



2027 SPONSORSHIP PROSPECTUS



MPIS
ELUNA 2027 | MINNEAPOLIS
May 19-21, 2027



ELUNA Event Sponsorship



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 1,300 institutions. ELUNA holds an in person annual meeting in the spring and online learning events in the fall 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

ELUNA 2027 ANNUAL MEETING

DATES:

May 19-21, 2027

VENUE:

Hilton Minneapolis

1001 Marquette Avenue

Minneapolis, MN 55403

EXPECTED ATTENDANCE:

600 In-person

ELUNA learns

DATES:

October-December 2027

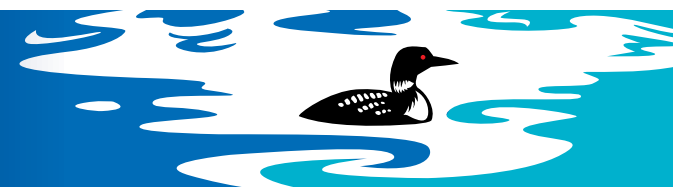
VENUE:

Live Online Sessions

EXPECTED ATTENDANCE:

1,500+

ELUNA EVENTS By the Numbers



ELUNA offers a robust series of online and in person learning events for libraries throughout the year. Our flagship in person event is the **ELUNA Annual Meeting**. In the fall, we offer additional online opportunities through the **ELUNA learns** program.

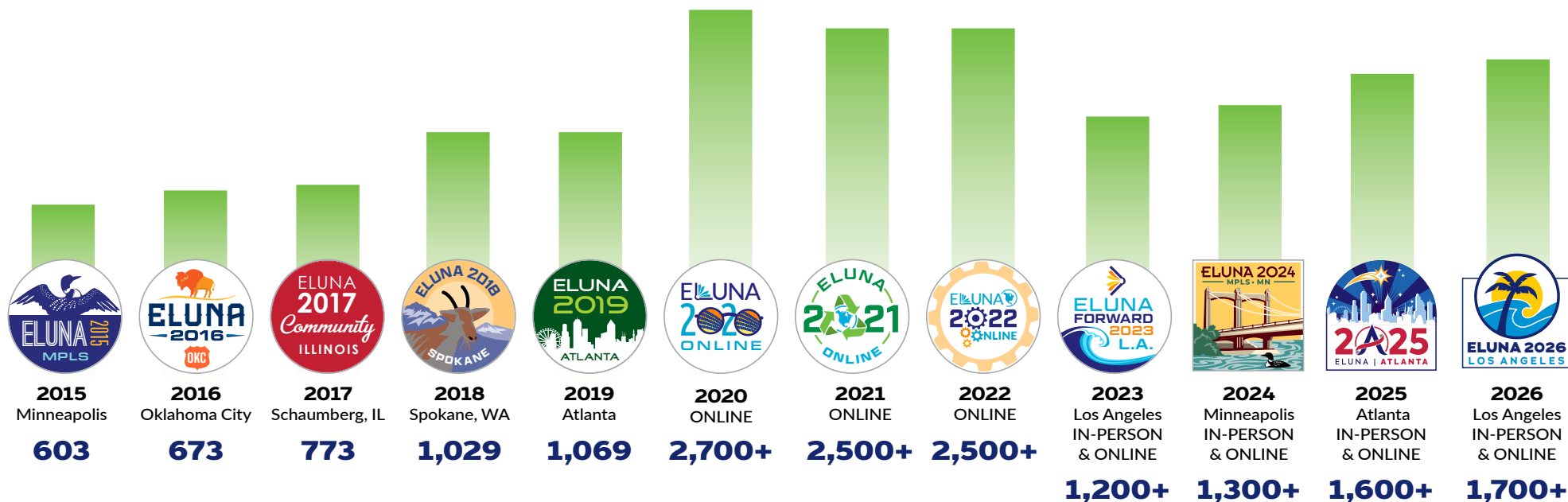
We saw stable in person attendance at our 2026 Annual Meeting and also registration in our ELUNA Learns series with over 1,300+ institutions participating over the past year.

