

# 45th **LTEN** Annual Conference

**June 13-16, 2016**

Gaylord National, National Harbor, MD

## Your Connection to Clarity, Community and Career

### Exhibitor and Sponsor Prospectus



**NEW IN 2016!** GxP Training Track



## WHY BE A PART OF THE LTEN ANNUAL CONFERENCE?

Of the literally thousands of conferences held annually, there are only a handful of those dedicated to the art and science of training **BUT ONLY ONE EVENT** focusing on every aspect of learning and development in the pharmaceutical, biotech, medical device and diagnostics space — the LTEN Annual Conference.

The 2016 event will focus on new learning technology, sales force effectiveness, leadership, talent development, the healthcare landscape, including an all-new content track focusing on non-commercial and GxP training.

Today's ever-changing healthcare marketplace has a profound impact on LTEN members' training initiatives and they come looking for strategic partnerships and solutions. As the largest healthcare training conference in the U.S., exhibitors gain considerable visibility and access to target customers. The exhibit hall is the main hub for activities at the event and LTEN member attendees value the opportunity to evaluate business partnerships on the spot, saving them both time and effort.

## HIGHLIGHTS

- 750+ L&D Professionals Attending
- 60+ Conference Workshops
- 20+ Learning Labs throughout the Exhibit Hall
- Dynamic Keynotes & Plenary Sessions
- Mix & Mingle Networking Receptions

## ATTENDEES BY THE NUMBERS

**105** - Pharmaceutical, biotech, medical device and diagnostic companies attended the conference

**69%** of Primary Market Attendees are Recommenders and Key Decision-makers

**89%** of attendees were satisfied with the 2015 LTEN Annual Conference

**40%** - of attendees were first time visitors

Source: 2015 LTEN Annual Conference Survey and 2015 LTEN Annual Conference registration data.

**“It’s the one time a year when you get to focus on what you and your department need to execute in the upcoming year; it’s your planning session. For vendors, you can’t miss this event if you intend to market in this space. Leverage every networking opportunity to its fullest to get the most out of it.”**

2015 LTEN  
Annual Conference Attendee

**Booth sales open to Preferred  
Industry Partners on 10/20/15.**

**Booth sales open to general  
public on 11/13/15.**

## CONNECT WITH YOUR CUSTOMERS AND EXPAND YOUR REACH

### Represented Member Companies in 2015

Abbott Nutrition ■ Abbvie ■ ACADIA Pharmaceuticals  
Actavis ■ Actelion Pharmaceuticals ■ Aesculap  
Alexion Pharmaceuticals ■ Allergan ■ Allergan  
Neurosciences ■ AstraZeneca ■ B. Braun Medical  
■ Baxter Healthcare ■ Bayer HealthCare  
Bayer Healthcare Consumer Care  
Bayer HealthCare Pharmaceuticals ■ BD ■ Biogen Idec  
Biosense Webster ■ Biotronik  
Boehringer-Ingelheim Pharmaceuticals  
Bristol-Myers Squibb ■ Caris Life Sciences  
Celgene Canada ■ Chiesi USA ■ Covidien - EV3  
Cyberonics ■ Daiichi Sankyo ■ Dovetail Health  
Endologix ■ Entera Health ■ Exactech ■ Exeltis  
Ferring Pharmaceuticals ■ Genentech  
Genomic Health ■ Genzyme ■ Gilead Sciences  
GlaxoSmithKline ■ Grifols USA ■ HEARTWARE  
Heraeus Kulzer ■ Hospira Worldwide ■ Indivior  
InterMune ■ Intuitive Surgical  
Janssen Pharmaceuticals ■ Johnson & Johnson  
Johnson & Johnson Health Care Systems  
Joslin Diabetes Center ■ LEO Pharma ■ Lundbeck  
Mallinckrodt ARD ■ Mallinckrodt Pharmaceuticals  
Meda Pharmaceuticals ■ MedImmune ■ Medtronic  
Medtronic CardioVascular ■ Merck & Co.  
Metagenics ■ Mission Pharmacal Company  
Mylan Pharmaceuticals ■ NanoString Technologies  
Nestle Health Science ■ Nestle Infant Nutrition  
Nestle Nutrition ■ New Haven Pharmaceuticals  
Novartis Oncology ■ Novartis Pharmaceuticals  
Novo Nordisk ■ Ortho Clinical Diagnostics ■ Orthofix  
Pacira Pharmaceuticals ■ PamLab ■ Pfizer  
Precision for Medicine ■ ProFusion ■ Promius Pharma  
Purdue Pharma ■ Reckitt Benckiser  
Regeneron Pharmaceuticals ■ ResMed  
Roche Diagnostics ■ Sandoz ■ Shionogi ■ Shire  
Siemens Healthcare ■ Smith and Nephew  
St. Jude Medical ■ Suneva Medical  
Sunovion Pharmaceuticals ■ Sysmex America

