

VENDOR
SPONSORSHIP
OPPORTUNITIES

2017

About SANS

The SANS Institute was established in 1989 as a cooperative research and education organization. Trusted and known for providing the highest quality information, SANS is revered as the global leader in cyber security training, certification and research. Security professionals are the foundation of the SANS community, sharing lessons and information and jointly finding solutions to the challenges they face. With a community of over 300,000 security professionals, SANS provides opportunities for information security vendors to position their products directly in the sight of technology-focused decision makers and influencers with purchasing power.

Meet the SANS Experts

Alan Paller



Is the founder and president of the SANS Institute, overseeing the Internet Storm Center, the annual identification of the “Seven Most Dangerous New Attack Vectors” and a global program that identifies and celebrates people responsible for remarkable improvement in cyber risk reduction. He has testified before the US Senate and House and was an initial member of the President’s National Infrastructure Assurance Council. He was chosen by OMB and the Federal CIO Council as the 2005 Azimuth Award winner, a lifetime achievement award recognizing outstanding service of a non-government person to improving federal information technology. In 2010, the Washington Post named him one of seven people “worth knowing, or knowing about” in cyber security. He co-chairs the Secretary of Homeland Security’s Task Force on CyberSkills, and serves on the FCC Communications Security, Reliability and Interoperability Council and on the NASA Advisory Council. Earlier in his career Alan helped build one of the first major software companies, took it public, and merged it into a larger company listed on the New York Stock Exchange. His degrees are from Cornell University and the Massachusetts Institute of Technology

John Pescatore



Joined SANS in January 2013 with 35 years’ experience in computer, network and information security. He was Gartner’s lead security analyst for 13 years, working with global 5000 corporations and major technology and service providers. Prior to joining Gartner Inc. in 1999, Mr. Pescatore was Senior Consultant for Entrust Technologies and Trusted Information Systems, where he started, grew and managed security consulting groups focusing on firewalls, network security, encryption and Public Key Infrastructures. Prior to that, Mr. Pescatore spent 11 years with GTE developing secure computing and tele-communications systems. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He holds a Bachelor’s degree in Electrical Engineering from the University of Connecticut and is a NSA Certified Cryptologic Engineer.

SANS Curriculum Leads



Rob **Lee** - Digital Forensics & Incident Response



Frank **Kim** - Management & Software Security



Michael **Assante** - Industrial Control Systems Security



Ed **Skoudis** - Penetration Testing



Stephen **Sims** - Core Security



Seth **Misenar** - Network & Security Operations



Eric **Conrad** - Network Security & Operations

A few of SANS Expert Instructors

Paul A. **Henry**
David **Hoelzer**
Dave **Shackleford**

James **Tarala**
Alissa **Torres**
Johannes **Ulrich**, Ph.D.

www.sans.org/instructors

SANS

At a Glance

Reach

SANS Community **+300,000**
GIAC Security Certifications **54,000**
N.America Event Annual Attendance **13,000**
Newsletter Subscribers **300,000**
Training Courses **60**

North America Events

	Events	Attendees (avg per event)
National	5	1,100
Regional	30+	300
Summit	12	150

Demographics

37%	Government
11%	Finance/Banking
10%	Technology
5%	Healthcare
4%	Utilities
3%	Education
3%	Insurance

Social Media Following



86,900



41,891



13,000

Event Sponsorship

As the leading organization in information, network, and computer security training, the SANS Institute is known for providing intensive, immersion training courses designed to help security professionals master the practical steps necessary for defending systems and networks. Sponsors of events have the opportunity to expand their reach by connecting with IT security professionals in various industries at a SANS training events.

National Events

Each year SANS hosts five large scale events throughout the United States where security vendors have the opportunity to showcase their products at the Vendor Expo, demo a product at an evening Product Brief, provide small talk sessions at Lunch & Learns, and various other ways to engage with the SANS community. Customize your sponsorship options to target job roles, industries,, companies attending the event, etc. Vendors looking to target a high number of security professionals in a broad spectrum of security practices will find SANS national events very beneficial in providing product information, engaging with attendees, and gaining valuable leads.

