

# 46<sup>TH</sup> LTEN Annual Conference

JUNE 5-8, 2017

Gaylord Opryland  
Nashville, TN

YOUR CONNECTION TO  
**CLARITY. COMMUNITY. CAREER.**

## 2017 PROSPECTUS

Exhibitor and Sponsor  
Opportunities



**800+** Life Sciences  
Training  
Professionals

**180+** Biggest Names  
and Brightest  
Minds in L&D  
Presenting

**70+** Workshop  
Sessions Across  
Ten Content  
Tracks

**70** Top Suppliers  
in the Learning  
Village Exhibit  
Hall

**3** Powerful Keynotes  
by the Nation's  
Most Influential  
Leadership Experts



## IT STARTS WITH A HAND SHAKE.

How do you break through the “noise” long enough to make a meaningful connection with your target audience?

A comprehensive marketing and sales strategy involves promoting your brand through a variety of channels, and yet in-person communication is still one of the most powerful means of building and expanding brand awareness. It starts with a smile and handshake at the LTEN Annual Conference, the **nation’s largest gathering of life sciences training and education professionals**.

Past attendees have called this annual event a “must attend” for anyone involved with learning and development in the pharmaceutical, biotech, medical device and diagnostics spaces. The conference brings together more than 800 training professionals from across the nation to source new solutions and training partners. More than **65% of LTEN attendees have buying authority or are key influencers in purchasing decisions**, which means more than 2 out of 3 people walking the aisles are potential customers.

We value your partnership and work hard to provide you with multiple opportunities to engage:

### SEE WHAT LTEN HOLDS

- ◆ New Training Track for Field Sales Trainers
- ◆ Non-Commercial, GxP Training Track
- ◆ New Exploration Station – A Supplier Pavilion for Small Training Suppliers, Niche Services and Consultants
- ◆ Optimized Exhibit Hall Floorplan for Increased Foot Traffic & Flow

- ◆ Learning Village Exhibit Hall is the hub of attendee activity
- ◆ Monday and Tuesday Night Networking Parties
- ◆ Networking Breaks & Meals served in the Hall
- ◆ Opportunities to host Learning Labs, Topic Tables and Workshops

### ATTENDEES BY THE NUMBERS

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

**65%** Primary Market Attendees are Recommenders and Key Decision-Makers

**85%** Attendees were satisfied with the 2016 LTEN Annual Conference

**48%** Attendees were first-time visitors



Source: 2016 LTEN Annual Conference Survey and 2016 LTEN Annual Conference registration data.

### CONTACT

GREGG HAUNROTH for  
exhibiting and sponsorship  
opportunities today!



ghaunroth@L-TEN.org



(608) 562-6537



## CONNECT WITH YOUR CUSTOMERS AND EXPAND YOUR REACH\*

### SEE WHAT ATTENDEES HAVE TO SAY:

*Great opportunity to network, see the great work that is being done in our industry and meet with vendors offering cutting-edge technology solutions to help us meet our learners' needs.*

**NANCY LATHAM**, Global Value & Access Training, Amgen

*The LTEN Conference provides great exposure to vendor partners and like-minded colleagues. You'll discover new ideas for innovative learning techniques.*