Teva Neuroscience ■ Teva Pharmaceuticals  
Teva Respiratory ■ Teva Women's Health  
Thoratec ■ UCB Pharma ■ United Therapeutics  
Upsher-Smith Laboratories  
Vertical Pharmaceuticals ■ Wyeth Nutrition

**"I would say, and already have said, that it is a great opportunity to learn about some areas in the L&D arena that you may not have been previously exposed to or you are just learning about in your current job. Also, it is a great way to check whether you are in line with the industry trends and most current technology uses for training and educating."**

2015 LTEN  
Annual Conference Attendee



## MEET YOUR MATCH: PARTNER FOR SOLUTIONS

### **Exhibitor-Exclusive:** Connect One-On-One With LTEN Member Attendees

It's simple. You bring your expertise and exceptional training service and product offerings. LTEN will match you with potential customers seeking your very capabilities for one-on-one meetings at the event.

**Sign-up online by March 20.**

### HOW IT WORKS

- Exhibitors indicate their areas of expertise in up to three product categories (Leadership Training, eLearning/mLearning, etc.).
- Attendees tell us what services and products they are in the market for and ask to be matched to vendors meeting those needs.
- LTEN arranges for one-on-one meetings at your booth.
- Exhibitors follow-up with attendees post-event to see how they can partner for solutions.

**Note:** This program is offered to the 2016 LTEN Annual Conference exhibitors only. There is a \$600 registration fee for exhibitors to participate. For exhibiting Bronze and Silver Preferred Industry Partners (PIPs), the cost is \$300 to participate. For exhibiting Platinum and Gold PIPs, participation is complimentary.

### TO GET STARTED:

Contact Gregg Haurroth at [ghaurroth@L-TEN.org](mailto:ghaurroth@L-TEN.org) or (608) 562-6537

## EXHIBIT AND SPONSOR PROSPECTUS

Exhibit space will be assigned on a first-come, first-served basis so it's important to reserve early. All booths will be set up with a 8' high drape, 3' high side dividers, and a 7" x 44" identification sign.

**Note: The exhibit hall is not carpeted.** Freeman, our exhibit organizer, will send all exhibitors detailed information on rentals, shipping, set-up and teardown.

Sponsor & Exhibitor Opportunities	Booth Features	Industry Partner Investment	PIP* Investment
<b>Exhibit Hall Booth 10' x 10'</b>	With the purchase of a 10' x 10' booth you will receive one complimentary exhibit hall pass and access to plenary sessions, breaks, meals and receptions.	\$3,000	<b>\$2,500</b>
<b>Exhibit Hall Booth 10' x 20'</b>	With the purchase of a 10' x 20' booth you will receive two complimentary exhibit hall passes and access to plenary sessions, breaks, meals and receptions.	\$6,000	<b>\$5,000</b>
<b>Exhibit Hall Pass</b>	The exhibit hall pass includes access to the exhibit hall, plenary sessions, breaks, meals and receptions.	\$450	<b>\$425*</b>
<b>Conference Program Ads</b>	The compact full-page conference program is each attendee's indispensable guide for the event. It lists agenda, special events, keynotes, exhibit hall info, general info and much more.	Full Page: \$1,500  1/2 Page: \$1,125  1/4 Page, Square: \$825	<b>Full Page: \$1,350</b>  <b>1/2 Page: \$1,000</b>  <b>1/4 Page, Square: \$745</b>



\*LTEN has developed the designation "Preferred Industry Partner (PIP)" to recognize those industry partners that contribute substantial support on an ongoing basis. PIP is neither an endorsement nor recommendation by LTEN, but a term used by the Network to recognize those companies that provide significant support to LTEN in a number of areas for at least two consecutive years. For more information on qualifications for PIP program, please contact Gregg Haunroth at (608) 562-6537.