Regional Events

Looking to stay within your geographic region for an event? SANS will be hosting 35 Regional Events throughout the nation in 2017. These events host an average of 6-10 classes and accommodate training for up to 300 security professionals. Sponsorship of local events includes choice of training day and class that best satisfies the vendor's schedule and target audience. Security vendors looking to sponsor a local event in their geographic area benefit by:

- Engaging with a targeted audience of security professionals by class/industry focus
- Opportunity to have more in-depth conversations with attendees about your products/services
- Reduced travel and set-up time allows for a turnkey solution

Summit Events

SANS Summits are two-day events that focus on the most current topics in computer and IT security. Summit events are tailored to focused security topics such as threat hunting, threat intelligence, industrial control systems, healthcare, penetration testing, and many more. Content is specific to trending security issues and provides attendees with a collaborative environment to share ideas, troubles, and solutions. Vendors looking to target a specific audience will find these events to be incredibly beneficial in connecting with attendees who are seeking guidance and solutions from industry experts.

National Events

2017 Schedule

Event	Location	Conference Dates	Vendor Expo/ Showcase Dates	Estimated Attendance	Event Type
SANS 2017	Orlando, FL	Apr 9-14	Apr 11	1,200	National
SANS Security West 2017	San Diego, CA	May 11-16	May 13	800	National
SANSFIRE 2017	Washington D.C.	Jul 24-29	Jul 26	1,200	National
Network Security 2017	Las Vegas, NV	Sep 11-16	Sep 12	1,200	National
Cyber Defense Initiative 2017	Washington D.C.	Dec 11-17	Dec 16	1,200	National

National Events Booth Package

	Platinum	Gold	Silver	Bronze
10 x 20 Booth	✓ Premium Spot			
10 x 10 Booth		✓ Premium Spot	✓	✓
Banner Stand	✓			
Tabletop	✓			
Lunch & Learn	✓	✓		
Innovation Showcase	✓			
Lunch Leads	✓	✓	✓	
GITB	✓	✓	✓	✓
Logo/Link	✓	✓	✓	✓

For Pricing Information & Additional Event Sponsorship Opportunities, contact a SANS Representative at:

Email: vendor@sans.org

Website: www.sans.org/vendor/events

National Events Tabletop Package

	Gold	Silver
Tabletop	✓ Premium Spot	✓
Lunch & Learn	✓	
Lunch Leads	✓	✓
GITB	✓	✓
Logo/Link	✓	✓

Additional Sponsorship Options (Vary By Event)

- Executive Networking Dinner
- SANS Expert Dinner
- Board of Advisors Breakfast Roundtable
- Welcome Reception & Pre-Registration Tabletop
- Evening Product Brief & Demo
- SANS @Night Sponsorship
- SANS NetWars Sponsorship
- SANS Industry Reception Sponsorship

Features

- **Booth**- Pipe & drape setup with 6' table and 2 chairs in Vendor Expo
- **Tabletop**- 6' table and 2 chairs in Vendor Expo
- **Banner Stand**- Promotion of Platinum Sponsorship, Provided by SANS
- **Lunch & Learn**- One hour lunch presentation (F/B Not Included)
- **Innovation Showcase**- Evening event providing attendees with live product demonstration
- **Lunch Leads Sponsorship**- SANS scans attendees receiving voucher for lunch during Vendor Expo (300-500 leads captured at National Events)

Summit Events

2017 Schedule

	Event	Location	Conference Dates	Vendor Expo/ Showcase Dates	Estimated Attendance
	Cyber Threat Intelligence Summit	Arlington, VA	Jan 23-30	Jan 31 - Feb 1	150
	12th Annual ICS Security Summit	Orlando, FL	Mar 20-27	Mar 20-21	225
	Threat Hunting & Incident Response Summit	New Orleans, LA	Apr 18-25	Apr 18-19	250
New	Automotive Summit	Detroit, MI	May 1-8	May 1-2	75
	Security Operations Center Summit	Washington D.C.	Jun 5-12	Jun 5-6	125
	Digital Forensics & Incident Response Summit	Austin, TX	Jun 22-29	Jun 22-23	175
	Security Awareness Summit	Nashville, TN	Jul 31 - Aug 9	Aug 2-3	75
	Data Breach Summit	Chicago, IL	Sep 25 - Oct 2	Sep 25-26	100
	Cloud Security Summit	Denver, CO	Oct 9-16	Oct 9-10	75
	Pen Test HackFest Summit	Washington D.C.	Oct 23-30	Oct 23-24	150
	Healthcare Summit	Nashville, TN	Nov 13-20	Nov 13-14	75

