

# 49<sup>TH</sup> LTEN<sup>®</sup>

## Annual Conference

JUNE 8–11, 2020

GAYLORD PALMS  
KISSIMMEE, FL

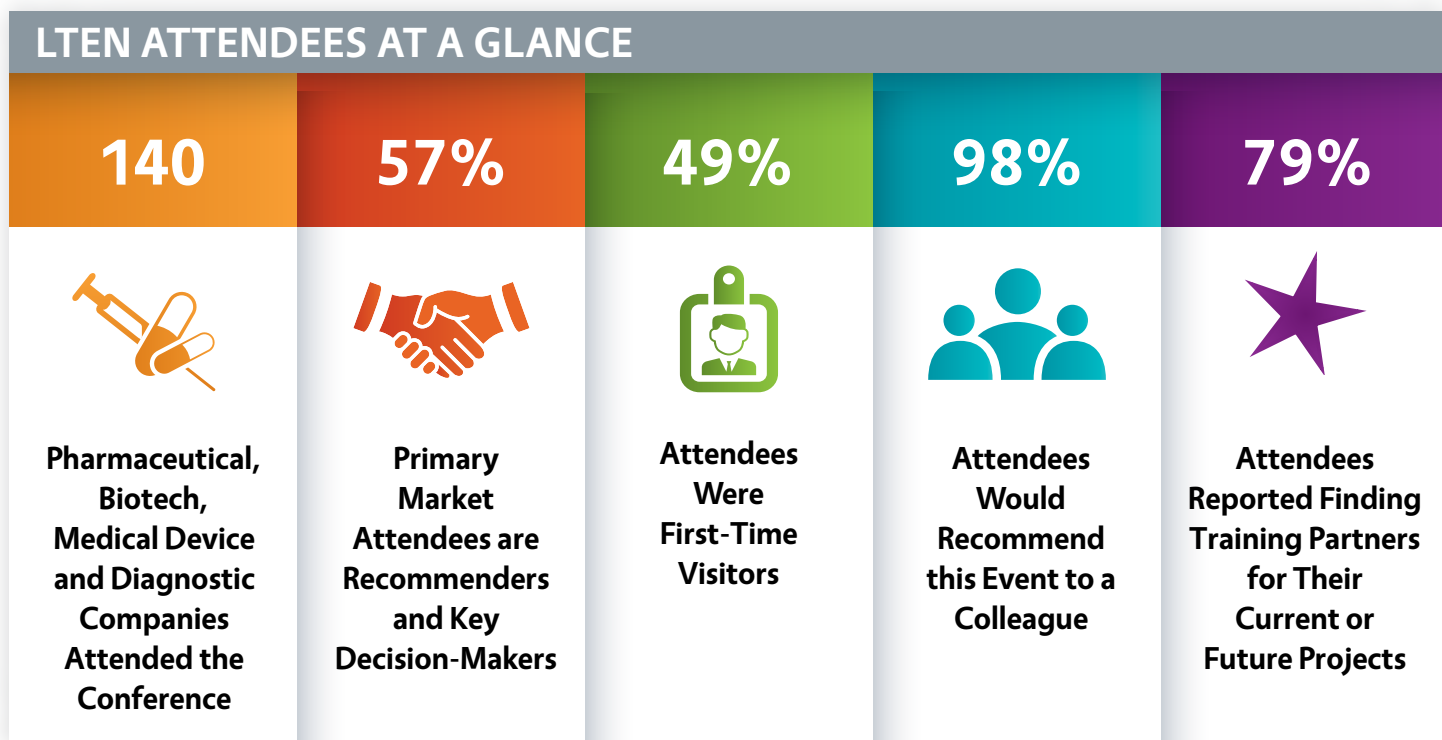


# 2020 PROSPECTUS

## Exhibitor & Sponsorship Opportunities

## WHY EXHIBIT OR SPONSOR?

The LTEN member community uses this annual gathering as a reliable venue for finding and evaluating potential training partners. Every interaction – from learning labs and workshops through the daily networking opportunities – provide you with a platform to introduce your solutions and build relationships.



\* Source: 2019 LTEN Annual Conference Survey and 2019 LTEN Annual Conference registration data.

