

# ELUNA

Ex Libris Users of North America

## 2024 SPONSORSHIP PROSPECTUS



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ANNUAL  
CONFERENCE





# ELUNA Event Sponsorship

**E**LUNA – 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 1,300 institutions. ELUNA holds an annual conference and online learning events that offer sponsorship opportunities to those companies looking to connect with and market to 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 product presentation
- Attend all of the events associated with your sponsorship
- Receive attendee lists for all events to reach out to current or prospective customers

## 3 SPONSORSHIP LEVELS WITH BUNDLED OPTIONS!

*See Sponsor Package pages for details*



PLATINUM



GOLD



SILVER

## 2024 EVENTS



# ELUNA Events by the Numbers

**E**LUNA offers a robust series of online and in person learning events for libraries throughout the year. Our flagship in person event occurs in the spring. In 2023, we returned to our first in person event since 2019. Almost 800 library professionals attended the ELUNA Annual Meeting in person, and more than 400 additional people joined the online sessions. We expect to see attendance return to our pre-pandemic numbers as soon as the 2024 Annual Meeting. Our fall series of ELUNA learns sessions continues to attract a large number of attendees. We estimate 2,500 unique attendees across the series of events.





# ELUNA 2024 Annual Conference

**W**e will be “Building Bridges” with each other during the 20th Annual Meeting in the Hilton Minneapolis. In addition to enjoying all this vibrant city offers, there are many benefits in sponsoring this in-person event, including:

- Over 1,100 attendees expected
- Dedicated audience of IT professionals and decision makers
- Excellent opportunity to network with customers and prospects

## **Event dates are as follows:**

**Developers Day<sup>+</sup>:** May 13-14, 2024

**Annual Meeting:** May 14-17, 2024





# ELUNA learns Online Sessions

Join the ELUNA learns series as a sponsor and reach out to ELUNA members in both the Spring and the Fall! This broadens the audience to additional attendees who cannot attend in person events due to institutional policies or travel restrictions.



**SEPTEMBER-DECEMBER 2024**

- Customer/Sponsor driven events with live Q&A
- Includes blocks for developer focused sessions
- Wider audience of library and support staff
- Platinum and gold sponsor presentations
- On-demand playback included



*Live online learning sessions with on-demand playback.*

# Bundled Sponsorship Packages

**E**LUNA offers sponsorship of both in person and online events. Our bundled options offer value to sponsors of both the in person and online events. Take advantage of the bundled prices and get the best of both worlds!



## BUNDLES

- Maximum exposure across 4 months of the year
- More opportunities to present your product or service
- Engagement with a higher diversity of job roles
- Affordable options sponsors can mix and match
- Multiple attendee lists



*The best of both worlds: online and in-person*



# PLATINUM Sponsorship Package

## ONSITE: ELUNA Annual Meeting - \$8,250

- Full conference registration for 10 staff members\*, includes meals
- Complimentary passes for reception and networking event
- Exhibit space during entire conference
- Present two 45-minute break-out sessions
- Two full-page ads in printed program
- Company logo displayed on conference websites
- Recognition in opening and closing sessions
- Onsite Attendee list

## VIRTUAL: ELUNA learns Only - \$4,125

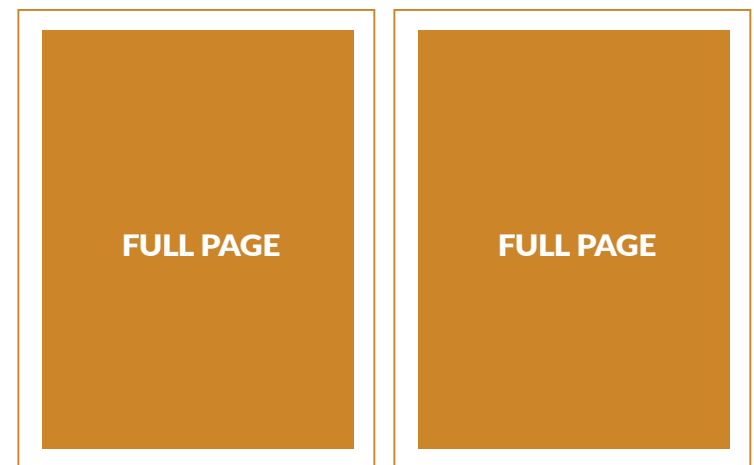
- Present two 40-minute online sessions
- Submit a two-minute .mp4 sponsor ad to play during breaks
- Company logo prominently displayed within the online platform, session reminders, and conference websites
- Recognition in opening and closing sessions
- Attendee lists provided each month of ELUNA learns

## ONSITE & VIRTUAL BUNDLE: Conference Plus ELUNA learns - +\$2,500

If platinum sponsors plan to attend the Annual Meeting, get the best of both worlds for a total investment of \$10,750.



