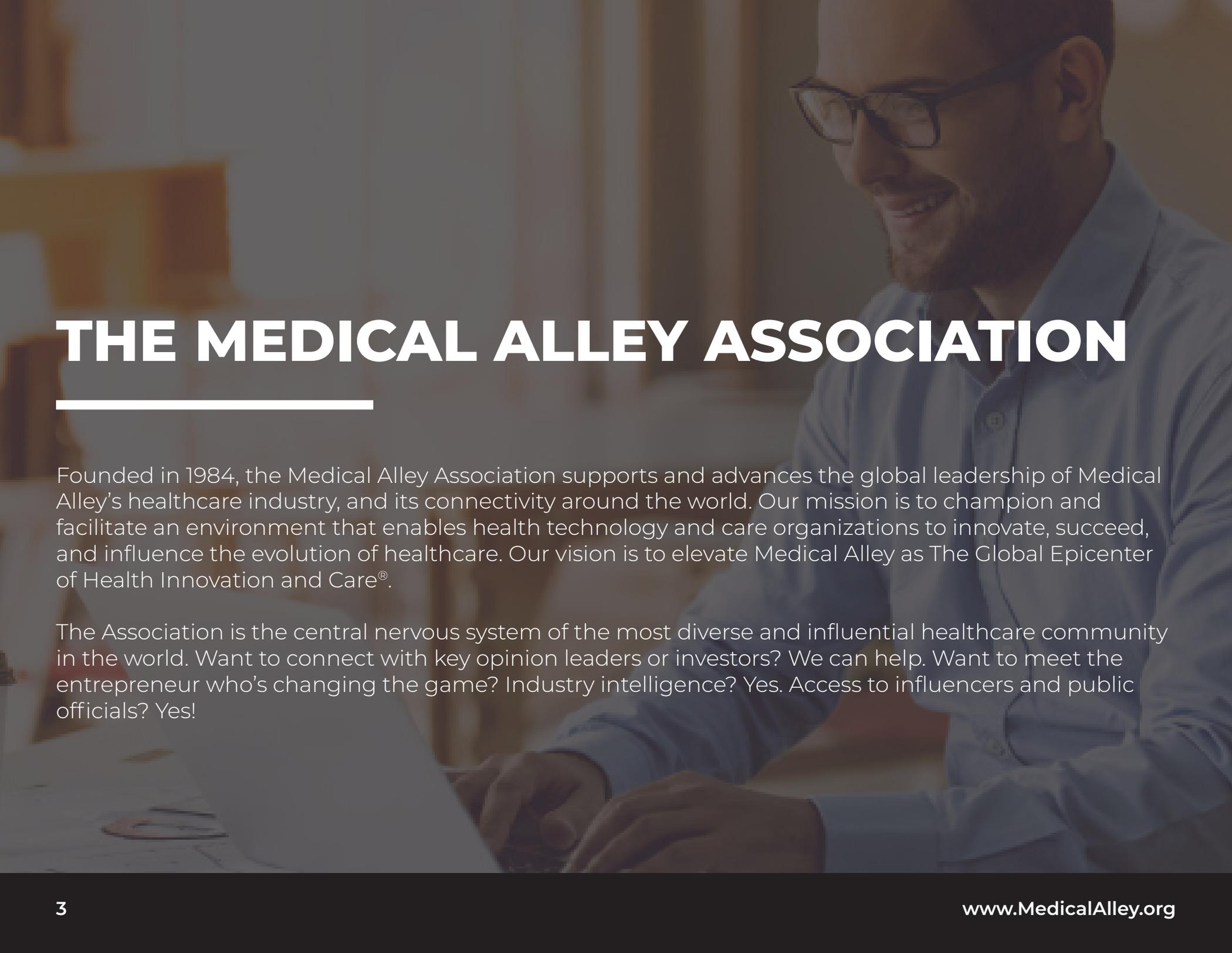
15. Recruiting Amplification Package

16. Newsletter Advertising

17. Sponsored Blog Post

18. Featured Job Post

19. Featured Company



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

Member
Companies **650+**

Newsletter
Subscribers **15K+**

Medical Alley
Employes **500K+**

In-Person Event
Attendees **2,500+**

Social
Followers **20K+**

Annual
Website Traffic **336K+**

2022 Annual Dinner

The Annual Dinner, presented by Bind, remains the premier event in Medical Alley with a SOLD OUT attendance year over year. This members-only evening will bring together, in one place, for one night, the leaders who make Medical Alley The Global Epicenter of Health Innovation and Care®!

Join us for this exclusive gathering featuring a keynote address from Michael Phelps, who will deliver a powerful message on the importance of addressing the nation's mental health crisis and his experience as a nationally recognized mental health care advocate.

PRESENTING SPONSOR - SOLD OUT

\$50,000 (Exclusive)

SUPPORTING SPONSOR - SOLD OUT

\$40,000 (Exclusive)



VIP RECEPTION SPONSOR

\$35,000 (1 Opportunity Remaining)

- Estimated 150 guests - C-Suite and senior executive leaders
- Logo on VIP reception signage
- Opportunity to attend VIP reception
- Post event, attendee list will be provided
- Table of 10 (includes 10 tickets for main reception and dinner)
- Logo to appear on graphic signage throughout the event
- Ad in digital program
- Logo on event signage, website, and pre and post event email communications
- Logo on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels

MAIN RECEPTION SPONSOR

\$35,000 (1 Opportunity Remaining)

- Estimated 1,000 guests
- Logo recognition on drink ticket
- Table of 10 (includes 10 tickets for main reception and dinner)
- Ad in digital program
- Logo on event signage, website, and pre and post event email communications
- Logo on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels

INTERACTIVE EXPERIENCE SPONSOR - SOLD OUT

\$25,000 (Exclusive)

MICHAEL PHELPS MEET AND GREET SPONSOR - SOLD OUT

\$25,000 (Exclusive)

AFTER-PARTY SPONSOR

\$20,000 (1 Opportunity Remaining)

- Estimated 150-200 guests
- Company logo included on signage at after-party
- Logo featured on After-Party Experience pre-event email
- Five (5) tickets for main reception and dinner
- Logo included on website and pre and post event email communications
- Logo on step and repeat logo wall at networking reception
- Social promotion on Medical Alley Association channels

DESSERT SPONSOR - SOLD OUT

\$15,000 (Exclusive)

EXHIBITORS

\$6,500 (5 Opportunities Remaining)

- Name recognition on website and select event signage
- Two (2) tickets to the event
- Display table

INTERESTED IN SPONSORING THE 2022 ANNUAL DINNER?

Contact Andy Wendorf at AWendorf@medicalalley.org



Salon Dinner

The Medical Alley Association hosts a select few private dinners that bring members together to discuss top issues in healthcare in an intimate setting. Our Salon Dinners are a special evening of good food and great conversation with high-level executives and top thought leaders.

SALON DINNER SPONSOR

\$15,000 (1 Opportunity Remaining)

- Private dining — held at fine dining restaurants throughout the Twin Cities
- Meeting with table of senior leaders; Top customers and/or prospects invited for an industry relevant discussion
- MAA will invite within its membership base as a meeting in partnership with sponsor
- Opportunity to speak and provide welcome at the beginning of event
- Logo will appear on welcome signage upon entry
- Include two (2) attendees from sponsor company
- Include one to two (1-2) attendees from Medical Alley



Women Leading in Healthcare

More than just a celebration of successful women in Medical Alley, our Women Leading in Healthcare series gives attendees the chance to hear the personal journeys of women who have overcome personal and professional challenges to rise to the highest reaches of healthcare. The audience is engaged, with a high level of connectivity, which makes for meaningful networking time, great energy, and a spirited Q&A session. Simply put, you will not find a better way to reach professional women than by sponsoring these events!

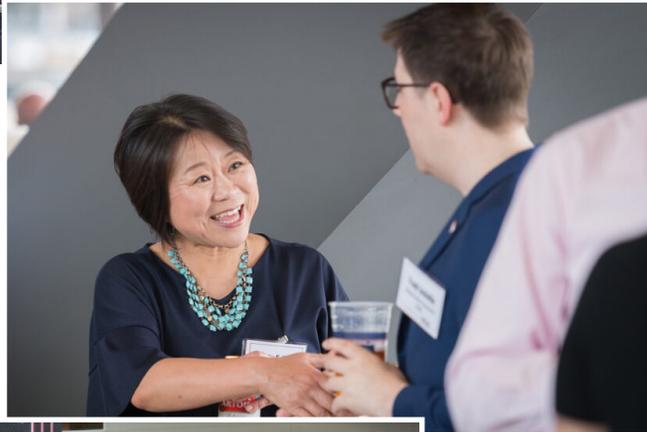
WOMEN LEADING IN HEALTHCARE EVENTS

- Estimated 150-200 guests
- Q3 2022 - September
- **Q3 2022 - October - SOLD**
- Q4 2022 - December

WOMEN LEADING IN HEALTHCARE PRESENTING SPONSOR

\$20,000 (Exclusive Sponsorship per Event)

- Keynote introduction
- Five (5) tickets to event
- Logo on event signage, website, and pre and post event email communications
- Social promotion on Medical Alley Association channels



Alley Chats

Whether you're looking for new customers, new talent for your team, or simply greater recognition within the Medical Alley community, sponsoring our premier networking event is a great way to achieve your goals! Alley Chats take place in unique venues throughout Medical Alley, bringing together people from across healthcare to meet one another and strengthen the collaborative spirit that makes Medical Alley The Global Epicenter of Health Innovation and Care®.

ALLEY CHATS EVENTS

- Estimated 150-200 guests
- Q2 2022
- Q3 2022 - SOLD

ALLEY CHATS PRESENTING SPONSOR

\$18,000 (Exclusive Sponsorship per Event)

- Opportunity to address attendees for up to 1-minute
- Five (5) tickets to event
- Promotional video featuring company logo
- Logo on event signage, website, and pre and post event email communications
- Social promotion on Medical Alley Association channels

Medical Alley Starts Program

To enhance our early-stage community, The Medical Alley Association has launched Medical Alley Starts (MAS), a focused initiative and suite of services targeted at the acceleration of healthcare start-up formation and growth in Minnesota's Medical Alley, The Global Epicenter of Health Innovation and Care®.



MEDICAL ALLEY STARTS PROGRAM SPONSOR

\$15,000 | One Year (1 Remaining)

- Sponsor offers a discount, special service, or grant to startup companies
- Logo on Medical Alley Starts website
- Medical Alley Starts logo for promotions
- News release announcing a partnership on Medical Alley website, Newsletter, and social channels
- Custom video introduction
- Interview in Up and Running with senior leadership
- Logo sponsor at MAS event
 - Attendee list post-event
 - Logo on all pre and post event email communications
- Ask Me Anything webinar sponsor (1 of 4 events)
 - 30 second intro speaking
 - Attendee list post-event
 - Logo on all pre and post event email communications

TAP THE CASH PRESENTING SPONSOR

\$12,500 | Q3 2022 (Exclusive)

- Estimated 75-150 guests
- Exclusive event for startups, investors, or corporate development/business unit, leaders
- Opportunity to address attendees for up to 1-minute
- Two (2) tickets to event
- Logo or name recognition on any promotional videos
- Logo on event signage, website, and pre and post event email communications
- Social promotion on Medical Alley Association channels

Webinar Series Sponsor

The Medical Alley Association hosts an incredible webinar series that delivers unparalleled intelligence and resources to our healthcare community and beyond. We feature discussions with leaders on today's hottest topics in healthcare and how transformation is shaping the healthcare of tomorrow.

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 WEBINAR SERIES SPONSOR

\$15,000 (Exclusive)

- Presenting sponsor for 2022 Medical Alley webinar series (four in series)
- Opportunity to kick off each webinar with 30 second introduction of your organization
- Organization will be provided with attendee list
- Logo on all webinars in series, website, and pre and post event email communications
- Organization included in social promotion on Medical Alley Association channels
- Following live Webinar, the on-demand video will be hosted on MAA's website.
- Webinar will be converted into a podcast episode for on-going informational content
- Recognition in thank you email recap



Custom Webinar Sponsor

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.

CUSTOM WEBINAR SPONSOR

\$6,500 (Limit 2)

- Your organization will submit for approval*:
 - Topic ideas
 - Event title and description draft
 - Panelists
- Medical Alley Association will manage promotion and event production
- Promoted to our mailing list of more than 15,000 professionals, on our website, and on our social media channels
- Organization will be provided with attendee list
- Logo on webinar, website, and pre and post event email communications
- Organization included in social promotion on Medical Alley Association channels
- Following live Webinar, the on-demand video will be hosted on MAA's website
- Webinar will be converted into a podcast episode for on-going informational content
- Recognition in thank you email recap

*Topics, language, and panelists must align with the Medical Alley Association's strategic messaging and be approved by our organization



Podcast Sponsor

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®.

OPENING SPONSOR - SOLD OUT

\$20,000 (Exclusive)

MID-ROLL SPONSOR

\$15,000 | Quarterly (Limit 2 Per Quarter)

- Estimated 10+ episodes each quarter
- Mid-roll sponsor for the entire 2022 Medical Alley podcast series
- Organization highlighted as sponsor in thank you message in the middle of each Medical Alley Podcast episode, written by sponsor, given by our host
- Social promotion on Medical Alley Association channels



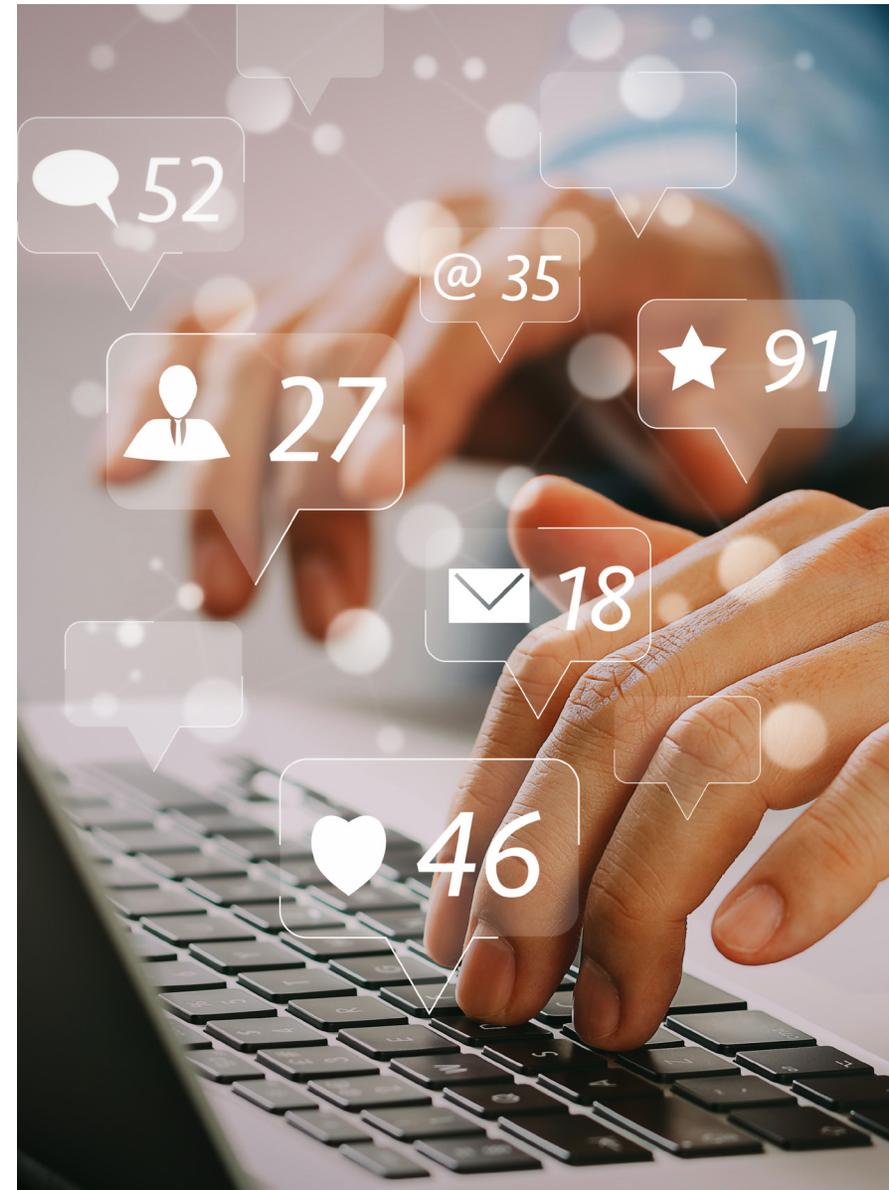
Content Amplification Package

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!

ADVERTISING PACKAGE

\$3,500 | 6 Week Package

- One blog post
- One month (four weeks) 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



Recruitment 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.

ADVERTISING PACKAGE

\$2,500 | Six Week Package (Members Only)

- Five (5) featured job postings
- Prominent 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



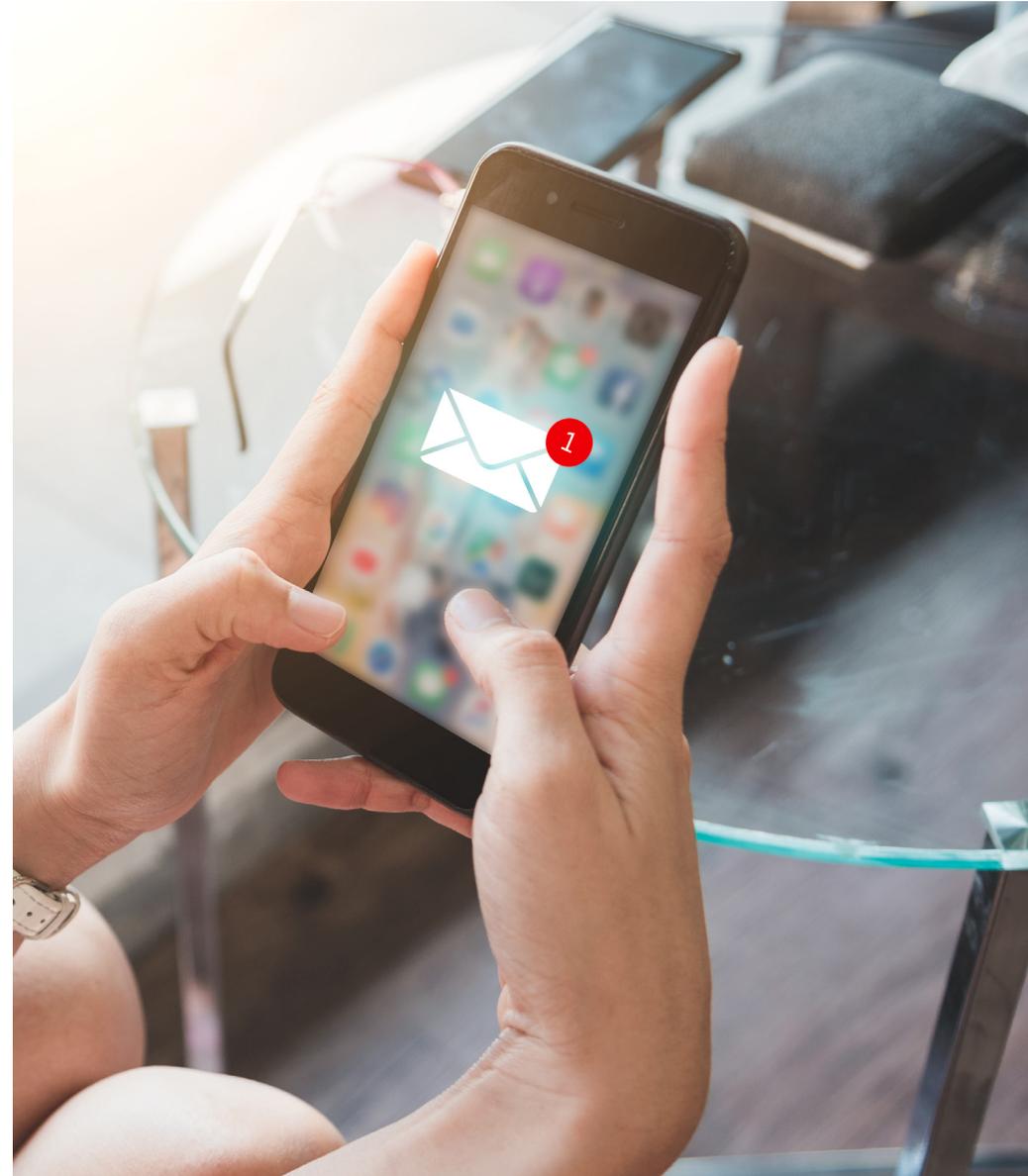
Newsletter Advertising

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 over 15,000+ professionals in the healthcare industry. We put your message in the spotlight and help you get exposure with those that matter.

ONE WEEK OF NEWSLETTER ADVERTISING

\$350 | One Week

\$1,200 | One Month (Four Weeks)



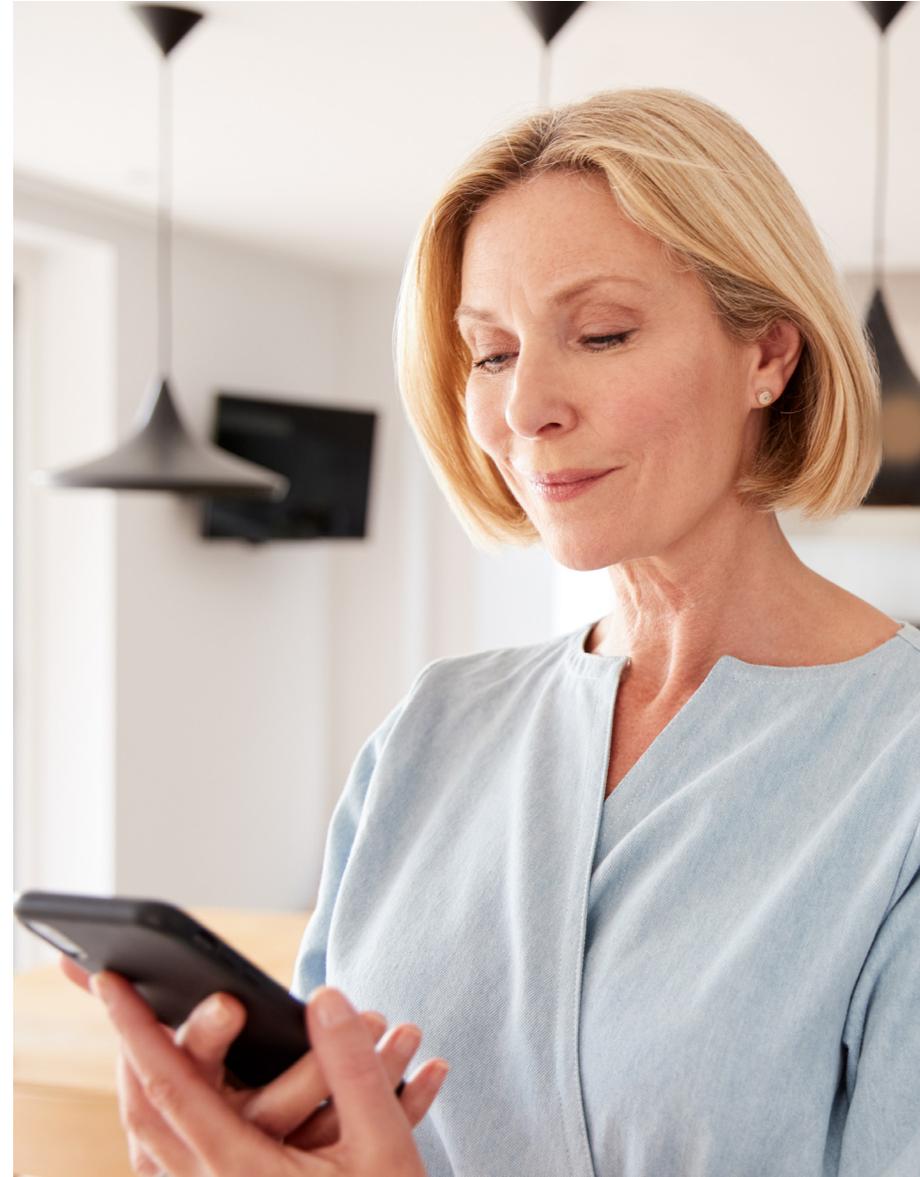
Sponsored Blog Post

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 15,000 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.

BLOG POST

\$750 | One Week



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.

FEATURED JOB POST

\$150 | One Month (Members Only)

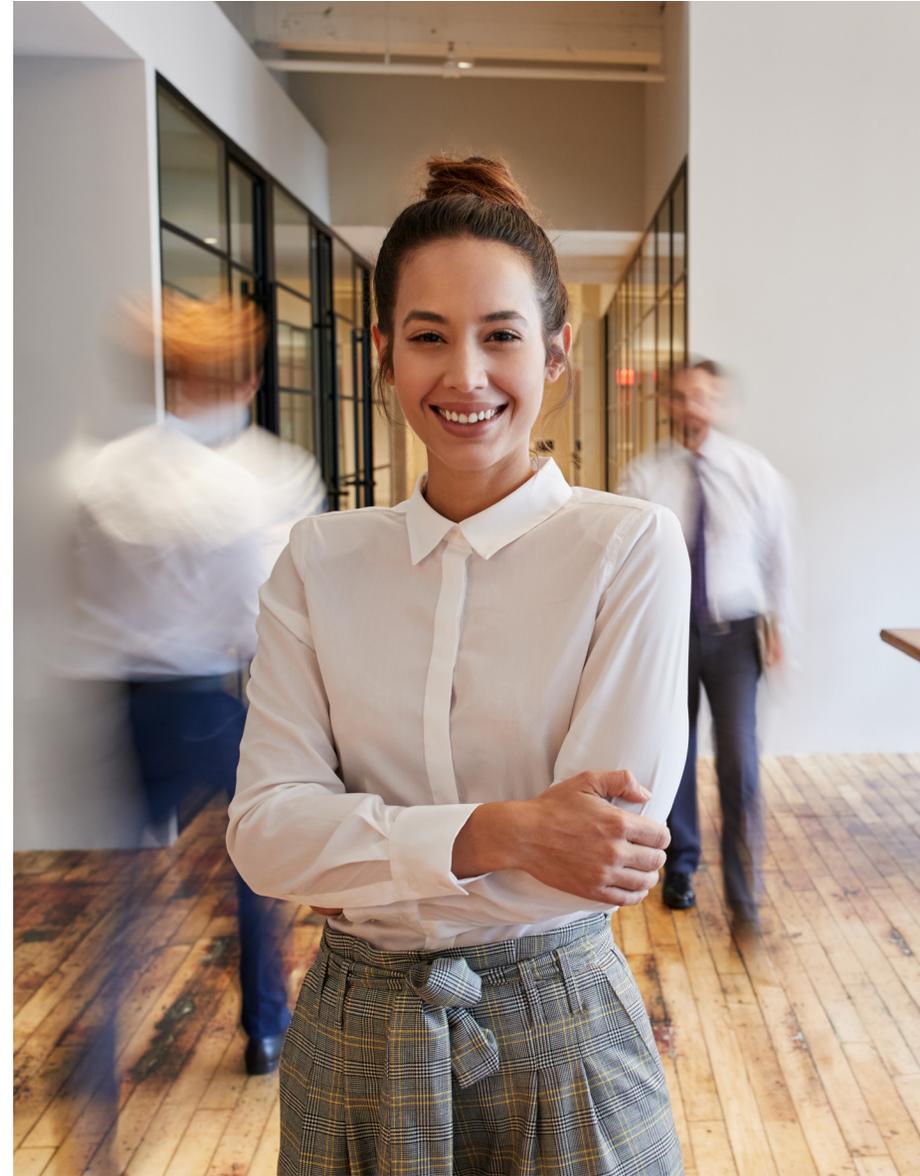


Featured Company

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.

FEATURED COMPANY

\$500 | One Quarter (Members Only)



LEARN MORE AT
www.MedicalAlley.org

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. MAA delivers the collective influence, intelligence, and interactions that support Medical Alley.



Updated 06.15.2022