The Annual Ex Libris User Group of North America (ELUNA) Conference has been held at different venues across North America since 2003. Conference attendees represent libraries that are customers of Ex Libris library systems and services. ELUNA holds an annual conference and online learning events that offer sponsorship opportunities to those companies looking to connect with and market to a highly unique audience of library professionals.

**WHO ATTENDS ELUNA?**

- IT Managers
- Systems/Network Personnel
- Database Administrators
- Technical/Access Services
- Decision Makers!

*Academic, government, public and corporate libraries of all sizes... including consortia!*

**WHERE ARE THEY FROM?**

Attendees are from the United States, Canada and around the world.

**Registration is Growing!**

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!

**About ELUNA**

- ELUNA is an international not-for-profit membership organization for libraries using Ex Libris Products
- ELUNA’s members include academic, public, government and corporate libraries and consortia
- ELUNA represents over 1,300 institutions in North America and beyond.

Learn more at el-una.org
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 [View Website]
May 3rd, 5th, 11th, 13th, 18th, 19th, 25th, 27th

8 three-hour sessions, two per week from 1:00 pm to 4:00 pm Eastern

• 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 – Nov. 2021 [View Website]
Wednesdays 1:00 pm-4:00 pm, dates TBD

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

IMPORTANT DEADLINES

Sponsorship
• Sponsor Commitment: February 26, 2021
• Company Logo: March 19, 2021
• .mp4 or slide deck: March 19, 2021

Presentation Deadlines (Platinum & Gold Sponsors)

Due April 9, 2021
• Session Title
• Session Speakers (max of 2) email, job title
• Speaker Headshots and Bios

Please visit the ELUNA Sponsor Information Page for all submission details
Advertiser Specifications

ELUNA events utilize the ON24 platform, which offers a fully robust digital experience that includes features such as chat, live Q&A, closed captioning, on-demand playback and much, much more!

**mp4 or SLIDE DECK**
- Plays during breaks across all events (audio recommended)
- Length of content is determined by level of sponsorship

**Minimum requirements:**
- Slides must be 16:9 (widescreen format)
- .mp4 specifications 1 mbps, 16:9 1280 x 720 or 800 x 450

**COMPANY LOGOS**
- Published on the ELUNA conference website and ON24 platforms
- For best results, 300 dpi (or higher) resolution is recommended.
- Format types: .png, .fig, .jpg, or .jpeg

**PRESENTATION GUIDELINES**
*Platinum and Gold Sponsors only*

The following is required for ON24
- Headshots 500x500 pixels
- Speaker Bios: 2048 character limit

**ELUNA learns Session Abstract**
- Published on the ELUNA learns website
- Recommend no more than 50 to 65 words

Samples of .mp4, logo positioning as well as other types of marketing and speaker information are available on the [ELUNA Sponsor Information Page](#)

**QUESTIONS?**
Contact Judy Drescher: jdrescher@molloy.edu
Sponsorship helps keep registration costs affordable. The ELUNA conference provides sponsors with unique opportunities to increase the visibility of their products as well as network and interact with current or prospective customers. Sponsors also receive attendee lists for all events and are also welcome to attend.

**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

**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

**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 for ELUNA learns pay $25 per session block*
Commitment Form for ELUNA 2021 Sponsors

Organization:__________________________________________________________

Primary Contact:_________________________________________________________ Title:______________________________________________________________

Phone:________________________ Fax:________________________ Email:______________________________________________________________

Mailing address:__________________________________________________________________________________________________________

Street address:__________________________________________________________________________________________________________

City:________________________ State/Province:__________ Country:__________ Zip/Postal Code:__________

LEVEL OF COMMITMENT (Please enter desired amount at the appropriate level)

Platinum = $8250 $_________ Gold=$2850: $__________ Silver = $1350: $_____________

SELECT PAYMENT OPTION: Remittance due date: March 19, 2021

___ Check enclosed (Make payable to Ex Libris users of North America)

___ I require an invoice. Purchase Order # (if applicable): ________________________________

___ Pay via Bank Transfer (note, international transfers are subject to a 3% service charge)

___ Payment via Credit Card (VISA/MasterCard only):

Card Number: [_________ ___________ ___________ ___________ ___________] Expiration: [_____/______]

Amount: $__________ Cardholder Name: _______________________________________________________

Authorized Signature: _____________________________________________________________________

Billing address:__________________________________________________________________________

_____________________________________________________________________________________

Please email the completed form to suzanne-julich@uiowa.edu or mail/fax the information to:

Ex Libris Users of North America c/o Sue Julich
University of Iowa Libraries 5041 MAIN LIB
Iowa City, IA 52242 Fax: (319) 335-5900