ELUNA EVENTS AT-A-GLANCE

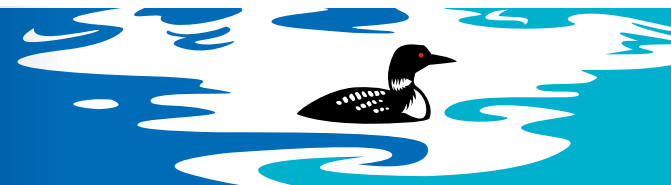
23 YEARS

1,300+ INSTITUTIONS

1,700+ ATTEND ONLINE AND IN-PERSON EACH YEAR



AUDIENCE Demographics



E LUNA audiences are heavily concentrated in library systems, discovery, e-resources, metadata, cataloging, acquisitions, and technical services roles. The strongest demographic cluster appears to be technical and operational library professionals, especially those managing ILS/LSP platforms, electronic resources, discovery tools, metadata workflows, and collection systems. A smaller but meaningful segment includes library leadership and vendor-side professionals in sales, product, customer success, and executive roles.

ROLE SEGMENT	APPROX SHARE	COMMON TITLES INCLUDED
Systems / Library Technology / ILS	28–32%	Systems Librarian, Library Systems Analyst, ILS/LSP Admin, Discovery Systems, Library IT
E-Resources / Discovery / Digital Resources	18–22%	Electronic Resources Librarian, Discovery Librarian, Digital Services, E-Resources Metadata
Cataloging / Metadata / Resource Description	14–18%	Metadata Librarian, Cataloging Librarian, Resource Description, Catalog Data
Acquisitions / Collections / Resource Management	12–16%	Acquisitions Librarian, Collection Strategist, Resource Management, Serials
Access Services / Circulation / Resource Sharing	8–11%	Access Services, Circulation, ILL, Resource Sharing, Fulfillment
Library Leadership / Administration	7–10%	Dean, Director, Associate Dean, Department Head, AUL
Vendor / Commercial / Product / Customer Success	6–9%	Product Manager, Sales Director, Customer Success, Marketing, CEO/VP
Software / Data / Engineering / Technical Support	4–7%	Developer, Software Engineer, Data Analyst, Application Support
Public / Instruction / Research Services	2–4%	Reference, Instruction, Subject Librarian, Research Services
Other / unclear / non-role entries	1–3%	Student, NA, Mr., Test, Production Team

ELUNA 2027 Annual Meeting



The Annual Meeting venue is the **Hilton Minneapolis** in downtown Minneapolis. The 2027 theme, *Mentor, Partner, Lead, and Support*, highlights how libraries empower communities, foster learning, and spark innovation.

- Over 600 attendees expected to attend
- Dedicated audience of IT professionals and decision makers
- Excellent opportunity to network with customers and prospects



Exhibits Open

Wednesday/Thursday, May 19-20, 2027: 9:00 am- 5:00 pm

Friday, May 21, 2027: 9:00 am-12:00 pm

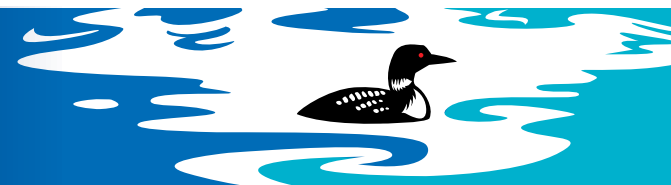
Setup/Dismantle Timeline

Setup on Tuesday: May 18, 2027: 1:00 pm-5:00 pm

Breakdown on Friday: May 21, 2027: 12:00 pm-4:00 pm



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.



OCTOBER-DECEMBER 2027

- Customer/Sponsor driven events with live Q&A
- Wider audience of library and support staff including staff not funded for travel.
- Platinum and gold sponsor presentations
- On-demand playback included
- ELUNA members receive free access to these sessions



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!



