



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

2020 Sponsorship & Advertising Guide



Your Guide to Reaching Life Sciences
Training & Education Professionals



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Putting Your Brand in Front of Key Decision-Makers & Influencers

Gain visibility for your brand, products and services by partnering with LTEN. Choose from several types of sponsorship and advertising options.

LTEN serves more than 2,100 members and has a total reach of just under 8,000 life sciences training professionals worldwide.

A Quick Look at Training Department Sizes

- Fewer than 30 Trainers: **47%**
- 31-45 Trainers: **38%**
- 46 or More: **15%**

* Data from 2018 Annual LTEN Member Satisfaction Survey December 2018

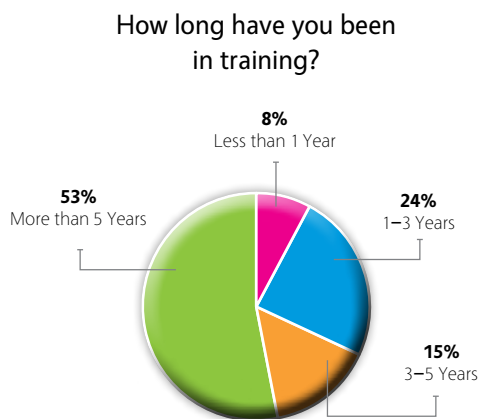
Reaching LTEN Members

About the Life Sciences Trainers & Educators Network (LTEN)

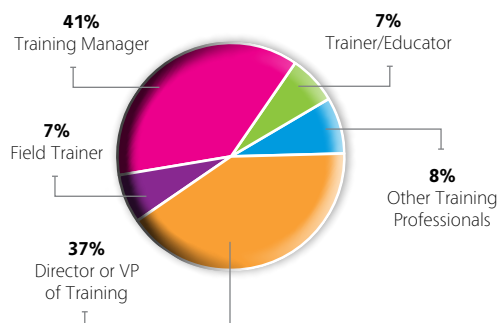
Only LTEN specializes in meeting the needs of life sciences learning professionals. LTEN shares the knowledge of industry leaders, provides insight into new technologies, offers innovative solutions and communities of practice that grow careers and organizational capabilities.

The Life Sciences Trainers & Educators Network is a worldwide 501(c)(3) nonprofit organization dedicated to supporting the professional goals of trainers in the life sciences, inclusive of medical device and diagnostics, pharmaceutical, and biotech companies. Since 1971, LTEN has been a conduit to keeping the training industry educated, informed and connected, and is the only nonprofit organization solely devoted to strengthening training in the healthcare industry with the ultimate benefit of improving patient care.

LTEN Member Community at a Glance:



Which title below most closely describes your current position? (Primary Market)



Some of the Biggest Names in the Life Sciences are Represented Here:

- | | | |
|---------------------|------------------------|------------------------|
| • Abbott | • Bayer HealthCare | • Covidien - EV3 |
| • AbbVie | • Biogen | • Genentech |
| • Allergan | • Boehringer-Ingelheim | • Gilead Sciences |
| • Astellas | • Bristol-Myers Squibb | • GlaxoSmithKline |
| • AstraZeneca | • Caris Life Sciences | • Janssen |
| • B. Braun Medical | • Celgene Canada | • Johnson & Johnson... |
| • Baxter Healthcare | • Covance | and many more! |

2020 Preferred Industry Partner Packages



Are You as Precious as **Gold...** or **Platinum?**

LTEN thinks so. That's why we have developed a special program to recognize organizations that contribute substantial support to the Life Sciences Trainers & Educators Network, the Preferred Industry Partner (PIP) sponsorship program.

Exposure to LTEN Members – On the Web and In Print	Bronze	Silver	Gold	Platinum (Limited to 5 Sponsors)
One-year LTEN Membership	✓ Includes 1	✓ Includes 2	✓ Includes 3	✓ Includes 4
Supplier Directory Listing with Enhanced Company Profile <i>Enhanced profile includes logo, company description, web link and up to four product categories.</i>	✓	✓	✓	✓
Authored <i>Bonus Focus</i> Online Article <i>Author a non-commercial, non-promotional thought-leadership article.</i>	✓	✓	✓	✓
<i>LTEN Focus on Training Magazine</i> Print, Printed Quarterly <i>There will be 4 issues: Spring, Summer, Fall and Winter.</i>	One Qtr Page Ad in a Single Issue	Qtr Page Color Ad in Each Issue	Half Page Color Ad in Each Issue	Full Page Color Ad in Each Issue**
Logo Included on the Scrolling Bar of the LTEN Home Page			✓	✓
Special <i>LTEN Focus on Training Magazine</i> Digital Only Issues <i>Two issues: Digital-only pre-conference issue and digital-only awards issue.</i>	◆	◆	◆	◆
Ads in each of the Three Special Themed Digital Issues <i>Full-page ads for Platinums with 20' x 20' booths, half-page ads for Platinums with smaller than 20' x 20' booths. Field Training, Global and Technology and the ability to submit editorial for these issues. Your ad can be either adjacent or purposely placed away from your article.</i>	◆	◆	◆	✓

