ELUNA
Ex Libris Users of North America

BUILDING BRIDGES
MINNEAPOLIS · MN

ELUNA
ANNUAL
CONFERENCE

ELUNA
learns

ELUNA Events at a Glance

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.
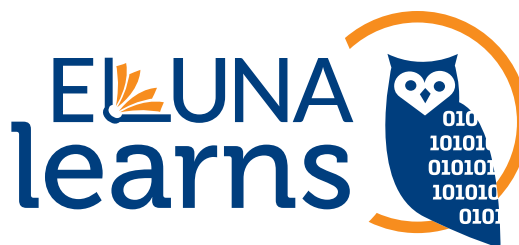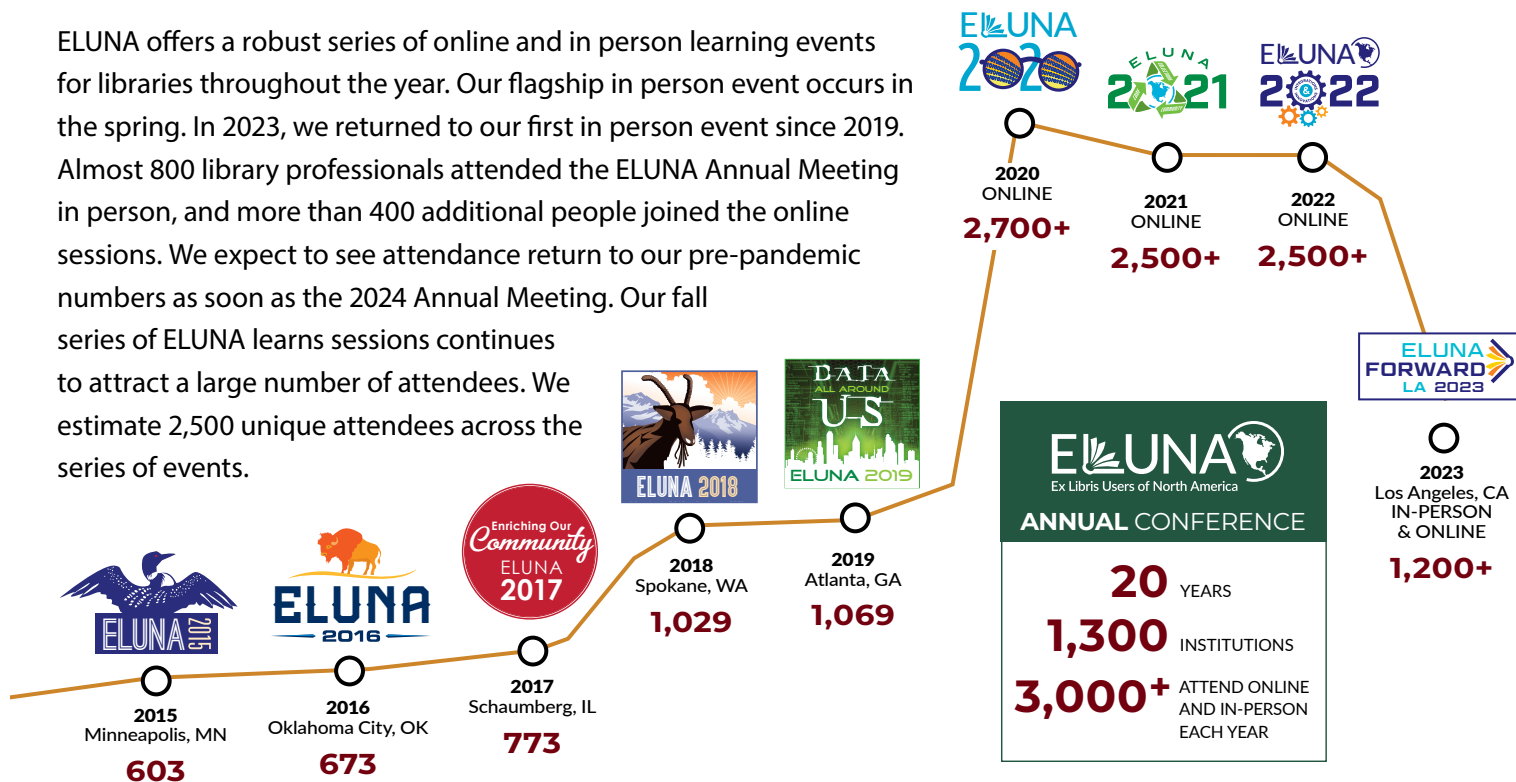
BENEFITS OF EVENT SPONSORSHIP

- **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**

ELUNA 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.