## See What LTEN Holds

- Expanded Learning Village Exhibit Hall
- Conference Tracks Covering Every Aspect of L&D
- Expanded Monday Night Reception Hours
- Return of 15-Minute Speed Coaching Sessions
- Enhanced 1:1 Meeting Scheduling Tool
- Networking Breaks & Meals served in the Learning Village Exhibit Hall
- Opportunities to Host Learning Labs, Microlearning Sessions and Workshops

## CONTACT

GREGG HAUNROTH for exhibiting and sponsorship opportunities today!



ghaunroth@L-TEN.org



(608) 562-6537

## 138 Companies Across 13 Countries Attended in 2019

AAbbott	Collegium Pharmaceutical	Livongo	ResMed
Abbott Medical Netherlands BV	Coopersurgical	Lundbeck Canada	Retrophin
AbbVie Canada	Corcept Therapeutics	Mallinckrodt Pharmaceuticals	Roche Diagnostics
AbbVie United States	Covance	Medexus Pharma	Sage Therapeutics
ACADIA Pharmaceuticals	Daiichi Sankyo	Medicago	Sandoz, a Division of Novartis
Actelion Pharmaceuticals	Dermira	Medtronic	Sanofi Genzyme
Acura Vascular Care	Edwards Lifesciences	Merck	Sanofi Pasteur
Aesculap	Eisai	Merz North America	Sarepta Therapeutics
Alcon Labs	Endo Pharmaceuticals	Metagenics	Sebelo Pharmaceuticals
Align Technology	Eversana	Metajourn	Septodont
ALK	Fidia Pharma	Midmark	Shire
Allergan	Fisher & Paykel Healthcare	Moderna	Si-Bone
Almirall	Fresenius Kidney Care	Mylan Pharmaceuticals	Siemens Healthineers
Alnylam Pharmaceuticals	Fresenius Medical Care	Neos Therapeutics	SK Life Science
AmerisourceBergen	Genentech	Neurocrine Biosciences	Smith & Nephew
Amgen	Genomic Health	Nihon Kohden	St. Jude Medical
Amneal Pharmaceuticals	Gilead Sciences	Novartis Oncology	Sun Pharmaceutical Industries Ltd.
Assertio Therapeutics	GlaxoSmithKline	Novartis Pharmaceutical Corporation	Sunovion Pharmaceuticals
Astellas Oncology	Grifols USA	Novartis Pharmaceuticals (China)	Takeda Pharmaceuticals America
Astellas Pharma	Hologic	Novo Nordisk	Teleflex Medical
AstraZeneca	Integrity Healthcare Solutions	Olympus Corporation of the Americas	Terumo BCT
Avanir Pharmaceuticals	Intuitive Surgical	Otsuka America Pharmaceutical	Terumo Interventional Systems
B. Braun Medical	Invenio	Otsuka Canada Pharmaceutical	Terumo Medical Corporation
B. Braun of Canada	IPSEN BioPharmaceuticals	Pfizer	Teva Pharmaceuticals
Bausch Health	IPSEN PHARMA	Pharmacyclics, an Abbvie Company	Thermo Fisher Scientific
Baxter	J&J (Janssen Scientific Affairs)	Philips Healthcare	UCB
Bayer HealthCare	Janssen Inc	Philips Image Guided Therapy Devices	United Therapeutics
Becton Dickinson	Janssen Pharmaceuticals	Portola Pharmaceuticals	Upsher-Smith Laboratories
Biogen	Jazz Pharmaceuticals	Radius Health	Volcano/Philips
Boehringer-Ingelheim Pharmaceuticals	Johnson & Johnson Medical Devices	Recro Pharma	W. L. Gore & Associates
Bristol-Myers Squibb	Kaleo Pharmaceuticals	RedHill Biopharma	Wake Forest Innovations
Celgene	Kowa Pharmaceuticals America	Regeneron	Wise Health System
Chiesi USA	LEO Pharma	Relypsa	Zimmer Biomet Canada

\* 2019 Registration Data

You get the opportunity to learn about learning...engage with peers and vendors...and explore trends that are driving effective training.

**Associate Director,  
Commercial Learning  
Genomic Health**

LTEN is an excellent place to network and meet other like minded trainer/educators who understand the challenges of LSTs and can share thoughts and ideas to overcome and achieve your goals.

**Sales Training Manager,  
B. Braun Medical**

Opportunity to engage with learning professionals to stay current with the industry — networking!

**Commercial Learning Strategy &  
Operations Lead, Takeda**

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## EXHIBIT PACKAGES

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	Standard Rate	Special PIP* Rate
<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 which includes, access to plenary sessions, breaks, meals and receptions. Note: Does not include workshop access. <i>Only two exhibit staff allowed per 10' x 10' booth space at any time.</i>	\$3,500	<b>\$3,150</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 which includes, access to plenary sessions, breaks, meals and receptions. Does not include workshop access. <i>Only four exhibit staff allowed per 10' x 20' booth space at any time.</i>	\$7,000	<b>\$6,300</b>
<b>EXHIBIT HALL Booth 20' x 20'</b>	With the purchase of a 20' x 20' booth, you will receive four complimentary exhibit hall passes which includes, access to plenary sessions, breaks, meals and receptions. Does not include workshop access. <i>Only eight exhibit staff allowed per 20' x 20' booth space at any time.</i>	\$14,000	<b>\$12,600</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 8, 2020. Does not include workshop access.	\$550	<b>\$525*</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.