Exclusive Opportunities, Perks and Discounts	Bronze	Silver	Gold	Platinum
Exhibit Space (and Priority Booth Selection) at the Annual Conference		10' x 10'	10' x 20'	20' x 20'
Priority Selection for Annual Conference Sponsorships <i>Additional sponsorship fees apply.</i>	◆	✓	✓	✓
Annual Conference Exhibit Hall Only Pass(es) <i>Access to the exhibit hall, general sessions and general networking activities.</i>	✓ Includes 1	✓ Includes 1	✓ Includes 2	✓ Includes 4
Annual Conference Full Pass(es) <i>Includes meals, access to all workshops, general sessions and networking activities.</i>		✓ Includes 1	✓ Includes 2	✓ Includes 4

◆ = Reduce Rates Offered

** Does not include premium position charge

CONTINUED ON NEXT PAGE ➡



2020 Preferred Industry Partner Packages (cont.)

Exclusive Opportunities, Perks and Discounts	Bronze	Silver	Gold	Platinum
Acknowledgment on Event Signage and Recognition from the Stage at Annual Conference	✓	✓	✓	✓
One Invitation to "Meet the Board" PIP Breakfast at Annual Conference	✓	✓	✓	✓
10% Discount on Additional Booth Space, Ad Space and Annual Sponsorship		✓	✓	✓
Speaking Opportunities for Exhibiting PIPs in the Exhibit Hall Learning Lab <i>Guaranteed for Platinums. Gold, Silver and Bronze, available on a first-come, first-served basis, in booth selection order.</i>	◆	◆	◆	✓
Invitations to the Exclusive President's Reception at Annual Conference			Includes 2	Includes 2
Priority Opportunity to Sponsor a Networking Mixer <i>Separate sponsorship fee applies</i>			✓	✓
One-time Use of the LTEN Member Mailing List <i>LTEN full membership list available one-time per year for a promotional mailing.</i>				✓
One PIP-supplied Item in the Member Bag Distributed at Annual Conference				✓
Year-Long Use of the PIP Marketing Assets, Including Logos, Banner Ads, New Member Outreach Communications	◆	◆	◆	◆
◆ = Reduce Rates Offered	\$4,250	\$12,500	\$17,500	\$32,500



PIP Sponsorship and Participation:

- Starts **January 1, 2020** and runs through **December 31, 2020**.
- Earn a 2.5% discount when you pre-pay by **December 31, 2019**.

To learn more about the program and how to become a Preferred Industry Partner, contact: **Gregg Haunroth**, director of advertising, at **(608) 562-6537** or **ghaunroth@L-TEN.org**.





LTEN Annual Conference Exhibit and Sponsorship Opportunities

49TH LTEN[®] Annual Conference

JUNE 8–11, 2020

GAYLORD PALMS
KISSIMMEE, FL

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
- Networking Breaks & Meals served in the Learning Village Exhibit Hall
- Opportunities to Host Learning Labs, Microlearning Sessions and Workshops

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 – provides you with a platform to introduce your solutions and build relationships.

LTEN Attendees at a Glance				
140	57%	49%	98%	79%
Pharmaceutical, Biotech, Medical Device and Diagnostic Companies Attended the Conference	Primary Market Attendees are Recommenders and Key Decision-Makers	Attendees Were First-Time Visitors	Attendees Would Recommend this Event to a Colleague	Attendees Reported Finding Training Partners for Their Current or Future Projects

Source: 2019 LTEN Annual Conference Survey and 2018 LTEN Annual Conference registration data.



Click the button to download the complete event prospectus and view all available sponsorship opportunities.

CONTACT **GREGG HAUNROTH**, LTEN Director of Sales for advertising and sponsorship opportunities today!

ghaunroth@L-TEN.org

(608) 562-6537



LTEN Networking Mixer Sponsorship

LTEN[®] Networking Mixer

The Life Sciences Trainers & Educators Network (LTEN) hosts local networking mixers designed to bring LTEN members together to grow their networks and find new partnerships.

These intimate gatherings offer that face-to-face, personal connection with training leaders and industry partners. By becoming a Mixer Sponsor, you will create a lasting impression of being a business committed to strengthening the healthcare learning and development community, while leveraging higher visibility among LTEN members.

These mixers are complimentary and include beer, wine and appetizers for all guests.

Mixer Co-Sponsor Price: \$2,000

(limited to three PIP co-sponsors)

- Logo inclusion and recognition as Mixer Sponsor on all marketing/communication/ social media
- Recognition at event by an LTEN Board Member host and in presentation slide deck
- Table tent cards and welcome sign with sponsorship recognition (printed by LTEN event staff)
- One-time list use of the mixer registrants

Additional Sponsorship Benefits:

- Sponsor-branded napkins, beer bottle cozies or coasters. Sponsor responsible for producing and bringing to the mixer. These are not offered exclusively to any single co-sponsor. LTEN to distribute.
- Single hand-out per mixer attendee (flyer, postcard, brochure or small promotional item) to be set out at either the check-in table or the Information Table within the room depending on room layout and space availability. LTEN to set out.
- After introduction from LTEN Board host, have the floor to speak for no more than 2 minutes. We suggest a quick thank you, a word or two about your partnership with LTEN and a quick share on your organization.

Important Note: Due to limited space, we ask that you do not bring your own stand-up banners, posters or signs. Due to the expense of hosting these networking mixers, each event will have up to 3 co-sponsors.