Put Your Brand in Front of Your Target Audience Before, During and After the Event with the

## L<sup>TEN</sup> Annual Conference Power Pak

Advertise in the pre-conference digital issue of *Focus*, the on-site printed program and the post-conference digital awards issue of *Focus* and earn a 10% discount

Power Pak Discounted Pricing	Pre-conference Digital Issue	Awards Digital issue	Printed Program	Total Cost for all Three
<b>Full Page</b>	\$985	\$985	\$1,350	<b>\$3,320</b>
<b>1/2 Page</b>	\$715	\$715	\$1,000	<b>\$2,430</b>
<b>1/4 Page, Square</b>	\$445	\$445	\$745	<b>\$1,635</b>

**10% Savings**  
When You Buy All Three!

**ADDITIONAL SPONSOR OPPORTUNITIES**

Opportunities	Features	Investment
<p><b>Keynote Session</b></p>	<p><b>Connect with LTEN members by sponsoring the conference keynote</b></p> <ul style="list-style-type: none"> <li>Promotional seat drop to conference attendees during keynote session</li> <li>Acknowledgement from the main stage</li> <li>Logo slide on pre-session slide roll, which greets attendees as they are seated</li> <li>Photo opportunity with keynote presenter. LTEN will push out the photo through the app</li> <li>Sponsorship acknowledgement in program/mobile app</li> </ul>	<p>\$12,500</p>
<p><b>New! LTEN Excellence Awards</b></p>	<p><b>Align your brand with the LTEN Excellence Awards. Award Winners will be recognized on-stage during a general session.</b></p> <ul style="list-style-type: none"> <li>Acknowledgement in the program guide and event app</li> <li>Acknowledgement from the main stage</li> <li>Logo signage</li> <li>Pre-event acknowledgement every place the awards are mentioned</li> <li>Acknowledgement in the special digital-only awards edition of Focus magazine</li> </ul>	<p>\$5,500</p>
<p><b>Welcome Reception</b></p>	<p><b>Cocktail party from 4:30-7:00 PM on Monday night</b></p> <ul style="list-style-type: none"> <li>Acknowledgement in program, in the app, and from main stage in plenary session</li> <li>Pre-event acknowledgement on website</li> <li>Logo signage at the reception</li> <li>Sponsor may supply their own glasses, cups or cocktail napkins with their logos. Supplied napkins will be distributed at the LTEN Bar stations and not the mini receptions taking place at the same time in the sponsor booths.</li> </ul>	<p>\$5,000</p>

Opportunities	Features	Investment
<b>Monday Night Mini Receptions</b>	<p><b>This was a BIG HIT in 2015 - Don't miss out!</b></p> <p>Host a specialty bar or dessert bar at your booth during Monday night's Welcome Reception. Draw attendees to your booth to sample cocktails and tasty treats on Monday, June 13 from 4:30-7 PM in the Learning Village Exhibit Hall.</p> <ul style="list-style-type: none"> <li>• Sponsorship is not exclusive. There may be multiple sponsors.</li> </ul>	Please Call
<b>Networking Night Reception Sponsor</b>	<p><b>Networking party on Tuesday Night</b></p> <ul style="list-style-type: none"> <li>• Acknowledgement in program, in the app, and from main stage in plenary session</li> <li>• Pre-event acknowledgement on website</li> <li>• Opportunity to sponsor a beer or wine tasting, have a sponsored game or host a giveaway</li> <li>• Logo signage at the reception</li> <li>• Sponsor may supply their own glasses, cups or cocktail napkins with their logos</li> <li>• Sponsorship is not exclusive. There may be multiple sponsors.</li> </ul>	\$5,000
<b>Learning Lab</b>	<p>Take part in the <b>Learning Labs</b>, 20-minute micro sessions located in the corners of the Learning Village Exhibit Hall. Share your knowledge on a variety of hot topics, leading-edge technologies, best practices and case studies, while putting your brand in front of the LTEN community.</p>	\$600 Available to Exhibitors Only
<b>Sponsored Workshop Sessions</b>	<p><b>90-minute workshops will be scheduled at same time as regular concurrent workshop session:</b></p> <ul style="list-style-type: none"> <li>• Workshop title in program guide will note sponsorship</li> <li>• Limited to 6 sponsors; scheduled on a first come, first served basis</li> </ul>	\$3,250 (per workshop)



