

2018

EXHIBITOR AND SPONSOR

PROSPECTUS

JW Marriott Phoenix Desert Ridge
Phoenix, AZ

47TH
LTEN[®]

Annual Conference

JUNE 11-14, 2018

JW Marriott Phoenix Desert Ridge
Phoenix, Arizona

The world's largest conference for life sciences training and education professionals returns to Phoenix, Arizona.



AS THE SAYING GOES, THE PROOF IS IN THE PUDDING...

Let's skip the blah, blah, blah

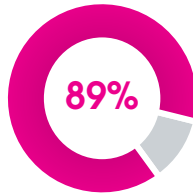
We could go on at length about our love for our members and partners (true, by the way), our commitment to building a bigger and better event year after year, and the tremendous growth we've seen over the past three years, but we'll let the numbers speak for themselves.



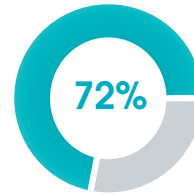
103 Pharmaceutical, Biotech, Medical Device and Diagnostic Companies Attended the Conference

SEE WHAT LTEN HOLDS

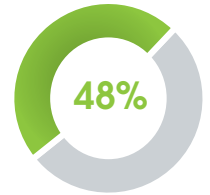
- Optimized Exhibit Hall Floorplan for Increased Foot Traffic & Flow
- 12 Unique Conference Tracks Covering Every Aspect of L&D
- Exploration Station – A Supplier Pavilion for Niche Services and Consultants
- Exhibit Hall Centrally located to General Session and Breakout Workshops
- Learning Village Exhibit Hall is the Hub of Attendee Activity
- Monday and Tuesday Night Networking Parties
- Networking Breaks & Meals served in the Learning Village Exhibit Hall
- Opportunities to host Learning Labs, Micro-Learning Sessions Topic Tables and Workshops



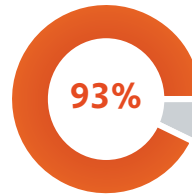
Attendees Were Satisfied with the 2017 LTEN Annual Conference



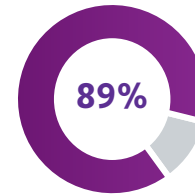
Primary Market Attendees are Recommenders and Key Decision-Makers



Attendees were First-time Visitors



Exhibitors Who Said They Would Recommend Exhibiting at the Conference



Exhibitors Who Said they Were Satisfied with the LTEN Conference

And while the numbers above speak volumes about the quality and growth of this annual conference, there is one number that's also worth discussing.



That's right, there may be other events in the L&D space, but this is THE event of the year. **The LTEN Annual Conference is hands-down the nation's largest gathering of life sciences training and education professionals.**

We'd love the opportunity to speak with you—to tell you about all of the exciting things we have planned and, most importantly, how this event can help meet your marketing and business goals.

Source: 2017 LTEN Annual Conference Survey and 2017 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:

◦ [LTEN is the] best arena to have all life science resources at your disposal. Great opportunity to quickly be exposed or learn from trainers and training partners.

2017 CONFERENCE ATTENDEE

◦ This is the opportunity for you as a life science trainer (or training leader) to learn and gain valuable insight to what others in our field are doing, to gain ideas, to network and connect with other training professionals in our space.

2017 CONFERENCE ATTENDEE

◦ Keynote speakers were incredible, workshops were engaging and useful, and networking time in the exhibit hall was valuable.

2017 CONFERENCE ATTENDEE

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

*Represented Member Companies in 2017

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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 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
EXPLORATION STATION TABLETOP	This 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.	\$2,750	N/A
EXHIBIT HALL Booth 10' x 10'	With the purchase of a 10' x 10' booth, you will receive one complimentary exhibit hall pass which includes, access to plenary sessions, breaks, meals and receptions. Note: Does not include workshop access.	\$3,500	\$3,000
EXHIBIT HALL Booth 10' x 20'	With the purchase of a 10' x 20' booth, you will receive two complimentary exhibit hall passes which includes, access to plenary sessions, breaks, meals and receptions.	\$7,000	\$6,000
EXHIBIT HALL Pass	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 6, 2018.	\$550	\$525*
CONFERENCE Program Ads	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	FULL PAGE: \$1,350
		1/2 PAGE: \$1,125	1/2 PAGE: \$1,000
		1/4 PAGE, SQUARE: \$825	1/4 PAGE, SQUARE: \$745



* 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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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.

10% SAVINGS
When You Buy All Three!