- 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

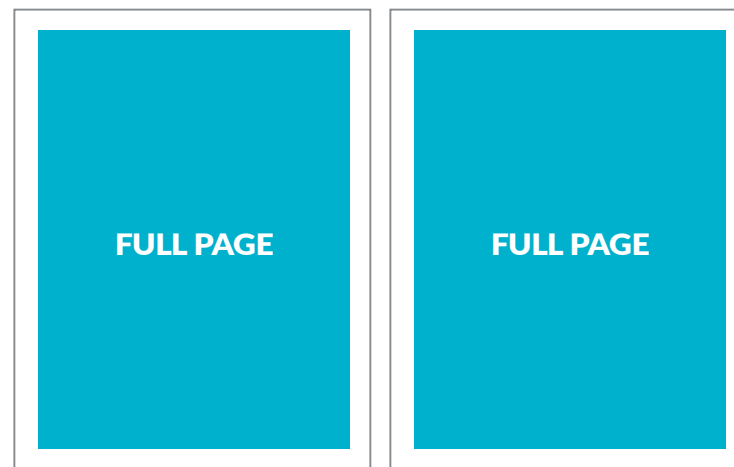
ONSITE & VIRTUAL BUNDLE:

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 \$3,150

- 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 one-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

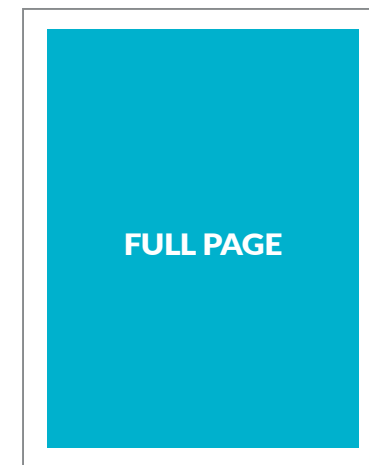
ONSITE & VIRTUAL BUNDLE:

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 \$4,000



PRINTED PROGRAM AD



**Additional attendees register at ELUNA member rates*

SILVER Sponsorship Package

ONSITE: ELUNA Annual Meeting \$1,500

- 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:

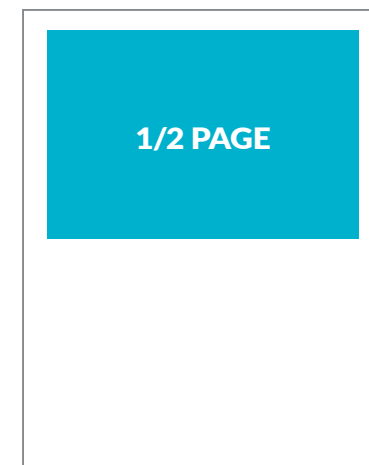
Conference Plus ELUNA learns + \$500

If silver sponsors plan to attend the Annual Meeting, get the best of both worlds for a total investment of \$2,000

Ask your sponsor liaison about upgrading bundle options!



PRINTED PROGRAM AD



**Additional attendees register at ELUNA member rates*

FLEXIBILITY In Sponsorship Models



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

ELUNA
ANNUAL
MEETING

& ELUNA
learns

EXAMPLE 1:

Gold Sponsor Mixed Bundle

- Attend ELUNA Annual Meeting at Gold level \$3,150
- Bundle Silver Virtual Option for ELUNA learns \$500
- No presentation option*

EXAMPLE 2:

Silver Sponsor Mixed Bundle

- Attend ELUNA Annual Meeting at Silver level \$1,500
- 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, 2026.

Questions about sponsoring ELUNA 2027 or ELUNA learns?

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?

Annual Meeting Archives:

<https://el-una.org/meetings/meeting-archives/>

ELUNA learns Archives:

<https://el-una.org/meetings/eluna-events-on-demand-playback/>

We look forward to hearing from you!



el-una.org