Opportunities	Features	Investment
<p><b>Breakfast (2 total)</b></p>	<p><b>Sponsors of each breakfast will receive:</b></p> <ul style="list-style-type: none"> <li>• Logo signage by buffet tables</li> <li>• Acknowledgement in conference program</li> <li>• Logo slide on plenary session greeting slide roll</li> <li>• Option for sponsor to place branded promotional literature on the tables</li> </ul>	<p>\$2,000 (per breakfast)</p>
<p><b>Lunch (2 total)</b></p>	<p><b>Sponsors of each lunch will receive:</b></p> <ul style="list-style-type: none"> <li>• Logo signage by buffet tables</li> <li>• Acknowledgement in conference program</li> <li>• Logo slide on plenary session greeting slide roll</li> <li>• Option for sponsor to place branded promotional literature on the tables</li> </ul>	<p>\$3,000 (per lunch)</p>
<p><b>Break (4 total)</b></p>	<p><b>Sponsors of each break will receive:</b></p> <ul style="list-style-type: none"> <li>• Logo signage by break tables</li> <li>• Acknowledgement in conference program</li> <li>• Logo slide on plenary session greeting slide roll</li> </ul>	<p>\$1,500 (per break)</p>
<p><b>Learning Village Cafe Sponsor</b></p>	<p>Attract attendees in the exhibit hall with your very own espresso machine. Includes attendants.</p>	<p>Please Call</p>
<p><b>Wi-Fi Sponsor</b></p>	<ul style="list-style-type: none"> <li>• Logo signage in exhibit hall</li> <li>• Branded table tent cards within the hall</li> <li>• Acknowledgement in program guide and mobile app</li> <li>• Sponsor promotional materials may be distributed in networking area</li> <li>• Logo slide at a plenary session pre-session slide roll</li> </ul>	<p>\$8,500</p>

Opportunities	Features	Investment						
<p><b>Event Mobile App Sponsor</b></p>	<p><b>In 2015, 93% of attendees used the mobile app to create a personalized agenda, receive event alerts and updates, and connect to their peers. Sponsor will receive:</b></p> <ul style="list-style-type: none"> <li>• Logo and company links on all app marketing material</li> <li>• Logo included on the app splash screen</li> <li>• Up to 3 promoted posts within the app, one push notification, sponsored app section and one custom badge</li> </ul>	<p>\$8,500</p>						
<p><b>App Push Notification</b></p>	<p>A Push Notification is a powerful, real-time marketing tool. It is the most directed message a sponsor can send to encourage attendee activity. Announce your Learning Lab, demo, special offers or workshop session start time. 140 characters limit, no links or images.</p>	<p>\$1,500 Only five push notifications will be sold. Available on a first-come, first-served basis</p>						
<p><b>App Custom Badge</b></p>	<p>Incentivize attendees to visit your booth with custom, sponsored virtual game badges. In 2015, more than 487 badges were awarded for checking-in at activities, snapping photos, taking notes and more. This year, make sure your booth is included as part of the app game.</p>	<p>\$1,000 Only five badges will be sold. Available on a first-come, first-served basis</p>						
<p><b>Charging Station</b></p>	<p>Fully custom branding opportunity allows you to get your message in front of all attendees. Choose from three different models:</p>	<table border="1"> <tr> <td data-bbox="375 1367 1247 1430"> <p><b>Classic Power Tower:</b> 7' tall charging station for 15 devices</p> </td> <td data-bbox="1247 1367 1529 1430"> <p>\$2,900</p> </td> </tr> <tr> <td data-bbox="375 1430 1247 1535"> <p><b>Smart Power Tower:</b> Charging station with 23" touch screen for 16 devices</p> </td> <td data-bbox="1247 1430 1529 1535"> <p>\$3,800</p> </td> </tr> <tr> <td data-bbox="375 1535 1247 1650"> <p><b>City Power Tower:</b> Charging station with 50" touch screen for 18 devices</p> </td> <td data-bbox="1247 1535 1529 1650"> <p>\$6,600</p> </td> </tr> </table>	<p><b>Classic Power Tower:</b> 7' tall charging station for 15 devices</p>	<p>\$2,900</p>	<p><b>Smart Power Tower:</b> Charging station with 23" touch screen for 16 devices</p>	<p>\$3,800</p>	<p><b>City Power Tower:</b> Charging station with 50" touch screen for 18 devices</p>	<p>\$6,600</p>
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<p><b>Smart Power Tower:</b> Charging station with 23" touch screen for 16 devices</p>	<p>\$3,800</p>							
<p><b>City Power Tower:</b> Charging station with 50" touch screen for 18 devices</p>	<p>\$6,600</p>							

Opportunities	Features	Investment
<b>Attendee Bag Sponsor</b>	Position your logo on one of the six positions available on the official conference bag given to all attendees.	\$3,500 (per sponsorship)
<b>Attendee Bag Supporter</b>	Inclusion of one supplied non-duplicated item into the member conference bag such as a pen, water bottle, flash drive or padfolio given to each attendee.	\$2,500
<b>Lanyards for Name Badges</b>	Co-brand with LTEN when you print your logo on the badge holder lanyards.	\$3,000
<b>Room Key Sponsor</b>	Branded room keys put your brand in front of attendees.	\$5,000
<b>Room Drop</b>	Your branded material placed on every attendees' hotel room doorstep.	\$2,500
<b>Voice Mail</b>	Send your own message directly to attendees' hotel room voice mail. Ideal for inviting them to attend your Learning Lab, session, booth or after-party.	\$1,500