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	\$3,320
1/2 PAGE	\$825	\$825	\$1,125	\$2,495
1/4 PAGE, SQUARE	\$545	\$545	\$825	\$1,725

46TH LTEN Annual Conference | JUNE 5-8, 2017
Gaylord Opryland Nashville, TN

YOUR CONNECTION TO CLARITY. COMMUNITY. CAREER.

YOUR ANNUAL CONFERENCE GUIDE

APP PROUDLY SPONSORED BY:
guidemark HEALTH

Download the 2017 Event App NOW!
DDUT.CH/LTEN2017

www.LTENconference.com

Special Offer!

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

46TH LTEN Annual Conference | JUNE 5-8, 2017
Gaylord Opryland Nashville, TN

STAY CONNECTED, INFORMED WITH THE LTEN CONFERENCE APP!

Attending the LTEN Annual Conference is an investment of your precious time and training budget. The best way to maximize your investment is to leverage every opportunity the conference has to offer.

Key Features Include:

- Attendee Registration and Interactive Tools
- Activity Feed (keep up with all event news)
- Content and agendas through the app
- Mobile Chatting, Polls, Games & Social Tools
- Real-time location through the app
- Interactive floor plan maps
- Full event calendar (includes location, time, and who's responsible)

APP PROUDLY SPONSORED BY:
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NEW! ONLY \$300 - Free Year Job Openings on LTEN Career Center and Event App!

Download the App at:
www.LTENconference.com/app

LEARNING VILLAGE EXHIBIT HALL

LEVEL 0100A - EXHIBIT HALL MAP

EXHIBITING COMPANIES

CONFERENCE AGENDA AT-A-GLANCE

MONDAY, JUNE 5

TUESDAY, JUNE 6



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ADDITIONAL SPONSOR OPPORTUNITIES

Opportunities	Features	Investment
CHARITY TEAM-BUILDING	Every year, the LTEN Board of Directors and LTEN Advisory Council, partners with a local charity, giving LTEN members the special opportunity to help children and families in need. Interested in sponsoring this annual feel-good activity?	Please Call
LTEN EXCELLENCE AWARDS	Align your brand with the LTEN Excellence Awards. Award-winners will be recognized on stage during a general session. <ul style="list-style-type: none"> Acknowledgement in the program guide and event app Acknowledgement from the main stage Logo signage Pre-event acknowledgement every place the awards are mentioned Acknowledgement in the special digital-only awards edition of <i>LTEN Focus on Training</i> magazine 	\$5,500
LTEN EXCELLENCE AWARDS LIVE STREAMING	The LTEN training community will be watching the awards ceremony live and awards participants will be linking back to the ceremony video post-event. Put your brand and message in front of a targeted, engaged audience.	\$5,000
WELCOME RECEPTION	Cocktail party from 4:30-7 PM on Monday night in the Learning Village Exhibit Hall <ul style="list-style-type: none"> Acknowledgement in program, in the app, and from main stage in plenary session Pre-event acknowledgement on website Logo signage at the reception Sponsor may supply their own glasses, cups or cocktail napkins with their logos. Supplied napkins will be distributed at the LTEN bar and food stations but not the mini-receptions taking place at the same time in the sponsor booths. 	\$2,500 Co-sponsor and \$5,000 Exclusive
MONDAY NIGHT MINI-RECEPTIONS	This was a BIG HIT in 2017 — Don't miss out! 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 11, from 4:30-7 PM in the Learning Village Exhibit Hall. <ul style="list-style-type: none"> Sponsorship is not exclusive. There may be multiple sponsors. 	Please Call

Hurry! Sponsorship opportunities will run out early.

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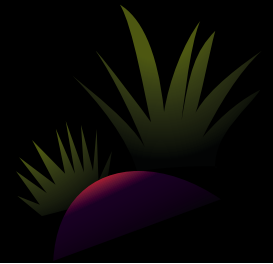
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ADDITIONAL SPONSOR OPPORTUNITIES

Opportunities	Features	Investment
NETWORKING NIGHT RECEPTION SPONSOR	<p>Networking party on Tuesday Night</p> <ul style="list-style-type: none"> Acknowledgement in program, in the app and from main stage in plenary session Pre-event acknowledgement on website Opportunity to sponsor a beer or wine tasting, have a sponsored game or host a giveaway Logo signage at the reception Sponsor may supply their own glasses, cups or cocktail napkins with their logos Sponsorship is not exclusive. There may be multiple sponsors. 	\$5,000
LEARNING LAB	<p>Take part in the Learning Labs</p> <p>20-minute micro-learning sessions are 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> <p>NEW in 2018! Enhanced Learning Lab opportunities to lead one of these sessions outside of the lunch break. Contact us to learn more.</p>	\$600
SPONSORED WORKSHOP SESSIONS	<p>90 or 60 minute workshops will be scheduled at same time as regular concurrent workshop session:</p> <ul style="list-style-type: none"> Workshop title in program guide will note sponsorship Limited to 6 sponsors; scheduled on a first-come, first-served basis Includes one full conference pass 	\$3,500 (per workshop)