**MARQUITHA GILBERT**, Global Learning Partner, Hospital & Specialty Brand Learning, Merck

Abbott Laboratories	Genentech	Otsuka Canada Pharmaceutical Inc
Abbvie	Genomic Health	Pacira Pharmaceuticals
ACADIA Pharmaceuticals	Gilead Sciences	Pernix Therapeutics
Acorda Therapeutics	GlaxoSmithKline	Perrigo Company
Alamo Pharma Services/Mission Pharmacal	Grifols USA	Pfizer
Alexion Pharmaceuticals	Heraeus Kulzer	Pharmacyclics, An AbbVie Company
Allego	Hologic	ProFusion
Allergan	Indivior	Promius Pharma
Amgen	Iroko Pharmaceuticals	Regeneron Pharmaceuticals
Astellas	Ironwood Pharmaceuticals	Relypsa
AstraZeneca Pharmaceuticals	Janssen Biotech	ResMed
Axess Oncology	Janssen Pharmaceutical	Roche
B. Braun Medical	Janssen Therapeutics	Sandoz
B. Braun of Canada	Johnson & Johnson Health Care Systems	Sanofi U.S.
Baxter Healthcare	LEO Pharma	Sebelo Pharmaceuticals
Bayer HealthCare	Lundbeck	Shionogi
Bayer Pharma AG	Meda Pharmaceuticals	Shire
Biogen	MedImmune	Siemens Healthcare Diagnostics
BioMarin Pharmaceutical	Medtronic CardioVascular	Spectranetics Corporation
Boehringer-Ingelheim Canada	Merck & Co.	Spectrum Pharmaceuticals
Bristol-Myers Squibb Oncology	Merz North America	St. Jude Medical
Celgene Canada	Metagenics	Sun Pharmaceutical Industries
Chiesi USA	Mission Pharmacal Company	Suneva Medical
CSL Behring	Myriad Genetic Laboratories	Sunovion Pharmaceuticals
Daiichi Sankyo	Neos Therapeutics	Takeda Oncology
Depomed	Nestle Health Science	Terumo BCT
Dexcom	Nestle Infant Nutrition	Teva Pharmaceuticals
Eisai	Nestle Nutrition	Thoratec
Eli Lilly And Company	NIIT USA	Touch Surgery
EMD Serono	Novartis Oncology	UCB
Entera Health	Novartis Pharmaceuticals	United Therapeutics
Ferring Pharmaceuticals	Novo Nordisk	Valeant Pharmaceuticals
Fresenius Medical Care	Nuvasive	Vertex Pharmaceuticals
FSC Pediatrics	Ortho Clinical Diagnostics	Zimmer Biomet

\*Represented Member Companies in 2016

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## 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>NEW! EXPLORATION STATION TABLETOP</b>	This new section is ideal for smaller consultants and training partners who specialize in limited or specific training solutions. Includes one exhibit hall pass, tabletop, two stools and a locking cabinet. Pop-ups are prohibited. Laptops and monitors are limited to 24" in height.	\$1,750	N/A
<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. Note: does not include workshop access.	\$3,500	<b>\$3,000</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	\$7,000	<b>\$6,000</b>
<b>EXHIBIT HALL Pass</b>	The exhibit hall pass includes access to the exhibit hall, plenary sessions, breaks, meals and receptions. Additional on-site fees will apply if registering after June 2, 2017.	\$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	<b>FULL PAGE: \$1,350</b>
		1/2 PAGE: \$1,125	<b>1/2 PAGE: \$1,000</b>
		1/4 PAGE, SQUARE: \$825	<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.

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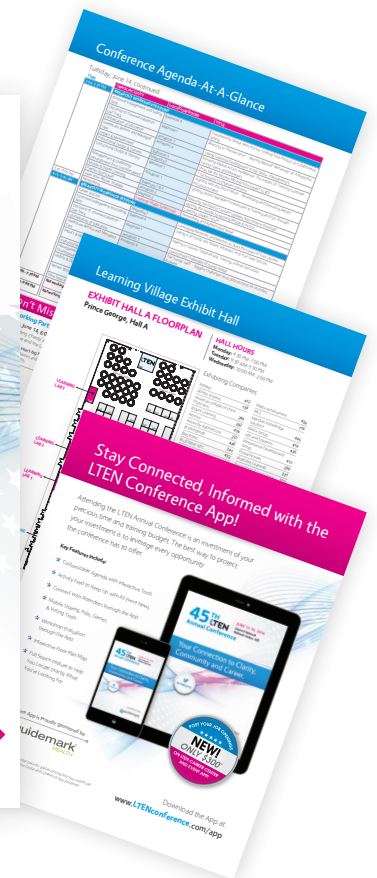
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## LTEN ANNUAL CONFERENCE POWER PACK

Put Your Brand in Front of Your Target Audience Before, During and After the Event with the LTEN Annual Power Pack.



Power Pak Discounted Pricing	Pre-Conference Digital Issue	Awards Digital Issue	Printed Program	Discounted Price for All Three!
FULL PAGE	\$1,095	\$1,095	\$1,500	<b>\$3,320</b>
1/2 PAGE	\$825	\$825	\$1,125	<b>\$2,495</b>
1/4 PAGE, SQUARE	\$545	\$545	\$825	<b>\$1,725</b>



### SPECIAL OFFER!

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.

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## E-NEWSLETTER ADVERTISING

Ad Reservations are due by the first of every month. Ad materials are due on the first Friday of every month.

Reserve your space with  
**Gregg Haunroth** at  
[ghaunroth@L-TEN.org](mailto:ghaunroth@L-TEN.org)

Email materials to **Nannette Nolan**  
at [nnolan@L-TEN.org](mailto:nnolan@L-TEN.org)

## LTEN E-NEWSLETTER

*Bonus Focus* articles are released in the LTEN monthly eNewsletter.

