ER&L
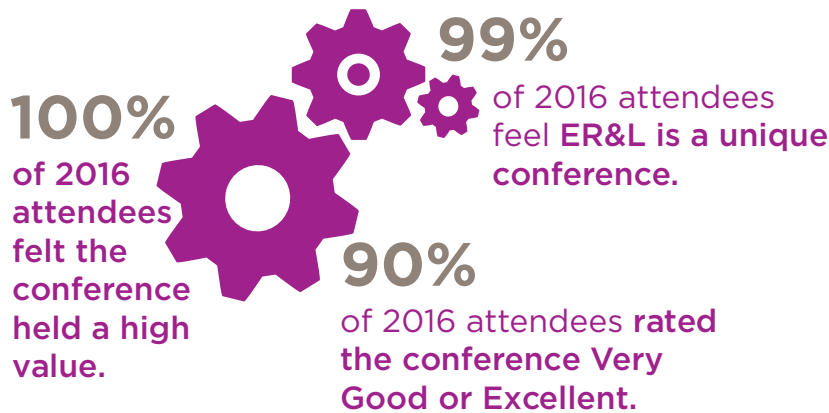
Electronic Resources and Libraries

12th Annual Conference Overview

ER&L brings together decision makers, thought leaders and industry leaders like you in a relaxed, education-packed conference. ER&L is a great opportunity to connect with key contacts, is an excellent professional development investment and is an easy way to get involved with the library community in a relaxed Austin, Texas setting.

You belong at ER&L if you are a **vendor, service provider, publisher or library professional working** in and around **eresources management and digital services.** As your company plans announcements, customer meetings, focus groups and board meetings think about ER&L as your platform and partner.

92% of 2016 attendees **felt the vendors were relevant** to the work they do.

99% of 2016 attendees feel **ER&L is a unique conference.**

100% of 2016 attendees felt the conference held a high value.

90% of 2016 attendees **rated the conference Very Good or Excellent.**

Job Titles & Products

ER&L is a high concentration of engaged, smart and active buyers. Common job titles of the 1200+ in-person and virtual attendees are:

Electronic Resources Librarian • Electronic Resources Manager • Head of Collection Development • Electronic Resources Technician • Serials Acquisitions Librarian • Electronic Serials Librarian • Product Manager • Project Manager • Account Manager

These attendees have an active interest in learning about products, services and vendors like:

Association Publishers • Discovery tools • e-book Publishers • e-content sellers • ERMS • ERMS Implementation Services • Discovery tools • Information Services Companies • Journal Publishers • Library / Technology Consultants • Publishers • Scholarly Publishers • Serials Management Tools
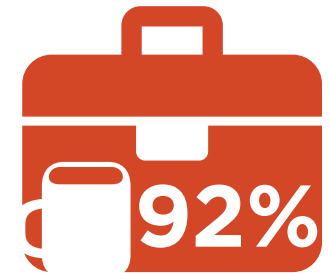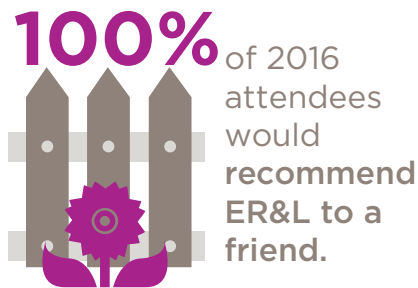
Supporting ER&L Makes Sense

Vendors who have been at ER&L know that niche conferences provide vendors with more direct contact to their current and prospective customers. **No other niche conference supports eresources and digital services librarians, administrators and decision making staff like ER&L.** Many vendors are organizing sessions or participating as presenters at ER&L.

Don't forget ER&L when you want to:

- Host a customer meeting
- Conduct a focus group
- Hold a Lunch & Learn session
- Sponsor a live streamed keynote session
- Support the community directly with a travel award
- Fund library research

100% of 2016 attendees would **recommend ER&L to a friend.**

Sandy Tijerina, ER&L Sponsorship & Communications Director
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ER&L
Electronic Resources and Libraries

Sponsorship Opportunities

Build your own Session
$3,500
- Presentation title, company speakers, session description and company logo will be incorporated in the official program
- ~ 45 minute presentation
- Promotion to attendee list, 2 uses
- Featured blog post on ER&L website

Lunch & Learn Session
$4,500 + all food & beverage charges
Deliver your message right to your customers and prospects – and guarantee a captive audience with a nice lunch.
- Presentation title, company speakers, session description and company logo will be incorporated in the official program
- ~ 90 minute presentation & lunch slot
- Promotion to attendee list, 2 uses
- Groups with commitment to over 450 will have the exclusive lunch for the day with additional promotional support by ER&L.
- Featured blog post on ER&L website

Featured Sponsor Package
Bonus Exhibit Hours
$5,000
- Additional day of exhibit time in central lobby
- Digital signage in common area near registration

Online Conference Sponsor + Recorded Session Package
$8,000
- Company banner ad on online conference platform
- Add recorded video content to the online platform
- In session room advertisement slide in rotation

Lanyards
$4,000
Full color, branded lanyard

Keynote Session Sponsor
$5,000
- Live stream of the keynote session
- Premium logo visibility
- Podium signage placement
- Social media and blog promotion
- Placement on ER&L conference website's Keynote Speakers page

Conference AV Sponsor
$5,000
- Event wide digital signage
- Program acknowledgements

T-Shirt & Screen Printing Activity Sponsor
$2,000
Add your logo to our live screen printed t-shirt activity
- Local Austin screen printers will make t-shirts live in the conference facility
- Company signage in exhibit hall
- Company logo on tee shirts for all attendees
- Contact ER&L for exclusive sponsorship details
- High social media circulation for a hashtag campaign or logo visibility – sample video from a recent conference

Travel Grants
$3,000 (per winner)
Work with ER&L to build the buzz-generating award!
- Make an impact with a special investment in your industry
- Support students with a fully covered ER&L experience
- Social media and ER&L blog promotion
- Feature award page on ER&L's website

Scholarships
$2,000 (per awardee)
- ER&L will promote, administer and award scholarships of any type of students, international participants, library science researchers or a specialty librarian (engineering, medical)
- Social media and ER&L blog promotion
- Feature award page on ER&L's website

Childcare Sponsor/ Wellness Sponsor
$1,500
- Attendee wellness and childcare services are much appreciated services at a conference
- In session room advertisement slide in rotation

Advertising & Mailing Lists

Banner ad placement on electroniclibrarian.org
$750
- 60 day circulation
- Approximate size, rectangle 300 X 250
- Nearly 20,000 visitors during this same time for the 2 months prior to ER&L

Email list rental – single use
$750
One time use, self send

Badge Insert Advertisement
$1,500, Only 2 available!
Full color ad space is available for a very limited number of sponsors on full color badge insert

Email list rental & Attendee Services Sponsor
$1500, Only 3 available!
- Three-time use, self send
- Listed as Attendee Wellness Services or Childcare sponsor