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Opportunities	Features	Investment
BREAKFAST (2 TOTAL)	<p>Sponsors of each breakfast will receive:</p> <ul style="list-style-type: none"> • Logo signage by buffet tables • Placemat or giant branded stickers • Acknowledgement in conference program • Logo slide on plenary session greeting slide roll • Option for sponsor to place branded promotional literature on the tables 	\$2,000 (per breakfast)
LUNCH (2 TOTAL)	<p>Sponsors of each lunch will receive:</p> <ul style="list-style-type: none"> • Logo signage by buffet tables • Placemat or giant branded stickers • Acknowledgement in conference program • Logo slide on plenary session greeting slide roll • Option for sponsor to place branded promotional literature on the tables 	\$3,000 (per lunch)
BREAK (4 TOTAL)	<p>Sponsors of each break will receive:</p> <ul style="list-style-type: none"> • Logo signage by break tables • Acknowledgement in conference program • Logo slide on plenary session greeting slide roll 	\$1,500 (per break)
LEARNING VILLAGE CAFE SPONSOR	Attract attendees to your booth with your very own espresso and cappuccino bar with one barista. The bar will be in service for three hours of your choosing, selected one month in advance of event.	\$7,150
WI-FI SPONSOR	<ul style="list-style-type: none"> • Logo signage in exhibit hall • Branded table tent cards within the hall with login instructions • Acknowledgement in program guide and mobile app • Sponsor promotional materials may be distributed in networking area • Logo slide at a plenary session pre-session slide roll 	\$8,500



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Opportunities	Features	Investment
EVENT MOBILE APP SPONSOR	<p>In 2017, 87% 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"> • Logo and company links on all app marketing material • Logo included on the app splash screen • Up to 3 promoted posts within the app, one push notification, sponsored app section and one custom badge 	\$8,500
APP PUSH NOTIFICATION	<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>
CHAIR MASSAGE	<p>After a long day of learning and walking, attendees are eager to relax and recharge. Put your brand in front of attendees by hosting a Chair Massage Therapist in your own booth. Make your booth a hot destination by hosting a massage chair at your booth. "Sit back and relax" while we handle the logistics, signage and promotion!</p> <p>The massage therapist will be at your booth for two hours a day for a total of six hours over Monday, Tuesday and Wednesday. Exact times to be confirmed.</p>	\$2,500

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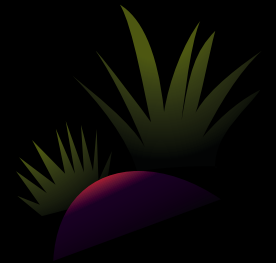
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ADDITIONAL SPONSOR OPPORTUNITIES

Opportunities	Features	Investment
ATTENDEE BAG SPONSOR	Position your logo on one of the five positions available on the official conference bag given to all attendees.	\$3,500 (per sponsorship)
ATTENDEE BAG INSERT	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
LANYARDS FOR NAME BADGES	Badges are an essential at any conference. Be sure to get in front of your audience by getting your logo on the event lanyard.	\$3,000
ROOM KEY SPONSOR	Branded room keys put your brand in front of attendees.	Please Call
ROOM DROP	Your branded material placed on every attendees' hotel room doorstep.	Please Call
VOICE MAIL	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.	Please Call
ENTERTAINMENT SPONSOR	Everyone loves a party. Why not have brand the band with your company name and logo. Or have attendees toast using your very own specialty beverage – a drink named after you at a reception. Lots of opportunities to explore. Call us to discuss the unlimited possibilities.	Please Call
VIRTUAL REALITY SCAVENGER HUNT	Host a virtual scavenger hunt where guests find hidden objects and clues overlaid on your actual booth using a VR headset. Similarly, you can incorporate virtual notes to go along with product demos and allow interested users to get a deeper dive.	\$5,000
ROAMING ROBOT	Talk about an attention-grabber! Attend the Learning Village Exhibit Hall as a robot and you're sure to be the talk of the "village".	\$5,000



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