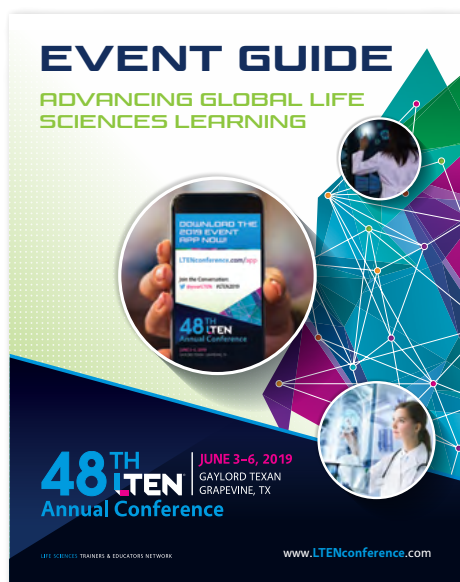






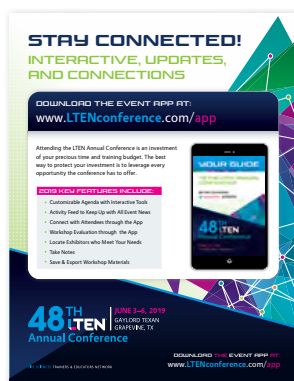
## LTEN ANNUAL CONFERENCE POWER PACK

Power Pack 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	\$1,150	\$2,520
1/4 PAGE, SQUARE	\$545	\$545	\$850	\$1,750



### 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.



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## SPECIAL EVENTS

OPPORTUNITIES	FEATURES	INVESTMENT
<b>KEYNOTE</b>	<p><b>Get premium visibility at one of the conference's biggest events as a Keynote Session sponsor — with exclusive opportunities on Tuesday, Wednesday and Thursday.</b></p> <p>Includes: Dedicated meter board featuring your company's logo at the entrance of the general session room. Branded one page flyer (8.5 x 11 max) (provided by the sponsor) placed on every seat in keynote session. Four guaranteed tweets and retweets during and after the LTEN Annual. Your company name mentioned during the pre-keynote announcements. Your company logo mentioned as keynote sponsor on PowerPoint in general session. Your company thanked by LTEN board member announcing keynote presenter.</p>	<b>\$4,995</b>
<b>LTEN EXCELLENCE AWARDS</b>	<p><b>Align your brand with the LTEN Excellence Awards. Award-winners will be recognized on stage during a general session.</b></p> <p>As a sponsor, you'll receive special acknowledgment everywhere the Awards are mentioned or advertised. You'll also receive recognition on the website, from the main stage and in dedicated signage. Your company logo will also be placed on the backdrop that all winners and finalists take their photos in front of. These photos may be used in the awards issue, in press releases and widely distributed across all LTEN post-event communication.</p>	<b>\$5,500</b>
<b>CHARITY TEAM- BUILDING</b>	<p>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?</p> <p>As a co-sponsor, you'll take part in the pre-event planning and running the event on-site. Sponsorship includes acknowledgment before, during and after the event.</p>	<b>\$3,000 Co-sponsor</b>
<b>MONDAY NIGHT MINI-RECEPTIONS</b>	<p><b>Monday, June 8 starting at 4:30 PM in the Exhibit Hall</b></p> <p>Host a specialty drinks, desserts and appetizers at your booth during Monday night's Welcome Reception. Draw attendees to your booth to sample cocktails and tasty treats. Options include: Beer and Wine Bar, Specialty Beer, Martini Station, Mojito Station, Sangria Bar, Scotch and Bourbon Station, Bloody Mary Bar, Champagne Station, Coffee Cocktails, Dessert Martini Station, Banana Split Martini, Black Velvet Martini, Espresso Martini, S'more Martini and Sweets Station.</p>	<b>\$3,500 – \$6,500</b> <b>Depending on reception item selected</b>
<b>TUESDAY NIGHT RECEPTION SPONSOR</b>	<p><b>Tuesday, June 9, 2020 from 6–9 PM</b></p> <p>This annual party is where attendees let their hair down and unwind from a full day of learning. Sponsors will enjoy dedicated acknowledgment before, during and after the conference.</p> <p>Sponsors have the opportunity to sponsor the DJ, a specialty cocktail or games.</p>	<b>\$2,500 – \$7,500</b> <b>Depending on sponsored item</b>
<b>WEDNESDAY PRESIDENT'S RECEPTION</b>	<p>This exclusive, invite-only event connects you with senior training leaders, LTEN Board of Directors and Advisory Council members. This is a hot ticket and your chance to make your impression with key decision-makers.</p>	<b>\$5,500 Co-sponsor</b>

