Online Annual Meeting
& ELUNA learns

S P O N S O R & A D V E R T I S E R

2 0 2 2 M E D I A K I T

ELUNA
Ex Libris Users of North America

fb.com/groups/eluna-group  @ELUNAOrg  www.el-una.org
ELUNA Events at a Glance

The Annual Ex Libris User Group of North America (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. 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 global COVID-19 pandemic, beginning in 2020 the ELUNA Annual Meeting was transitioned to fully online and an ELUNA learns series was added. The Annual Meeting had over 6,300 registrants and combined with ELUNA learns, over 2,700 unique customers. In 2021, the Annual Meeting alone had 7,319 and while ELUNA learns is still in progress until December 2021, we estimate 2,500+ unique customers.

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 2022** View Website

Dates to be Announced

Eight one-and-a-half to three-hour sessions, beginning at 1pm Eastern, 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**

**Sept. - Dec. 2022** View Website

Wednesdays, beginning at 1:00 pm Eastern, dates to be determined. A total of twelve one-and-a-half to three-hour sessions, 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 1, 2022**
- Company Logo: **March 1, 2022**
- Sponsor Commercial .mp4 or slide deck with audio recording: **March 1, 2022**

**Presentation Deadlines** *(Platinum & Gold Sponsors)*

**Due: June 20, 2022**

- 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
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 specs. 1 mbps, 16:9 1280 x 720 or 800 x 450.
- Due to the program format, a voice over or tutorial is not recommended. Background music will be provided if not included.

**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

**SPEAKER BIO SAMPLE**

Allen Jones
Director, Digital Library and Technical Services
The New School

Allen Jones is Director of Digital Library and Technical Services at The New School Libraries in New York City. He has been active in ELUNA since 2011, and has been involved in the SFX, Metalib, and Primo Working Groups. While chair of the Primo Working Group, IGLU/ELUNA held two joint summits in Jerusalem with Ex Libris; the first on the SaaS platform/customization needs for new UI and the second for Primo VE. He is the convener of the subject matter experts (SME) group for Project ReShare, an open-source resource-sharing network based on the FOLIO library application platform. His is also involved in the implementer’s group for ISO-18626, a network protocol for sharing request and supply information between library applications.

**QUESTIONS?**

Contact sponsors.eluna@gmail.com

Samples of .mp4, logo positioning as well as other types of marketing and speaker information are available on the ELUNA Sponsor Information Page
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
Next Steps

Please express your interest by no later than February 1st, 2022.

Interested in sponsoring ELUNA 2022?
Contact Judy Drescher: sponsors.eluna@gmail.com

• Reach out with any questions or indicate desired level of sponsorship (Platinum, Gold, Silver).

• All sponsors will receive an invoice. Available payment options are check, credit card (VISA/MC only), or ACH transfer.

Interested in seeing prior events?
Visit our archives at: https://el-una.org/meetings/meeting-archives/

2022 EVENTS

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