2020 ONLINE
2,700+

2021 ONLINE
2,500+

2022 ONLINE
2,500+

ELUNA FORWARD LA 2023

2023 Los Angeles, CA IN-PERSON & ONLINE
1,200+

2018 Spokane, WA
1,029

2019 Atlanta, GA
1,069

2015 Minneapolis, MN
603

2016 Oklahoma City, OK
673

2017 Schaumberg, IL
773

ELUNA
Ex Libris Users of North America

ANNUAL CONFERENCE

20 YEARS
1,300 INSTITUTIONS
3,000+ ATTEND ONLINE AND IN-PERSON EACH YEAR

We 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:

Developers Day+: May 13-14, 2024
Annual Meeting: May 14-17, 2024

AD SPECIFICATIONS

Print Program

- Booklet is portrait orientation
- Full Page (Gold and Platinum): 6" x 9.5"
- Half Page (Silver): Horizontal: 6" x 4.25"
- Format types: .tif, .png, .pdf, or .ai

FULL PAGE
6" x 9.5"

1/2 PAGE
6" x 4.25"

Sponsor Description

- Recommended 50-65 words

Program Booklet / ELUNA Websites

- 300 dpi (or higher) resolution is recommended for horizontal orientation
- Format types: .png, .fig, .jpg or .jpeg ELUNA Website Sample
- Square Logo: 640x640 pixels

EXHIBITOR TIMELINE	
DATE	**TIME**
Tuesday, May 14	Exhibitor Set-Up 1:00 p.m. - 5:00 p.m.
Wednesday, May 15	Exhibitor Hours 9:00 a.m. - 6:00 p.m.
Thursday, May 16	Exhibitor Hours 9:00 a.m. - 6:00 p.m.
Friday, May 17	Exhibitor Hours 9:00 p.m. - 12:00 p.m.
Friday, May 17	Exhibitor Breakdown 12:00 p.m. - 4:00 p.m.

DEADLINES: ELUNA ANNUAL MEETING

Sponsorship Deadlines

- Sponsorship Commitment: **December 31, 2023**
- Sponsor Remittance: **February 1, 2024**
- Company Logo & Summary: **February 15, 2024**
- Print Ad Copy: **February 15, 2024**

Presentation Deadlines *(Platinum & Gold Sponsors)*

Due: **January 1, 2024**
- Session Title
- Session Speakers
- Session Abstract

Please visit the ELUNA Sponsor Information Page for all submission details

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.

mp4 or SLIDE DECK

• Plays during breaks across all events (audio recommended)

• Length of content is determined by level of sponsorship

MP4

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, voice overs are not recommended, but if utilized, closed captioning is required. Background music will be provided if not included.

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

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

ELUNA learns

PRESENTATION GUIDELINES

Platinum and Gold Sponsors only

The following is required for the online platform

• 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, IGELU/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.
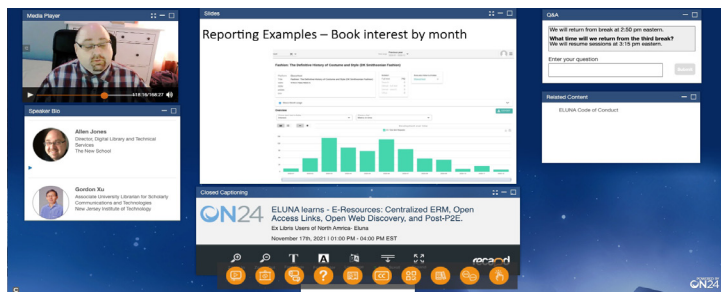
DEADLINES: ELUNA learns

Deadlines and submission forms for ELUNA learns will be posted on the ELUNA Sponsor Information page.

ELUNA 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!

Live online learning sessions with on-demand playback.

- • **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**

The best of both worlds: online and in-person

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**

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

45 minute 45 minute FULL PAGE AD FULL PAGE AD
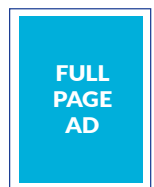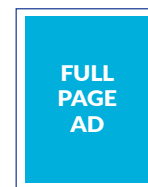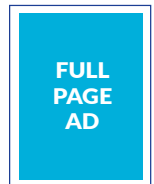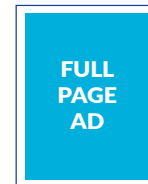
VIRTUAL: ELUNA learns Only - $4,125

• 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

40 minute 40 minute MP4 2 minute

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

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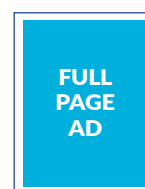Annual Meeting, get the best of both worlds
for a total investment of $10,750.

Additional attendees register at ELUNA member rates

45 minute 45 minute FULL PAGE AD FULL PAGE AD

40 minute 40 minute MP4 2 minute

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

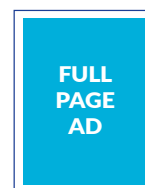## VIRTUAL: ELUNA learns Only - $1,425

- 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

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

1/2 PAGE AD

## 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

MP4
30 second

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
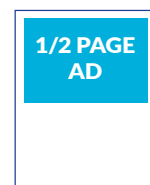
Ask your sponsor liaison about upgrading bundle options!

1/2 PAGE AD

MP4
30 second

*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.

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	2 min	30 sec
Logo displayed across all platforms/reminders	✓	✓	✓
Recognition in opening and closing sessions	✓	✓	✓
Multiple attendee lists	✓	✓	✓

EXAMPLE 1:
Gold Sponsor Mixed Bundle

- **Attend ELUNA Annual Meeting at Gold level** $2,850
- **Bundle Silver Hybrid 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 Hybrid Option for ELUNA learns** $850

Includes one presentation, two attendees

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 2024?

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/

BUILDING BRIDGES
ELUNA 2024

ANNUAL MEETING | MAY 14-17
MINNEAPOLIS ⚜ MINNESOTA

ELUNA learns

About ELUNA
Ex Libris Users of North America

- *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.*

Education. Networking. Advocacy.

Learn more at el-una.org