WEBINAR

Act Now! Sponsorship Spaces are Limited.

- Book 3 webinars in a calendar year and receive a **10% DISCOUNT!**

LTEN Webinar Sponsorship

LTEN[®] Webinars

Reach Life Sciences Training Professionals with an LTEN Webinar Sponsorship

The LTEN sponsorship webinar program is your best opportunity to position your organization as a thought leader, increase brand awareness and communicate with a highly-targeted prospects.

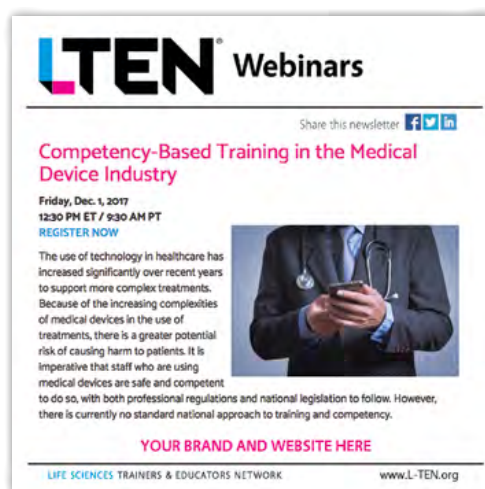
Sponsored Webinar

- Start-to-finish webinar creation, promotion and technical support
- Sponsor-selected topic, content and presenters
- Email and LTEN newsletter promotion
- Additional exposure and link on the LTEN webinar listings page
- Explicit branding, presentation slide and acknowledgment before the webinar begins
- List of registrants with email information




\$4,500: 60-minute webinar

\$2,500: 30-minute webinar

NOTE: SOME REGISTRANTS MAY OPT-OUT OF THIS LIST



LTEN[®] Webinars

Share this newsletter   

Competency-Based Training in the Medical Device Industry

Friday, Dec. 1, 2017
12:30 PM ET / 9:30 AM PT
[REGISTER NOW](#)

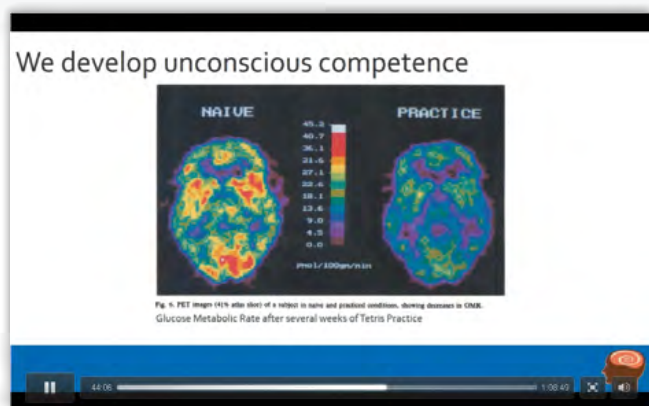
The use of technology in healthcare has increased significantly over recent years to support more complex treatments. Because of the increasing complexities of medical devices in the use of treatments, there is a greater potential risk of causing harm to patients. It is imperative that staff who are using medical devices are safe and competent to do so, with both professional regulations and national legislation to follow. However, there is currently no standard national approach to training and competency.

YOUR BRAND AND WEBSITE HERE

LIFE SCIENCES TRAINERS & EDUCATORS NETWORK www.L-TEN.org

WEBINAR SERIES NEWSLETTER SAMPLE

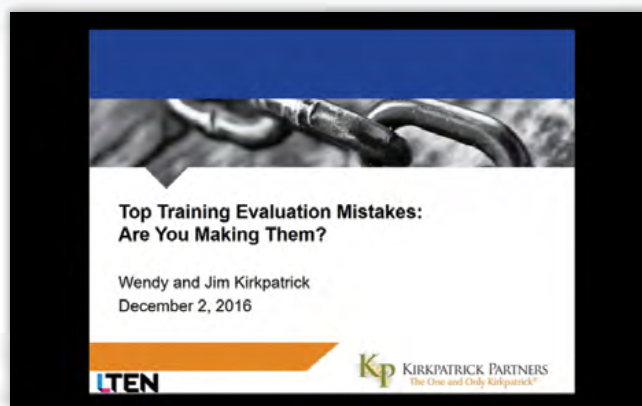
Subject Matter Experts Dive Into Hot Topics & Game-changing Strategies



We develop unconscious competence

NAIVE PRACTICE

Fig. 5. PET images (4% after effect) of a subject in naive and practiced conditions, during decision in CME. Glucose Metabolic Rate after several weeks of Tetris Practice




Top Training Evaluation Mistakes: Are You Making Them?

Wendy and Jim Kirkpatrick
December 2, 2016

LTEN **Kp KIRKPATRICK PARTNERS**
The One and Only Kirkpatrick[®]

CONTACT **GREGG HAUNROTH**, LTEN Director of Sales for advertising and sponsorship opportunities today!

 ghaunroth@L-TEN.org

 (608) 562-6537



AmerisourceBergen Transforms Sales Training



LTEN Focus on Training... in Print & Online

LTEN members and industry supporters also have access to the digital version of *LTEN Focus on Training*, delivered right to their inbox. The digital edition of our magazine includes all of the features you enjoy in the print version, plus the additional benefits of immediate access to articles, anywhere you have a computer or digital reader, plus you gain quick links to all the URLs found within the magazine's pages.

Special Digital Only Issues—
Pre-Conference Preview, LTEN Excellence Awards and now, three special digital issues focused on key L&D topics.

Putting the Industry, Your Career and Trends into FOCUS

LTEN Focus on Training covers thought leadership on the toughest challenges in training and brings industry trends and issues to the forefront.

LTEN Focus on Training is the quarterly member magazine of the Life Sciences Trainers & Educators Network (LTEN). It is an important trade resource that helps pharmaceutical, biotech, medical device and diagnostic trainers and executives learn about new products, technology, services, industry events and training topics.

LTEN Focus on Training is mailed directly to more than 2,200 decision-makers in more than 150 pharmaceutical, biotech, medical device and diagnostic companies. A free annual subscription is included with every LTEN membership.



LTEN Focus on Training Offers:

- Detailed interviews with the industry's training leaders
- Regular features on leadership/management development
- In-depth articles on blended learning and eLearning technology
- Articles on industry trends, including changes in marketing guidelines and practices
- Product training
- Implementation of new learning technologies





LTEN Focus on Training Ad Rates, Delivery Dates & Editorial

Quarterly Print Magazine – Sizes & Rates	Single Issue	4 Successive Issues
Inside Front Cover	\$3,700	\$2,900/issue
Inside Back Cover	\$3,700	\$2,900/issue
Outside Back Cover	\$4,000	\$3,200/issue
Full Page	\$3,400	\$2,700/issue
1/2 Page, Horizontal	\$1,800	\$1,450/issue
1/4 Page, Square	\$1,000	\$825/issue
Digital ONLY - full page across from cover	\$1,200	

Envelope Insert: Per issue: US \$2,100, single 8.5x11" sheet; US \$4,200 double 8.5x11" sheet

(Inserts provided by client; maximum 1.0 oz for single sheet, 2.0 oz for double)

Special Digital Only Editions!

Pre-Conference Preview and LTEN Excellence Awards Coverage AND 3 special themed Issues

SAVE 10% when you purchase the LTEN Conference Power Pack. See page 12 for details and pricing.

Digital Issues – Sizes & Rates	Special Digital Issues of <i>Focus</i>	Pre-Conference Digital Edition of <i>Focus</i>	LTEN Excellence Awards Digital Edition of <i>Focus</i>
Full Page	\$1,095	\$1,095	\$1,095
1/2 Page, Horizontal	\$825	\$825	\$825
1/4 Page, Square	\$545	\$545	\$545

Additional Advertising Opportunities:

Tip-in Postcards and Polybag Inserts — Call for Quote

Issue	Ad Orders & Editorial Due Date	Ad Art Due Date	Approx. Mail Date/ Live Digital Date
Spring Issue 2020	November 23, 2019	December 9, 2019	February 20, 2020
Field Trainers Issue DIGITAL ONLY (Spring)	December 26, 2019	January 4, 2020	March 12, 2020
Conference Preview DIGITAL ONLY	January 13, 2020	January 20, 2020	April 8, 2020
Summer Issue 2020	February 7, 2020	February 13, 2020	May 1, 2020
Globalization Issue DIGITAL ONLY (Summer)	May 1, 2020	May 8, 2020	July 15, 2020
LTEN Excellence Awards Issue DIGITAL ONLY	June 25, 2020	July 9, 2020	August 24, 2020
Fall Issue 2020	July 25, 2020	August 1, 2020	October 17, 2020
Learning Technology DIGITAL ONLY (Fall)	September 7, 2020	September 14, 2020	November 20, 2020
Winter Issue 2020	September 18, 2020	September 25, 2020	December 14, 2020

Rates are effective as of November 1, 2019

CONTACT **GREGG HAUNROTH**, LTEN Director of Sales for advertising and sponsorship opportunities today!



ghaunroth@L-TEN.org



(608) 562-6537



LTEN Annual Conference Power Pack

49TH LTEN[®] Annual Conference

JUNE 8-11, 2020

GAYLORD PALMS
KISSIMMEE, FL

Special Offer!

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

For more information on the LTEN Annual Power Pack, please contact **Gregg Haunroth** at ghaunroth@L-TEN.org

Put Your Brand in Front of Your Target Audience Before, During and After the Event with the LTEN Annual 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, Horizontal	\$825	\$825	\$1,125	\$2,495
1/4 Page, Square	\$545	\$545	\$825	\$1,725

Conference Program Ad Sizes:

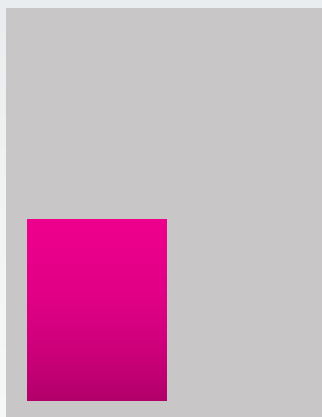
This year's program will be 7.5"w x 9.5"h

Ad Option Sizes	Width X Height In Inches
Standard Bleed <i>Keep all live text and graphics at least 0.625 away from trim on all 4 sides</i>	7.5 x 9.5 (trim) 7.75 x 9.75 (bleed)
Standard Non-Bleed	6.25 x 8.25
1/2 Page	6.25 x 3.75
1/4 Page Square	2.9375 x 3.75

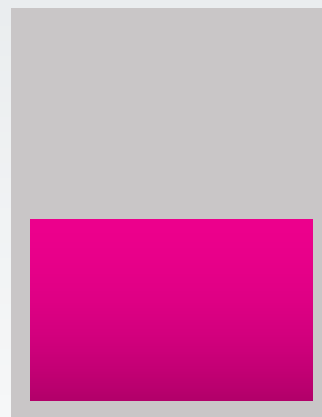




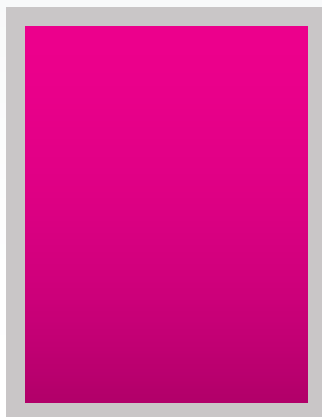
LTEN Focus on Training Ad Size Visualizer



1/4-PAGE SQUARE



1/2-PAGE HORIZONTAL



FULL-PAGE WITHOUT BLEED



FULL-PAGE WITH BLEED ¹

Ad Option Sizes	Width X Height In Inches	(Picas)
1/4-page square	3.333 x 4.5	(20p x 27p)
1/2-page horizontal	6.833 x 4.5	(41p x 27p)
Full-page with bleed ¹	8.5 x 11.0	(51p x 66p)
Full-page without bleed	6.833 x 9.333	(41p x 56p)

¹ Allow 0.125 inch or 9 points bleed top and bottom; 0.25 inch (18 points) bleed both sides (larger to allow for perfect-binding). Keep all live text and graphics at least 0.375 away from trim on all 4 sides; 8.5 x 11 (trim); final size including bleed 9 x 11.25 or 54p x 67p6.



Live Links for the Digital Edition

All supplied advertising materials for the electronic version of *LTEN Focus on Training* magazine will have the opportunity for two FREE live links. Additional live links will be available for \$25 each. You can specify which two items in your ad you wish to make live.

Most often these live links are the corporate web address (info@) or a sales manager's e-mail address. They can also be a location, model number, corporate logo, etc. Just let us know your specific request based on the advertising art you supply.

If you do not specify live links, we will default to (01) the corporate web address (first) and (02) any available e-mail address (second). If no corporate web address or e-mail address is available, then the ad will appear without any live links.

Please contact **Kimberly Hall** at **kimhall@desertdesktop.com** for technical information regarding advertising art with "pre-embedded" live links.

LTEN Focus on Training Electronic File Submission

General Production Notes

LTEN Focus on Training is printed utilizing sheetfed offset processes with saddlestitch and/or perfect binding. When preparing advertising art restrict the use of fine lines and small lettering to one color only. Avoid small letters with fine serifs when using screened or reverse lettering. When over-printing type, backgrounds should be limited to 30% in any 1-color, not exceeding 90% in all 4-colors. Maximum density (DMAX) not to exceed 360.

LTEN Focus on Training is produced using 100% electronic/C.T.P. (Computer-To-Plate) work-flows. All advertising art must be supplied in electronic format. (See page 6 for "Electronic File Submission Checklist" specifications.) Electronic pre-press, layout/design, and many other "creative" services are available. Contact the publisher for current pricing.

Advertisers will be invoiced for any ad work that may include: layout/design, reformatting, typesetting, scanning, photo shoots, "contract" digital color proofing, or any other creative/pre-press operation that may be required to meet the following specifications. All materials will be destroyed one year after last scheduled use.

Electronic File Submission (Macintosh preferred)

When sending electronic files, include only files needed to output your specific project. If you have created a file with a page-layout program, such as QuarkXPress, In-Design, etc., and have included a desktop scan (i.e., high resolution (300 dpi min.), TIFF (Tagged Image File Format) or EPS (Encapsulated PostScript)) graphic/art element, make sure all the graphic files/link files are included. The page layout file is not sufficient. Due to the inconsistencies found in PDF (Portable Document Format) file generation, always include the original collected "Application File Workups" (i.e., QuarkXPress, InDesign, etc.) used to create your supplied pdf. We strongly recommend PDFX1A only.

Graphics

We strongly recommend Adobe Illustrator and/or Photoshop for graphic files. Always supply all native graphic elements to be used in the document. Make sure that you also supply any fonts used within the graphic. Creating outlines will help eliminate problems with missing fonts. Graphics that have been created and/or modified for the Internet in most cases are unacceptable, the resolution of these files is too low. Graphics used for print production must be a minimum of 300 dpi (800 dpi for line-work) in their native mode (i.e., they have been created, sampled and/or originally scanned at these minimum resolutions).

Fonts

List all fonts used and the font manufacturer (i.e., Adobe, AGFA, Bit-Stream, etc.), including any fonts used within an EPS file. Allow the page layout program (i.e., QuarkXPress, In-Design, etc.) to collect all screen and printer fonts to a dedicated fonts folder. Remember to include any fonts that may have been embedded within EPS files. We strongly recommend Adobe Type 1 fonts.

File Construction

Adobe Illustrator and FreeHand are drawing applications. They produce outlined images or "vector/object-oriented art" (i.e., "Line-Work.") Photoshop is used for color separations, color correction, and/or image assembly. It is an image-processing program used to manipulate "Continuous Tone" images (i.e., "CT's"). Composing text should always be done in the page-layout application (i.e., QuarkXPress, In-Design, etc.) or "vector/object-oriented art" (i.e., Illustrator, FreeHand, etc.). These files should then be imported into the page-layout document as "Line-Work". Creating outlines will help eliminate problems with missing fonts.

Text composed and embedded within a "CT" document like Photoshop and saved as a "TIFF" or "Photoshop EPS" are not recommended as the entire document has been "rasterized" and ultimately when output as "halftone separations" will produce less than optimal results—no matter how high the line screen used in the printing process.

Processing

Always include a full-size 100% composite proof, (black & white or "contract" digital color, whichever is most applicable) of the current version of the file. Use QuarkXPress' "Collect for Output", In-Design's "Package" and supply a printout of these reports along with a hard copy listing of the transport media's directory. When generating a pdf always provide the "pre-flight" summary/compliance printout (i.e., PDF X1A, PDF/PRESS Quality, etc.).

Proofs

Provide a high-resolution full color "contract" digital color proof and a composite mid resolution laser/inkjet proof that has been ruled out as a position guide. All "contract" digital color proofs should include color control/gray balance targets. 1-color black/grayscale high resolution laser proofs are acceptable for proofing 1-color advertising art.



Editorial Reprints and ePrints

We offer custom reprints (or ePrints) of our editorial, providing long-term exposure and ongoing learning.

Some Possible Uses for Reprints:

- Sales collateral
- Marketing and trade show handouts
- Media kit insert
- Your web site

We will work closely with you to customize the piece, all at a cost that is likely to surprise you. Discounts are also available to contract advertisers and Preferred Industry Partners.

Please contact
Gregg Haunroth at
(608) 562-6537 or email
us at **reprints@L-TEN.org**
for more information.

LTEN Focus on Training Electronic File Ad Submission Checklist

- ☐ Correct dimensions/bleed of ad size ordered (see page 13)
- ☐ Advertising art files saved to transport media and labeled with advertiser name
- ☐ Correct file type, format and resolution provided
- ☐ Fonts have been converted to outlines whenever possible
- ☐ All fonts and linked or embedded art has been collected/included
- ☐ Color space is 4/Color Process (CMYK) or grayscale only
- ☐ Contract digital color proof and mid-resolution laser (as a position guide) provided
- ☐ Collected application “work-up” files provided with any PDFs
- ☐ Identified up to two “live links” within your supplied advertising art on page 17
- ☐ Submitted separate ad creative for eFocus—a \$100 fee applies



Advertise Today!

LTEN accepts advertising for products or services relevant to trainers in the pharmaceutical, biotech medical device, and diagnostics industries. All advertising is subject to acceptance by the Life Sciences Trainers & Educators Network (LTEN).

Cancellations or changes may not be made after the closing date.

Note:

Ad placement requests will be honored based on available space in each issue of *LTEN Focus on Training* and the newsletter. We may not be able to place your ad as requested due to layout restrictions. Your ad order is accepted without any guarantee of requested placement.

Ad Placement Order Form

(Please complete all sections)

LTEN Focus on Training Magazine Print Ads

AD INSERTION (Check if ad is new, repeat, or changed and the number of insertions)

New Ad Repeat Ad (Re-use ad art) Ad Change Number of issues: _____

ISSUE (Check print issue(s) to run)

Spring Fall All 4 Print Issues Awards Issue
 Summer Winter Pre-Conference Issue Conference Program
 Digital Only Issue (check box) Indicate Issue: _____

FOUR-COLOR (4-color process film separations and press match color proofs required)

Digital ONLY - full Page, Full Page 1/2 Page, Horizontal
 across from cover 1/4 Page, Square Envelope Insert

LIVE LINKS Your digital *LTEN Focus on Training* ad will have **live links**. We will automatically activate your web site link from your logo. You may substitute links by indicating below. Additional links are available for \$25 each.

1st Link: 2nd Link:

POWER PACK (4-color process film separations and press match color proofs required)

Conference Program, Pre-Conference Issue and Awards Issue

Full Page 1/4 Page, Square 1/2 Page, Horizontal

This Ad order is for insertion in (1) _____ (4) _____ issue(s) at US\$ _____ per issue.

REQUESTED BY:

Client:				Contact:			
Contact Title:				Signature:			
P.O.#:				Job #:			Date:
Phone:				Fax:			
E-mail:							
Ad Title:				Requested Position:			

BILLING ADDRESS (Needed to Complete Ad Order):

Name:				Title:			
Company:							
Address:							
City:				State:			Zip:
Phone:				Fax:			





Sign Up for 1 Year Supplier Directory — Only \$750!

For more information, please
contact **Gregg Haunroth**,
director of advertising,
at **(608) 562-6537** or
ghaunroth@L-TEN.org.

LTEN Supplier Directory

Put Your Expertise, Products and Services Front and Center

For members looking for a trusted partner or consultant, the online LTEN Supplier Directory is the first stop. We invite vendors to list products and services in our directory, where you will gain exposure to our members all the year long.

Supplier Directory features:

- Ability to reach your customer base through a customized directory that highlights your logo, contact information, a company description, and hyperlinks to your company's web site.
- Regular promotion of the directory in *LTEN Focus on Training* magazine, LTEN emails, and exposure at the LTEN Annual Conference.
- Four easy ways for members to search for your products and services: by company name, keyword search, product and service category, and by geo.
- No banner ads, so you don't have to worry about a competitor showing up on the same screen.

Fill out the form below for your directory listing online here:

<http://www.L-TEN.org/directory>

Supplier Directory Search

Please use this form to search training suppliers in the LTEN directory.

Search by **company name**, select a **training category** or search **ALL** to see all the listed suppliers in the directory. Please note: "ALL" is the first entry, which is blank.

Company/Employer

Specific Training
Categories

To find a vendor, select the category of interest.

Continue »





Find bundle pricing, special LTEN member pricing and complete details at www.L-TEN.org/careers

If you have additional questions, please contact **Miki White** at mwhite@L-TEN.org or (540) 725-3859.

LTEN Career Center Job Posting

Don't spend thousands of dollars only to end up sifting through bad resumes.

Find qualified training and education professionals for a LOT LESS with the LTEN Career Center.

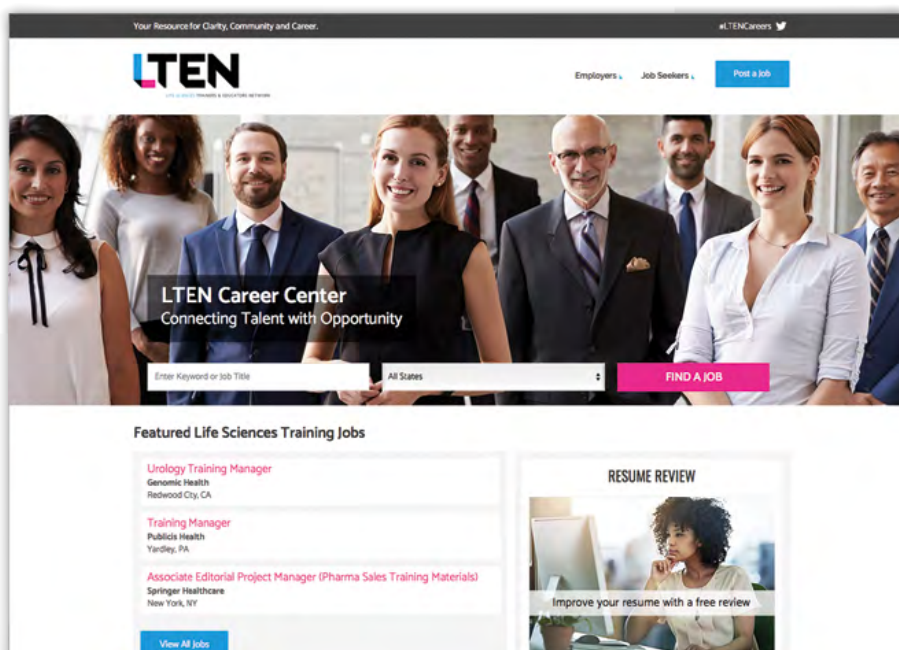
It's So Simple:

- Post job openings quickly and easily. Postings start at \$200.
- Reach pharmaceutical, biotech, medical device and diagnostic trainers. Postings featured on LTEN home page and across social media.
- Search resumes or set up a resume alerts and manage applications.
- Manage applications and get valuable reporting.
- Enhance your job postings to maximize exposure.

So, what are you waiting for?

Supercharge your hiring needs and find your dream employee with the new **LTEN Career Center**.

CONNECT WITH US:



CONTACT **GREGG HAUNROTH**, LTEN Director of Sales for advertising and sponsorship opportunities today!



ghaunroth@L-TEN.org



(608) 562-6537

Conduct and Code of Ethics

Exhibitor and Sponsor

- It is the responsibility of the official exhibitor contact to ensure that all booth staff and vendors/contractors/agents are aware of and adhere to all LTEN rules and regulations and conduct themselves in a professional manner.
- Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth. This includes exhibitor sponsored specialty receptions in or adjacent to their booth space. At no time may anyone enter an unstaffed booth of another exhibitor.
- Any questionable exhibit or activity that exceeds the bounds of good taste as interpreted by LTEN will be required to curtail the activity.
- Distribution of circulars or advertising material by exhibitors and sponsors or any related entity shall be distributed only within the exhibit booth assigned to the Exhibitor. Such materials shall not be distributed to any other area of the exhibit hall or to the hotel rooms of the LTEN registrants or in any other area of the Facility unless approved by LTEN.

Non-Exhibitor Solicitation Restrictions

- Non-Exhibitor/non-sponsors must abide by the Exhibitor and Sponsor Code of Ethics.
- In order to protect our valued exhibitors and the significant investment they have made to participate as a partner at the conference, our rules strictly prohibit solicitation by attendees who do NOT have exhibit booths. Any non-exhibitors who are observed soliciting business at the conference—a practice known as "suitcasing" or "outboarding"—will be asked to leave immediately.
- Show management recognizes that outboarding may take the form of commercial activity by non-exhibitors conducted from a hotel guest room, hospitality suite or nearby restaurant or club. For the purposes of this policy, outboarding violations may occur at venues other than the exhibition floor.

Penalties for violating the Code of Ethics may also be applied to individuals and companies and be brought to the attention of the LTEN Board of Directors resulting in up to:

- Exclusion from future shows
- Rescinding of membership

Payment and Cancellation

PAYMENT IN FULL must be sent by check or credit card upon completion of the online registration form, available at **Booth Purchase**.

Booth space will be reserved and held for a period of 30 days to allow payment in full by mail. LTEN reserves the right to cancel registration and to resell the booth space if full payment is not received after 30 days.

Exhibit space is assigned in order of receipt of registration. Full payment is due to confirm your Booth Purchase and guarantee your positioning. PIPs, advertisers, and past exhibitors receive priority in assignment of booth space.

LTEN reserves the right not to assign exhibit space for any reason.

All requests for cancellation are invalid unless submitted in writing to Gregg Haunroth. The date upon which the cancellation is received and confirmed by Gregg Haunroth shall apply as the official date of cancellation. Acceptance of cancellation is at the discretion of LTEN. Refunds for cancellation are at the discretion of LTEN and based upon the following schedule:

- 80% of total booth fee for cancellations received in writing prior to March 1, 2020.
- 50% of total booth fee for cancellations received in writing after March 2, 2018 and before April 2, 2020.
- No refunds are given for cancellations received on or after April 2, 2020.

The exhibitor is responsible for the total booth rental regardless of the reason for cancellation. This will include cancellation by an exhibitor because of failure of an exhibit to arrive at the meeting site for any reason.

LTEN Staff

Our staff is led by seasoned veterans of the pharmaceutical, biotech, medical device, diagnostics, and training industries. We understand the needs of learning and development professionals, and are committed to helping you solve training challenges, be successful in your career, and reach business goals.

Dawn Brehm

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dbrehm@L-TEN.org

Tim Sosbe

Editorial Director
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tsosbe@L-TEN.org

Miki White

Director, Member Services
(540) 725-3859
mwhite@L-TEN.org

Gregg Haunroth

Advertising Director and Publisher,
LTEN Focus on Training (Industry
Partner Contact)
(608) 562-6537
ghaunroth@L-TEN.org

Christine Gaudet

Director of Events
(215) 357-1077
cgaudet@L-TEN.org

Nannette Nolan

Director of Marketing
Communications
(424) 266-0745
nnolan@L-TEN.org

Advertising Terms & Conditions

1. Rates are effective as of October 1, 2019. All rates are exclusive of commissions.
2. All ad requests must be submitted on a fully completed Ad Placement Order Form. A billing address must be provided for us to complete your ad placement order.
3. No conditions, printed or otherwise, appearing on the Ad Order Form, billing instructions, or copy instructions, which conflict with the LTEN stated policies, shall be binding on LTEN.
4. All advertising orders are accepted subject to the terms and provisions of this document and the ad rates currently in effect.
5. Requests for advertisement cancellation will be honored only if submitted in writing to the LTEN business office before the ad order closing date for the affected issue. When ad changes covered by an uncanceled ad order are received after the closing date, ad art run in the previous issue will be used. If a 4-issue ad order is cancelled before completion, the single-issue ad price will be invoiced for each ad published.
6. LTEN policy is to limit the number of pages of advertising in *LTEN Focus on Training*. Current advertisers have first right of renewal to continue their ad placement. Ad orders will be accepted based upon space available. Ad art files must comply with sizing and file specifications.
7. Advertiser and advertiser's agency agree to indemnify, defend, and save harmless LTEN from any and all liability for the content of advertisements printed, or for the unauthorized use of any person's name, photograph, or work, arising from the publishing of such advertisements pursuant to advertiser's or agency's order.
8. All advertising content is subject to LTEN approval. LTEN reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position request at any time.
9. LTEN reserves the right to add the word "advertisement" to any copy which, in the opinion of LTEN, resembles editorial advertising matter.
10. LTEN reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to LTEN. No artwork or film will be returned until all invoices are paid in full.

Please send all ad order forms to:

Gregg Haunroth, Advertising Director
W5273 N. Osprey Drive, New Lisbon, WI 53950
P: (608) 562-6537 +ghaunroth@L-TEN.org

Please ship all proofs and digital artwork files to:

Kimberly Hall
888 W. Brookside, Palatine, IL 60067
P: (312) 805-3363 +kimhall@desertdesktop.com

FTP Site:

LTEN has an FTP site available for submitting large files. Please contact **Kimberly Hall** for more information.

Questions on prepress, layout/design and other creative services:

Gregg Haunroth, Publisher of *LTEN Focus on Training*
W5273 N. Osprey Drive, New Lisbon, WI 53950
P: (608) 562-6537 +ghaunroth@L-TEN.org



LTEN logo usage rules:

Life Sciences Trainers & Educators Network (LTEN) has distinctive logos that are symbols of the association's high standards for quality and independence. The LTEN name and logos may be used in combination with other logos when organizations come together to add educational value to members. The LTEN name and logos will not be used to promote or endorse specific organizations, so they shall not appear on items that have another organization's contact information related to a promotional call to action (including but not limited to phone numbers, website urls, and business reply cards). The Board reserves the right to review, revise, and implement this policy on a case-by-case basis.

