



LINK ELITE PROGRAM

At LTC LINK, the quality of your meetings is fundamental to the value of your experience. We believe that suppliers play a crucial part in delivering the best meetings possible.

After the 2009 LTC LINK, we instituted the LINK Elite program to recognize suppliers who delivered exceptionally valuable meetings. The LINK Elite designation is based on evaluations by provider attendees and their perceptions of the preparation, consultation, discussion about innovation and overall value of each supplier meeting.

Below are some frequently asked questions about the LINK Elite designation.

1. How does a supplier earn the LINK Elite Seal?

LINK Elite suppliers are selected based purely on provider evaluations from each meeting. The ratings are averaged, and LINK Elite status is awarded to suppliers that ranked in the top 25% of the ratings.

2. How should I interpret the LINK Elite designation when it comes to selecting my meetings?

Your primary consideration should always be your business needs, and the ability of a particular supplier to address them. The LINK Elite seal identifies suppliers who are known to deliver very valuable meeting content, so even if their solution doesn't fit your current needs, the time with them will be worthwhile. Also, remember that many suppliers who did not receive the LINK Elite seal are above the average rating; and new suppliers have not had the opportunity to earn it.

3. Were suppliers rated by business category? Is there a LINK Elite supplier in every category?

The LINK Elite designation is unbiased by category or any other factor. The top 25% were selected based purely on their average ratings.

4. What does the LINK Elite Seal suggest about the wisdom of doing business with a particular supplier?

The LINK Elite seal is purely based on evaluations of meetings at LTC LINK. It is not the result of an in-depth evaluation of the company and the value they provide to their clients.