The newsletter is distributed to all LTEN members, partners and subscribers and has a total monthly distribution of 2,600.

### ADVERTISING OPTIONS:

1. 650x100 pixel banner ad and web address link: \$1,000
2. 225x225 pixels banner ad and web address link: \$650
3. Text only ad—75 character (including spaces) title and 75 word body copy with web address link: \$650



### E-NEWSLETTERS STATS:

- ◇ Distribution: 2,600 life sciences trainers and educators, learning leaders and executives, and field sales reps, industry partners and suppliers.
- ◇ Average Open Rate: 20-25%
- ◇ Average Click Rate: 20%

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## ADDITIONAL SPONSOR OPPORTUNITIES

Opportunities	Features	Investment
<b>KEYNOTE SESSION</b>	<p>Connect with LTEN members by sponsoring the conference keynote</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>	<b>\$12,500</b>
<b>LTEN EXCELLENCE AWARDS</b>	<p>Align your brand with the LTEN Excellence Awards. Award Winners will be recognized on-stage during a general session.</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>	<b>\$5,500</b>
<b>WELCOME RECEPTION</b>	<p>Cocktail party from 4:30-7:00 PM on Monday night</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>	<b>Please Call</b>



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<b>MONDAY NIGHT MINI RECEPTIONS</b>	<p>This was a BIG HIT in 2016 - Don't miss out!</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 5, 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>	<b>Please Call</b>
<b>NETWORKING NIGHT RECEPTION SPONSOR</b>	<p>Networking party on Tuesday Night</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>	<b>\$5,000</b>
<b>LEARNING LAB</b>	<p>Take part in the Learning Labs</p> <p>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>	<b>\$600 Available to Exhibitors Only</b>
<b>SPONSORED WORKSHOP SESSIONS</b>	<p>90 or 60 minute workshops will be scheduled at same time as regular concurrent workshop session:</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> <li>Includes one full conference pass</li> </ul>	<b>\$3,500 (per workshop)</b>
<b>RELAXATION STATION</b>	<p>Attendees can take a load off in this lounge area within the Learning Village Exhibit Hall.</p>	<b>Please Call</b>

**Hurry! Sponsorship Opportunities will run out early.**

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Opportunities	Features	Investment
<b>BREAKFAST (2 TOTAL)</b>	<p>Sponsors of each breakfast will receive:</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>	<b>\$2,000 (per breakfast)</b>
<b>LUNCH (2 TOTAL)</b>	<p>Sponsors of each lunch will receive:</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>	<b>\$3,000 (per lunch)</b>
<b>BREAK (4 TOTAL)</b>	<p>Sponsors of each break will receive:</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>	<b>\$1,500 (per break)</b>
<b>LEARNING VILLAGE CAFE SPONSOR</b>	Attract attendees in the exhibit hall with your very own espresso machine. Includes attendants.	<b>Please Call</b>
<b>WI-FI SPONSOR</b>	<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>	<b>\$8,500</b>



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<b>EVENT MOBILE APP SPONSOR</b>	<p>In 2016, 90% of attendees used the mobile app to create a personalized agenda, receive event alerts and updates, and connect to their peers. Sponsor will receive:</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>	<b>\$8,500</b>
<b>APP PUSH NOTIFICATION</b>	<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><b>\$1,500</b>  <b>Only five push notifications will be sold.</b>  <b>Available on a first-come, first-served basis</b></p>
<b>APP CUSTOM BADGE</b>	<p>Incentivize attendees to visit your booth with custom, sponsored virtual game badges. In 2016, more than 833 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><b>\$1,000</b> <b>Only five badges will be sold. Available on a first-come, first-served basis</b></p>
<b>CHARGING STATION</b>	<p>Fully customized branding opportunity allows you to get your message in front of all attendees.</p>	<b>Please Call</b>

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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.	<b>\$3,500</b> (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.	<b>\$2,500</b>
<b>LANYARDS FOR NAME BADGES</b>	Co-brand with LTEN when you print your logo on the badge holder lanyards.	<b>\$3,000</b>
<b>ROOM KEY SPONSOR</b>	Branded room keys put your brand in front of attendees.	<b>Please Call</b>
<b>ROOM DROP</b>	Your branded material placed on every attendees' hotel room doorstep.	<b>Please Call</b>
<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.	<b>Please Call</b>

# LTEN HEADS TO MUSIC CITY U.S.A.

Connect with 800+ of your training peers in the legendary Music City, U.S.A.

at the nation's largest event for life sciences training professionals.

Gain the knowledge, strategies and solutions needed

to excel in leadership and learning.



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