

SANS 2017 Security Operations Center (SOC) Summit & Training

Vendor Sponsorship Opportunities

Summit: June 5-6 **Classes:** June 7-12

DoubleTree Crystal City* Arlington, VA
www.sans.org/event/security-operations-center-summit-2017

Expected Attendance: **125-150**

The Security Operations Center Summit will bring together top experts for two days of in-depth talks and panel discussions around building, operating, and growing a SOC. Attendees will hear from and interact with top experts who have faced many of the same challenges SOCs encounter within their organizations.


Vendors with a focus in security operation center solutions will find this summit to be incredibly beneficial in connecting with attendees who are seeking guidance and solutions from industry experts.

Sponsorship Opportunities

Sponsorships are available on both Summit and Class days. A package of multiple items can be customized to fit your marketing needs.

Item	Detail	Price
Evening Hospitality Suite Sponsorship		\$8,000
Executive Dinner Sponsorship	25 Invites; Includes F/B	\$12,500
Executive Breakfast Sponsorship	25 Invites; Includes F/B	\$7,500
Networking Breakfast Sponsorship	Limit 1 Vendor/Day	\$4,500
Lunch and Learn Presentation	Limit 3 Vendors (Summit Day 2); Limit 2 Vendors (Class Days)	\$7,000
Summit Tabletop		\$4,000
Solutions Track Presentation	Limit 3 Vendors	\$10,000
Summit Welcome Reception Sponsorship		\$5,000
Summit Break Sponsorship	Limit 1 Vendor/Day	\$3,000

Features (vary per sponsorship):

-  Lunch Leads Sponsorship- SANS scans attendees receiving a voucher for lunch during Vendor Expo. Sponsors receive list of scanned attendees
- All sponsorships include Tabletop
- Includes "SANS After Hours" Evening Reception (Day 1 of Summit)
- Sponsorships are plus Food/Beverage unless otherwise noted
- Individual Signage for any F/B related sponsorship
- Ad in Onsite Program Guide
- Logo/Link on the Summit web page
- "In the Bag" Registration bag insert handed out to all attendees



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Requirements:

Co-marketing Efforts - E-mail Blasts, Website Links, Newsletters, User Groups, Company Blogs

Vendor Expo Times June 5-6	"SANS After Hours" June 5	Lunch & Learn Times June 5-12	Networking Times June 7-12
10:30am - 11:00am 3:00pm - 3:30pm	5:00pm - 6:00pm	12:15pm - 1:30pm	10:00am -10:20am 3:00pm - 3:20pm

Classes	
FOR572: Advanced Network Forensics and Analysis	June 7-12
SEC401: Security Essentials Bootcamp Style	June 7-12
SEC503: Intrusion Detection In-Depth	June 7-12
SEC511: Continuous Monitoring and Security Operations	June 7-12
MGT517: Managing Security Operations: Detection, Response, and Intelligence	June 7-11

About The Event

SOC Summit 2016- Attendees by Job Function

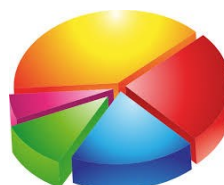
- 35% C-Level/Director/Manager
- 30% Security Practitioner
- 23% Senior Practitioner/ Supervisor
- 8% Consultant
- 4% Other

SOC Training 2016- Attendees by Job Function

- 38% Security Practitioners
- 31% Senior Practitioner/ Supervisor
- 13% C-Level/Director/Manager
- 12% Consultant
- 6% Other

SOC Summit 2016- Attendees by Industry

- 22% Healthcare/Education/Manufacturing
- 20% Technology
- 20% Government/Military
- 18% Banking/ Financial
- 11% Other
- 9% Telecom/Transportation/Utilities



SOC Training 2016- Attendees by Industry

- 32% Government/Military
- 23% Technology
- 16% Healthcare/Education/Manufacturing
- 15% Other
- 10% Banking/Financial
- 4% Telecom/Transportation/Utilities