Sponsorship Opportunities

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- Exclusive Networking Lunch
- Executive Breakfast Sponsorship
- Lunch & Learn Presentation
- “Real Problems/Real Solutions” Panel Discussion
- Summit Welcome Reception Sponsorship
- Networking Breakfast Sponsorship
- SANS on the Town Sponsorship



Regional Events

2017 Schedule

Event	Conference Dates	Estimated Attendance	Event	Conference Dates	Estimated Attendance
SANS Security East	Jan 9-14	250	SANS Columbia	Jun 26- Jul 1	150
SANS Las Vegas	Jan 23-28	175	SANS Boston	Aug 7-12	300
SANS Southern California	Feb 6-11	175	SANS San Antonio	Aug 6-11	200
SANS Scottsdale	Feb 20-25	200	SANS New York City	Aug 14-19	150
SANS Dallas	Feb 27 - Mar 4	175	SANS Chicago	Aug 21-26	200
SANS San Jose	Mar 6-11	125	SANS Virginia Beach	Aug 21-26	200
SANS Tysons Corner Spring	Mar 20-25	250	SANS San Francisco	Aug 27 - Sep 1	200
SANS Austin	Mar 27 - Apr 1	200	SANS Tampa	Sep 5-10	125
SANS Baltimore	Apr 24-29	275	SANS Baltimore	Sep 25-30	275
SANS Reston	May 21-26	300	SANS Portland	Oct 2-7	125
SANS Atlanta	May 30- Jun 4	175	SANS Tysons Corner Fall	Oct 16-21	250
SANS Houston	Jun 5-10	200	SANS San Diego	Oct 30 - Nov 4	250
SANS Rocky Mountain	Jun 12-17	350	SANS Seattle	Oct 30 - Nov 4	150
SANS Charlotte	Jun 12-17	125	SANS San Francisco	Nov 27 - Dec 2	225
SANS Minneapolis	Jun 19-25	200	SANS Austin	Dec 4-9	200

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- Reduced travel and set-up time

Sponsorship Opportunities

Regional Event Package

- Tabletop (Outside Class of Your Choice)
- Lunch & Learn Presentation (F/B Included- Limit of 30 Lunches)

Happy Hour Sponsorship

- Tabletop (Outside Class of Your Choice)
- Happy Hour (F/B Included- Limited # Drink Tickets Dependent on Event Location)



Vendor Briefs & Media

Vendor Briefs

These half day events provide SANS vendor sponsors the opportunity to present a concise program focused on critical information around trending topics. Vendor Briefs are held in live and simulcast format and offer a unique opportunity to engage with attendees in dialog around the topics and offer key solution capabilities/customer success stories.

All contact information for both live and simulcast attendees is provided to sponsoring vendors

Check out a SANS 2016 Vendor Brief agenda and archived simulcast



SANS

SANS Threat Intelligence Vendor Briefing



SANS

SANS Industrial Control Systems Security Briefing

Newsletters

SANS weekly newsletters provide security vendors the opportunity to engage with 300,000+ subscribers. Upper and Lower advertisement space is available. Don't miss the opportunity to connect with the largest group of security professionals!

SANS NewsBites

Subscription: 220,000

Delivery: Tuesday and Friday

A semiweekly high-level executive summary of the most important news articles that have been published on computer security during the last week. Each news item is very briefly summarized and includes a reference on the web for detailed information, if possible. Archive versions see an additional 15K-50K views each month.

SANS @RISK

Subscription: 133,000

Delivery: Thursday

A reliable weekly summary of newly discovered attack vectors, vulnerabilities with active new exploits, insightful explanations of how recent attacks worked, and other valuable data. A key purpose of the @RISK is to provide the data that will ensure that the Critical Security Controls continue to be the most effective defenses for all known attack vectors.



Analyst Program

"We derive a lot of value from working with the SANS Analyst Program. Their team of thought leaders creates timely, relevant industry research that our prospects and customers find very useful."

