



# ER&L 2020

For 15 years ER&L has supported improvements in the collection, management, maintenance, and accessibility of electronic resources through in-person events and online learning opportunities.

At ER&L, we bring together diverse library and industry professionals for a thoughtful, collaborative and education-packed conference made possible with countless libraryland volunteers and a small-but-mighty staff led by our librarian founder. As technology—and our approach to it—changes, iterates and improves, this important work is never done.

An inclusive environment with ample networking opportunities makes this niche event an excellent way to engage with the eresources community.

## Does your role intersect with e-resources at the library?

If you have newly assigned e-resources responsibilities...

If you're a library consultant or library professional working in and around e-resources management and technical services...

If you are a vendor, service provider or publisher...

Contact Sandy at [hello@electroniclibrarian.org](mailto:hello@electroniclibrarian.org)

Host organization: [UT Austin Libraries](#)



## EXHIBIT AT ER&L

Reserve an exhibit table at ER&L in 2020 to reach our audience of active consumers of e-resources products, tools and services. All exhibitors are Silver Level sponsors.\*

EXHIBIT PACKAGE INCLUDES:

- (1) 6' draped table
- 2 chairs
- Complimentary access to standard power & free wifi
- 2 complimentary full-conference registration tickets
- Logo in conference program
- Online program placement

*\*Sponsorship upgrades are available to exhibitors who wish to increase visibility.*



## PARTNER WITH US

ER&L is a niche conference supporting e-resources and digital services librarians, administrators and decision making staff. Many vendors organize sessions and participate as presenters at ER&L.

COORDINATE WITH US TO:

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



## PRESENT YOUR STORY

ER&L conference attendees are interested in case studies, presentations, and product comparisons from vendors.

ATTENDEES WANT TO SEE:

- Association Publishers
- Discovery Tools
- e-book Publishers
- e-content sellers
- ERMS
- ERMS Implementation Services
- Information Services Companies
- Journal Publishers
- Library / Technology Consultants
- Publishers
- Scholarly Publishers
- Serials Management Tools



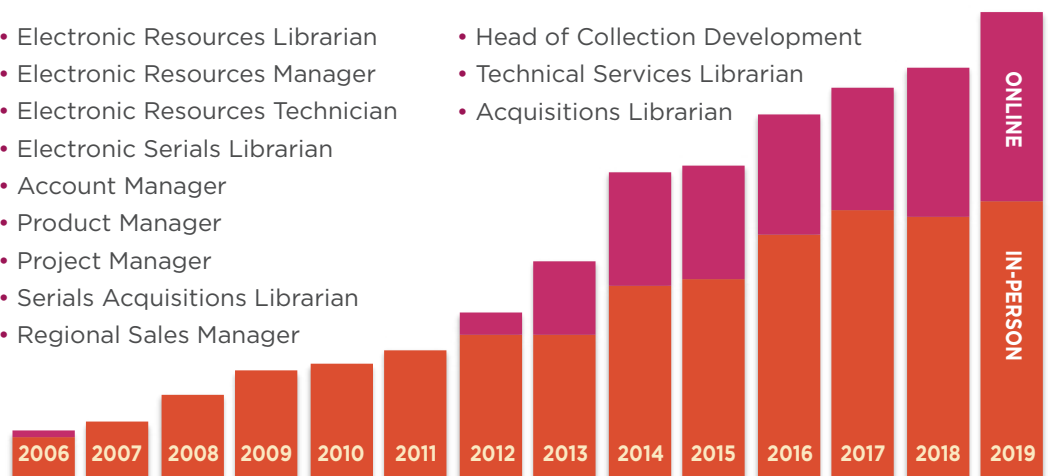
## CONFERENCE ATTENDEES

ER&L has seen consistent year-over-year attendance increases since 2006, both in person and online—topping out in 2019 at 1000 in-person and 600 online attendees.

**That's more than 850% growth in 15 years!**

COMMON ATTENDEE JOB TITLES ARE:


- Electronic Resources Librarian
- Electronic Resources Manager
- Electronic Resources Technician
- Electronic Serials Librarian
- Account Manager
- Product Manager
- Project Manager
- Serials Acquisitions Librarian
- Regional Sales Manager
- Head of Collection Development
- Technical Services Librarian
- Acquisitions Librarian




CONTACT [HELLO@ELECTRONICLIBRARIAN.ORG](mailto:HELLO@ELECTRONICLIBRARIAN.ORG) OR 708-406-9811 TO RESERVE.

## IT'S IN THE DETAILS!

From sending an extra reminder to organizing key exhibitor logistics information, attending ER&L should be an easy decision.



