ELUNA – ExLibris Users of North America is an international not-for-profit advocacy and educational membership organization for libraries using Ex Libris products. Members include academic, public, government and corporate libraries, as well as consortia. ELUNA is a major voice and advocate for its members, representing over 1,300 institutions. ELUNA holds an annual conference and online learning events that offer sponsorship opportunities to those companies looking to connect with and market to the dedicated audience of decision makers.

Benefits of event sponsorship:

- Increase brand awareness with recognition during all of the events
- Present features and benefits of your product or service with continuous online exposure and/or a 40-minute online session
- Receive attendee lists for all events to reach out to current or prospective customers
- Attend all of the online events

3 SPONSORSHIP LEVELS
See Sponsor Package pages for details

PLATINUM  GOLD  SILVER

2021 EVENTS
The Annual ELUNA Conference has been held at a different venues across North America since 2003. Conference attendees represent libraries that are customers of Ex Libris library systems and services and come from North and South America, Central America and beyond. Event participation has grown to over 1,000 attendees each year.

Due to the COVID-19 Pandemic, the ELUNA 2020 Annual Meeting was switched to an online venue. The annual meeting alone had over 6,300 registrants and combined with the ELUNA learns series had over 2,700 unique customers attending or viewing later via on-demand and counting!

17 YEARS
1,300 INSTITUTIONS
1,000+ ATTEND EACH YEAR

2015 Minneapolis, MN
603

2016 Oklahoma City, OK
673

2017 Schaumberg, IL
773

2018 Spokane, WA
1,029

2019 Atlanta, GA
1,069

2020 ONLINE
2,700+
How ELUNA Online Events Work

In an online venue, the ELUNA events are split up between a free annual meeting and a fee-based ELUNA learns series.

**ONLINE ANNUAL MEETING**

**May 2021**
- Seven three-hour sessions, approximately 2 per week
  - ELUNA Leadership updates
  - Flagship sponsor sessions
  - Includes opening event, plenaries, product updates and closing event
  - Live events with options for attendee engagement (live polls, Q&A, group chat)

**ELUNA learns – June – November 2021**
- A total of twelve three-hour session blocks, organized by topic, approximately 3 per month
  - Customer driven events with live Q&A
  - Includes blocks for developer focused sessions
  - Platinum and gold sponsor presentations
PLATINUM SPONSOR: $8,250

- Full conference registration for 10 staff members*
- Includes Annual Meeting and ELUNA learns
- Opportunity to present two 40-minute online sessions
- Submit a two-minute .mp4 or slide deck to play during breaks
- Logo prominently displayed across all websites and venues
- Recognition throughout all events
- Attendee lists

*Additional attendees register at ELUNA member rates
GOLD SPONSOR: $2,850

• Full conference registration for 2 staff members*
• Includes Annual Meeting and ELUNA learns
• Opportunity to present one 40-minute online session
• Submit a one-minute .mp4 or slide deck to play during breaks
• Logo prominently displayed across all websites and venues
• Recognition throughout all events
• Attendee lists

*Additional attendees register at ELUNA member rates
SILVER SPONSOR: $1,350

• Full conference registration for 1 staff member*
• Includes Annual Meeting and ELUNA learns
• Submit a 30 second .mp4 or slide deck
to play during breaks
• Logo prominently displayed across all
  websites and venues
• Recognition throughout all events
• Attendee lists

*Additional attendees register at ELUNA member rates

Ask your sponsor liaison about upgrade options!
Next Steps

Please express your interest by no later than February 26th, 2021.

Download your registration form today.
https://el-una.org/2021-eluna-sponsor-commitment-form

We look forward to hearing from you!

Questions?
Contact the ELUNA Steering Committee Sponsor Liaison:
jdrescher@molloy.edu