### PRINTED PROGRAM ADS



*\*Additional attendees register at ELUNA member rates*

# GOLD Sponsorship Package

## ONSITE: ELUNA Annual Meeting - \$2,850

- Full conference registration for 2 staff members\*, includes meals
- Complimentary passes for reception and networking event
- Exhibit space during entire conference
- Present one 45-minute break-out session
- Full-page ad in printed program
- Company logo displayed on conference websites
- Recognition in opening and closing sessions
- Onsite Attendee list

## VIRTUAL: ELUNA learns Only - \$1,425

- Present one 40-minute online session
- Submit a two-minute .mp4 sponsor ad to play during breaks
- Company logo prominently displayed within the online platform, session reminders, and conference websites
- Recognition in opening and closing sessions
- Attendee lists provided each month of ELUNA learns

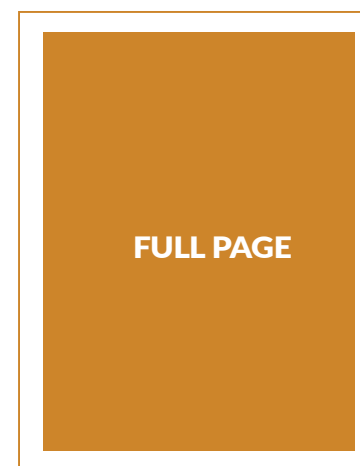
## ONSITE & VIRTUAL BUNDLE:

### Conference Plus ELUNA learns - +\$850

If gold sponsors plan to attend the Annual Meeting, get the best of both worlds for a total investment of \$3,700



## PRINTED PROGRAM AD



*\*Additional attendees register at ELUNA member rates*



# SILVER Sponsorship Package

## ONSITE: ELUNA Annual Meeting - \$1,350

- Full conference registration for 1 staff member\*, includes meals
- Complimentary passes for reception and networking event
- Exhibit space during entire conference
- Half-page ad in printed program
- Company logo displayed on conference websites
- Recognition in opening and closing sessions
- Onsite Attendee list

## VIRTUAL: ELUNA learns Only - \$675

- Submit a 30-second .mp4 sponsor ad to play during breaks
- Company logo prominently displayed within the online platform, session reminders, and conference websites
- Recognition in opening and closing sessions
- Attendee lists provided each month of ELUNA learns

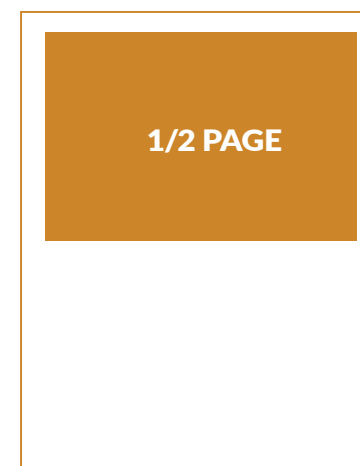
## ONSITE & VIRTUAL BUNDLE: Conference Plus ELUNA learns - +\$500

If silver sponsors plan to attend the Annual Meeting, get the best of both worlds for a total investment of \$1,850

**Ask your sponsor liaison about upgrading bundle options!**



## PRINTED PROGRAM AD



*\*Additional attendees register at ELUNA member rates*

# Flexibility in Sponsorship Models

**H**arness the power of the flexible options. Mix and match sponsorship levels across in person and online events.

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## EXAMPLE 1: Gold Sponsor Mixed Bundle

- Attend ELUNA Annual Meeting at Gold level \$2,850
- Bundle Silver Virtual Option for ELUNA learns \$500  
*No presentation option*

## EXAMPLE 2: Silver Sponsor Mixed Bundle

- Attend ELUNA Annual Meeting at Silver level \$1,350
- Bundle Gold Virtual Option for ELUNA learns \$850  
*Includes one presentation, two attendees*

### ELUNA Annual Meeting (Onsite)

	Platinum	Gold	Silver
# of full conference registrations	10	2	1
# of passes for reception and networking event	10	2	1
# of break-out sessions	2	1	0
Ad in printed program	2 full	full	1/2
Exhibit space during entire conference	✓	✓	✓
Logo displayed on conference websites	✓	✓	✓
Recognition in opening and closing sessions	✓	✓	✓
Onsite attendee list	✓	✓	✓

### ELUNA learns (Virtual)

	Platinum	Gold	Silver
# of online staff registrations	10	2	1
# of online presentations	2	1	0
Sponsor mp4 ad video	2 min	1 min	30 sec
Logo displayed across all platforms/reminders	✓	✓	✓
Recognition in opening and closing sessions	✓	✓	✓
Multiple attendee lists	✓	✓	✓



# Next Steps...

**Ad and exhibit space for the Annual Meeting are limited! Please express your interest by no later than December 31st, 2023.**

## Questions about sponsoring ELUNA 24?

Contact the ELUNA Steering Committee

<https://el-una.org/about/contact>

Reach out with any questions or indicate desired level of sponsorship (Platinum, Gold, Silver and In Person, Virtual, or Bundled).

Upon commitment, sponsors will be issued an invoice. Available payment options include 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!



[el-una.org](https://el-una.org)