AlienVault

The SANS analyst program produces leading analyst reports on emerging and mission critical topics. Papers are developed by SANS instructors and subject matter experts with their own followings in the SANS community. Through Analyst papers and their associated webcasts, SANS helps sponsors drive topic awareness to a qualified audience of decision makers and influencers who are seeking objective data to help their organizations successfully invest resources in successful IT security operations.

Provide a powerful
VOICE
in the cybersecurity
community

Enhance your
BRAND
through
thought leadership

Gain qualified
LEADS
by aligning with the
SANS brand

	2017 SANS Survey Schedule	Location	Conference Dates
	Next-Gen Endpoint Risks and Protections Survey	October 2016	February 2017
	Cyber Threat Intelligence Survey	October 2016	March 2017
	2nd Annual Cyber Threat Hunting Survey	December 2016	April 2017
New	Security Operations Center (SOC) Survey	January 2017	May 2017
	Incident Response Survey	January 2017	June 2017
	Industrial Control Systems (ICS) Survey	February 2017	July 2017
New	Insider Threats Survey	February 2017	July 2017
	SANS 2017 Threat Report	March 2017	August 2017
New	Data Protection Survey	April 2017	September 2017
	Cloud Security Survey	May 2017	October 2017
	Application Security on the Go	May 2017	October 2017
	Healthcare Survey: Focus on Mobile Delivery of Patient Care	June 2017	November 2017
	IoT: Threat or Menace?! Survey	June 2017	December 2017



Webcasts



Led by **SANS** experts, **webcasts** are a valuable marketing tool for security vendors to establish a presence in the security community, be recognized as an expert in their field, and to gain valuable, qualified leads.

SANS offers several types of webcasts to appeal to each business's goals and objectives:

- **Ask The Expert Webcasts:** SANS Experts bring current and timely information on relevant topics in IT Security. These webcasts are the go-to online format to obtain actionable information to help you in your security goals
- **Hot Topics! Webcasts:** SANS Experts provide viewers with insight to trending topics in the security industry
- **Tool Talks:** These special webcasts are designed to give attendees a solid understanding of a problem, and how a vendor's commercial tool can be used to solve or mitigate that problem.
- **Custom Webcasts:** Custom webcasts allow the vendor to choose the topic of discussion and collaborate with SANS Experts on content.

What's Included

- Opportunity to sponsor topics that align with your business focus
- Minimum 200 lead guarantee
- Promotion in weekly SANS Webcast Email to all SANS alumni leading up to webcast launch
- Listing on SANS Webcast webpage - www.sans.org/webcasts
- Promotion via social media channels to promote attendance
- Continued lead generation on SANS Archive Webcast site

Sample Projects



"Using the Critical Security Controls to Prevent Ransomware in Healthcare"



"How to Produce a World-Class Threat Intelligence Capability From Scratch"



"Hunting and Farming : Concepts and Strategies to Improve Your Cyber Defenses"



What Works



A powerful marketing tool showcasing your security product, this testimonial interview offers security vendors an effective method to engage with the SANS community

SANS expert, John Pescatore, leads the interview with your end-user/customer to develop a written case study, webcast, and a variety of complementary sponsorship and branding opportunities.

WhatWorks is an exceptional way to align your company with the trusted SANS brand and a valuable marketing tool to generate highly qualified leads. WhatWorks case studies accelerate the buying process by telling a compelling story from an end-user's perspective.

- Why did the customer deploy the product?
- How does the product work?
- How has it improved the customer's security?

Having a valid assessment of the product and success story, security vendors position their product and brand to the SANS community as a trusted leader in the cyber security industry.

What's Included

- Q&A interview with a customer in a live WhatWorks webcast
- Qualified leads from all opt-in listeners to live and archived webcast (200 Lead Guarantee)
- Written case study
- Use of SANS WhatWorks program logo and information for marketing material

Sample Projects



"Inspecting Encrypted Traffic with the Blue Coat SSL Visibility Appliance"



"Lifecycle Vulnerability Management and Continuous Monitoring with Rapid7 Nexpose"



"Using Palo Alto Networks Next Generation Firewalls to Increase Visibility into Threats & Reduce Threat Risks"

