ELUNA – Ex Libris 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 1,350 institutions. ELUNA holds an annual conference and online learning events that offer sponsorship opportunities to those companies looking to connect with and market to a 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 session
- Receive attendee lists for all events to reach out to current or prospective customers
- Attend all of the events

3 SPONSORSHIP LEVELS
See Sponsor Package pages for details

2022 EVENTS
2022
ANNUAL MEETING
HILTON ATLANTA
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 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.
If an in-person venue is feasible, the venue for the 16th Annual Conference is the fabulous Hilton Atlanta Downtown. Here are just a few of the benefits of sponsorship:

- Over 1,000 attendees expected
- Dedicated audience of IT professionals and decision makers
- Excellent opportunity to network with customers and prospects

Tentative Dates are as follows:

**Developers Day**: May 9-10, 2022

**Annual Meeting**: May 10-13, 2022

**Ex Libris Knowledge Days**: May 9-10, 2022

**NOTE**: Due to potential safety concerns and travel limitations, the ELUNA Steering Committee has not made a final decision on whether the Annual Meeting will be in person or online. It is expected that the decision will be made at the end of 2021.
How ELUNA Online Events Work

In a fully online format, sponsorship is inclusive of two separate events, which includes a free Annual Meeting, followed by a fee-based ELUNA learns series. The Annual meeting consists of presentations and product updates from Ex Libris, whereas ELUNA learns offers programming by customers and sponsors.

Eight 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)

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

ONLINE ANNUAL MEETING

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PLATINUM SPONSORSHIP PACKAGE

PLATINUM SPONSOR: $8,250

- Full conference registration for 10 staff members*

  NOTE: An in-person event would include meals, complimentary
  passes for reception and networking events as well as
  exhibit space during the entire conference

- Includes Annual Meeting and ELUNA learns
- Opportunity to present two 40-minute online
  sessions either in person at the Annual Meeting or
  during ELUNA learns in the event of an online conference
- Submit a two-minute .mp4 or slide deck
  to play during online event 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*
  
  **NOTE:** An in-person event would include meals, complimentary passes for reception and networking events as well as exhibit space during the entire conference

- Includes Annual Meeting and ELUNA learns
- Opportunity to present one 40-minute online session either in person at the Annual Meeting or during ELUNA learns in the event of an online conference
- Submit a one-minute .mp4 or slide deck to play during online event breaks
- Logo prominently displayed across all websites and venues
- Recognition throughout all events
- Attendee lists

*Additional attendees register at ELUNA member rates*
SILVER Sponsorship Package

SILVER SPONSOR: $1,350

• Full conference registration for 1 staff members*

  NOTE: An in-person event would include meals, complimentary passes for reception and networking events as well as exhibit space during the entire conference

• Includes Annual Meeting and ELUNA learns

• Submit a 30 second .mp4 or slide deck to play during online event 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 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/

We look forward to hearing from you!