

### Vendor Sponsorship Opportunities

Event Dates : April 7-14      Vendor Expo : April 11

Hyatt Regency Orlando \* Orlando, FL

[www.sans.org/event/sans-2017](http://www.sans.org/event/sans-2017)

Expected Attendance: **1,200**

**SANS 2017** returns to Orlando, Florida offering more than 40+ hands-on, intensive cyber security training courses all taught by the industry's top instructors. Security vendors with an interest in connecting with attendees that are seeking guidance and solutions from industry experts will find this event to be incredibly beneficial in generating valuable, qualified leads and creating brand awareness for their company.

#### PLATINUM \$17,900

- **Vendor Expo Booth**
  - 10' x 20' Booth
  - Premier Location in Vendor Expo Hall
- **Lunch & Learn**
  - F/B Not Included
- **Vendor Expo Lunch Leads**
  - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees (300-500)
- **Tabletop Outside Class /Day of Choice**
  - Complete List of Classes on Event Webpage
- **Platinum Banner Stand**
- **Event Registration Bag Sponsorship**
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

#### GOLD \$13,900

- **Vendor Expo Booth**
  - 10' x 10' Booth
- **Lunch & Learn**
  - F/B Not Included
- **Vendor Expo Lunch Leads**
  - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees (300-500)
- **Event Registration Bag Sponsorship**
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

#### SILVER \$10,000

- **Vendor Expo Booth**
  - 10' x 10' Booth
- **Vendor Expo Lunch Leads**
  - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees (300-500)
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

#### BRONZE \$5,500

- **Vendor Expo Booth**
  - 10' x 10' Booth
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

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Additional Sponsorship Opportunities	Price
<b>Executive Networking Dinner</b> An invitation-only dinner for appx. 30 C-Level and Senior Management attendees. *F/B Included- SANS to Handle All Logistics*	\$12,500
<b>SANS Experts Dinner</b> Network with SANS experts at this invitation-only dinner. SANS will provide select group of senior SANS Experts to network with vendor representatives. *F/B Included- SANS to Handle All Logistics*	\$12,500
 <b>Focus Group Roundtable</b> Opportunity to obtain valuable feedback about your company's products and market position from a targeted group of SANS training attendees. Includes full dinner, SANS logistics, list of title/organizations to target invitees, and any pre-event set-up to ensure invitees provide meaningful feedback.	\$10,000
<b>Board of Advisors Breakfast Roundtable (1 Sponsor/Board)</b> Breakfast Roundtable access to one of several market or industry focused Board of Advisors consisting of hand-picked, upper level attendees. Provides the vendor with an opportunity to engage in dialogue with a high-level focus group to obtain product, market, and/or industry feedback. Sample Boards Include: Healthcare, Threat Intelligence, SOC, