



2024 Prospectus

Activating and amplifying
healthcare transformation



Medical Alley[®] is the epicenter of health innovation and care[®]



**We bring the brightest minds together
to transform healthcare and save lives**

Invest in Medical Alley

A sponsorship in Medical Alley is a commitment to our mission — to activate and amplify healthcare transformation. Gain access to more than 800 global partner organizations representing:

- ▶ Prospective customers
- ▶ Top community leaders and executives
- ▶ Potential employees

Medical Alley is a world-class connector — between companies, talent and the broader health and life sciences community. We are committed to showcasing your brand in a way which best fits your organizational needs.



40 Years of Innovation

40 years ago, our founders — Earl Bakken, Lee Berlin, and Gov. Rudy Perpich had a revolutionary idea: the collective power of Minnesota’s diverse healthcare community could work together to drive down costs, save lives, and ultimately transform healthcare.

Four decades later — Medical Alley is still the only organization nationwide with this cross-sector approach.

From 1984 to 2024 — Medical Alley partners have cultivated an ecosystem that combines this legacy with a relentless drive for progress through innovation, fostering advancements in medical devices, biopharmaceuticals, health technology, new care models and more.

Join us in celebrating 40 years of Medical Alley. Help us set the stage for the next 40 years and beyond.



2024 Summit



Innovate, Elevate, Transform

You have the power to fuel positive change. Lead the conversation.

The Medical Alley Summit convenes thought leaders, community partners, and innovators to fast-track ideas that shift the paradigm and transform health.

Featuring panel discussions, strategic networking opportunities, and a keynote address from world-renowned Boston Philharmonic Orchestra Conductor Benjamin Zander — the 2024 Summit will explore how to disrupt the status quo and the powerful role the notion of Possibility can play in our personal and professional lives.

2024 Summit Sponsorship

Legacy Sponsor | \$50,000

- ▶ Sponsor speaker will kick off the event
- ▶ Opportunity to attend exclusive Medical Alley Board reception and dinner the night before the 2024 Summit
- ▶ Company logo included on event signage, website, and pre- and post-event email communication
- ▶ Ten (10) tickets to the event
- ▶ Ad in the event program
- ▶ Social promotion on Medical Alley channels
- ▶ Attendee list, including email addresses provided after the event

Presenting Sponsor | \$25,000 (2 left)

- ▶ Video presentation featuring sponsor company, produced by Medical Alley
- ▶ Opportunity to introduce a panel discussion
- ▶ Five (5) tickets to the event
- ▶ Logo will appear on graphic signage through the event
- ▶ Ad in the event program
- ▶ Company logo included on event signage, website, and pre- and post-event email communication
- ▶ Social promotion on Medical Alley channels
- ▶ Attendee list, including email addresses provided after the event



2024 Summit Sponsorship

Connection Sponsor | \$12,500

- ▶ Company logo will appear on Summit lanyards, worn by all attendees
- ▶ Two (2) tickets to the event
- ▶ Ad in our digital program
- ▶ Social promotion on Medical Alley channels
- ▶ Company logo included on event signage, website, and pre- and post-event email communication
- ▶ Exclusive sponsor of Medical Alley Connects, a follow-up discussion featuring attendees

Breakfast Sponsor | \$10,000

- ▶ Exclusive sponsor of Medical Alley Summit Breakfast, a networking opportunity available to all attendees before keynote programming
- ▶ Two (2) tickets to the event
- ▶ Ad in our digital program
- ▶ Social promotion on Medical Alley channels
- ▶ Company logo included on event signage, website, and pre- and post-event email communication





Learn more at MedicalAlley.org

4150 Olson Memorial Hwy, Suite 430, Golden Valley, MN 55422