



ELUNA

Ex Libris Users of North America

2027 SPONSOR & MEDIA KIT



MP|S
ELUNA 2027 | MINNEAPOLIS
May 19-21, 2027



www.el-una.org



ADVERTISER SPECS

Annual Meeting



The 2027 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
- Dedicated audience of IT professionals and decision makers
- Excellent opportunity to network with customers and prospects



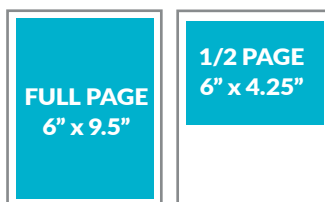
Event Dates

May 19-21, 2027

Ad Specifications

Advertisement in Printed 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



Sponsor Description

- Recommended 50-65 words

Logo for Print Program and Website

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



EXHIBITOR TIMELINE

DATE	TIME
Tuesday, May 18	Exhibitor Set-Up 1:00 p.m. - 5:00 p.m.
Wednesday, May 19	Exhibitor Hours 9:00 a.m. - 5:00 p.m.
Thursday, May 20	Exhibitor Hours 9:00 a.m. - 5:00 p.m.
Friday, May 21	Exhibitor Hours 9:00 p.m. - 12:00 p.m.
Friday, May 21	Exhibitor Breakdown 12:00 p.m. - 4:00 p.m.

DEADLINES: ELUNA ANNUAL MEETING

Sponsorship Deadlines

- Sponsorship Commitment: **December 31, 2026**
- Sponsor Remittance: **February 1, 2027**
- Company Logo & Summary: **February 15, 2027**
- Print Ad Copy: **February 15, 2027**

Presentation Deadlines *(Platinum & Gold Sponsors)*

Due: **January 1, 2027**

- 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 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

Platinum: 2 minutes **Gold:** 1 minute **Silver:** 30 seconds



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.

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 & Gold Sponsors only

The following is required for the online platform

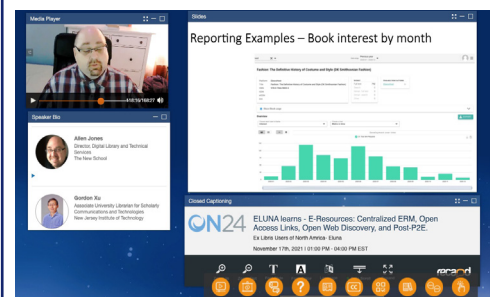
- Headshots 500x500 pixels
- Speaker Bios: 2048 character limit (see example)



ELUNA learns Session Abstract

- Published on the ELUNA learns website
- Recommend no more than 50 to 65 words

SPEAKER BIO EXAMPLE



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.

DEADLINES: ELUNA learns 2027

Sponsorship Deadlines

- Sponsorship Commitment: **December 31, 2026**
- Sponsor Remittance: **February 1, 2027**
- Sponsor Presentation Proposals (*Platinum & Gold Sponsors*) – **August 8, 2027** *Proposal form available summer 2026.*
- Logos & sponsor break videos : **August 15, 2027** Email: laura_morse@harvard.edu