## MEALS AND BREAKS

OPPORTUNITIES	FEATURES	INVESTMENT
<b>BREAKFAST (3 TOTAL)</b>	<b>Sponsors of each breakfast will receive:</b> <ul style="list-style-type: none"> <li>• Logo signage by buffet tables</li> <li>• Sponsor-supplied placemat or giant branded stickers on each table*</li> <li>• Acknowledgement in conference program</li> <li>• Logo slide on plenary session greeting slide roll</li> <li>• Option for sponsor to place sponsor-supplied promotional literature on the tables*</li> </ul>	<b>\$2,000 (per breakfast)</b>
<b>LUNCH (2 TOTAL)</b>	<b>Sponsors of each lunch will receive:</b> <ul style="list-style-type: none"> <li>• Logo signage by buffet tables</li> <li>• Sponsor-supplied placemat or giant branded stickers on each table*</li> <li>• Acknowledgement in conference program</li> <li>• Logo slide on plenary session greeting slide roll</li> <li>• Option for sponsor to place sponsor-supplied promotional literature on the tables*</li> </ul>	<b>\$3,000 (per lunch)</b>
<b>BREAK (4 TOTAL)</b>	<b>Sponsors of each break will receive:</b> <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>NEW LUNCHTIME DESSERT STATION</b>	<b>Host a sweets station in or next to your booth during lunch from 12-2 PM. Everyone loves sweets and is sure to stop by for a nibble.</b>  Tuesday Desserts: Tres Leches Cake, Mango Flan, Dulce de Leche Shooters, and Guava Pastelitos  Wednesday Desserts: Chocolate Avocado Mousse, Coconut Panna Cotta, Raspberry Coulis, and Angel Food Cake with Mixed Berries and Lemon Curd	<b>\$3,500 (per day)</b>

\* Materials are subject to approval by LTEN.



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## TECHNOLOGY

OPPORTUNITIES	FEATURES	INVESTMENT
<b>LTEN EXCELLENCE AWARDS LIVE STREAMING</b>	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.	<b>\$5,000</b>
<b>WI-FI SPONSOR</b>	<b>This sponsorship makes your company a real hero</b> Sponsorship includes: <ul style="list-style-type: none"> <li>• Branded table tent cards within the hall and workshops with login instructions</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>
<b>MOBILE APP</b>	Attendees use the mobile app to create a personalized agenda, receive event alerts and updates, and connect to their peers. Sponsor will receive: <ul style="list-style-type: none"> <li>• Logo and company links on all app marketing material</li> <li>• Up to 3 promoted posts within the app, one push notification, sponsored app section and one custom badge</li> <li>• Branded table tent cards within the hall and workshops with download instructions</li> </ul>	<b>\$8,500</b>
<b>APP PUSH NOTIFICATION</b>	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.	<b>\$1,500</b> Only five push notifications will be sold. Available on a first-come, first-served basis
<b>REGISTRATION SPONSORSHIP</b>	As attendees use the self-check in Registration Kiosks, they'll see your brand front and center. Sponsors will also be featured everywhere sponsors are mentioned: On the main stage, in the program and on signage where sponsors are listed.	<b>\$5,500</b>
<b>ROAMING ROBOT</b>	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".	<b>\$5,000</b>

**HURRY!**

Sponsorship opportunities will run out early.

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## ADDITIONAL SPONSOR OPPORTUNITIES

OPPORTUNITIES	FEATURES	INVESTMENT
<b>SPONSORED WORKSHOP SESSIONS</b>	<p><b>90- or 60-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> <li>Includes one full conference pass</li> </ul>	<p><b>\$4,500</b> (PIP Discounted Rate: <b>\$4,050</b>)</p>
<b>ATTENDEE BAG SPONSOR</b>	Position your logo on one of the five positions available on the official conference bag given to all attendees.	<b>\$4,000</b> (per sponsorship)
<b>ATTENDEE BAG INSERT</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>	Badges are an essential at any conference. Be sure to get in front of your audience by getting your logo on the event lanyard.	<b>\$4,000</b>
<b>ROOM KEY SPONSOR</b>	Branded room keys put your brand in front of attendees.	<b>\$5,500</b>
<b>ROOM DROP</b>	Your branded material placed on every attendees' hotel room doorstep.	<b>\$3,000 – \$5,000</b> Depends on night delivered
<b>LEARNING LAB SPONSOR</b>	Includes 1st time slot selection of a 20 minute, or microlearning Lab presentation in Learning Lab 1, 2 or 3. Includes one exhibit hall registration.	<b>\$3,500</b>
<b>SILENT LEARNING LAB SPONSOR</b>	This year, we're equipping every Learning Lab with over-ear headphones. Now, attendees can enjoy fully immerse themselves in the learning content while in the busy hall. Your logo will be placed on the headphones in each of the Labs.	<b>\$6,500</b>



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