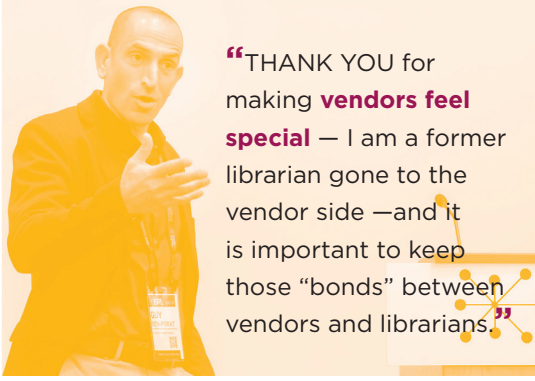
“I enjoy that **all vendors are treated equal** regardless of how big or large and have the same size tables and displays. We exhibit knowing we have **an even playing field!**”



“**Strong organization** always makes this a great conference from the vendor side of things.”




“I liked that there were sessions **designed for both the publishers and patrons.**”



“THANK YOU for making **vendors feel special** — I am a former librarian gone to the vendor side —and it is important to keep those “bonds” between vendors and librarians.”

## EXHIBITORS ARE SAYING

The ER&L conference ticks all the right boxes for a successful meeting —one that is well worth the time and money investment.



“The agenda, the venue, the food, the networking opportunities. **All excellent.**”



“The organization and **helpful staff** (all staff) were **spot on!** I didn't ‘want’ for one thing!”



“ER&L provides a good **opportunity to connect with the right customers.**”

## ER&L LISTENS

We run an event that has always valued our partnerships with the industry and actively solicits feedback in order to improve. Our goal is to set conditions that are optimal for learning and productive for business.

YOUR ER&L EXHIBIT & SPONSORSHIP CONTACTS ARE:

**Sandy Tijerina**

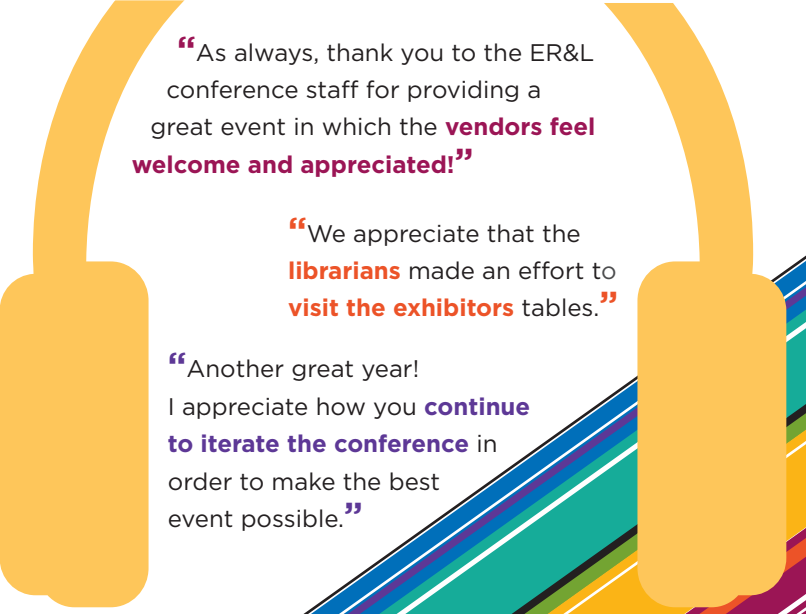
ER&L Director

sandy@electroniclibrarian.org

**Danielle Sell**

Meeting & Event Planner

danielle@electroniclibrarian.org



“As always, thank you to the ER&L conference staff for providing a great event in which the **vendors feel welcome and appreciated!**”

“We appreciate that the **librarians** made an effort to **visit the exhibitors** tables.”

“Another great year! I appreciate how you **continue to iterate the conference** in order to make the best event possible.”

# LEARNING AT ER&L

If your focus is solely on tactical skill-building, ER&L is the place for you.

Flanked with pre- and post conference workshops and filled with over 100 peer-reviewed sessions, deep-diving seminars and sharp short talks, ER&L offers attendees the ability to gain practical advice, develop lists of new tools and resources, and deepen understanding on challenging topics through case studies and peer presentations.

If e-resources responsibilities are new to you, stay close to the ER&L 101 learning thread that cuts across all of our conference tracks.

1. Managing e-Resources & Licensing
2. Collection Development & Assessment
3. Organizational Strategies
4. External Relationships
5. User Experience & Promotion
6. Scholarly Communication & Library Publishing
7. Emerging Technologies & Trends
8. Data Science in Libraries

The ER&L 101 learning thread introduces foundational areas of librarianship (such as licensing, ebook management, troubleshooting) and emerging, but important, topics starting at an introductory level.



## ATTENDEES ARE SAYING

**95%** rated the conference as **excellent** or **very good**

**96%** would **recommend the conference** to a colleague or friend

**90%** felt that the conference was a **great deal of value**

**97%** indicate that the conference is **extremely organized**



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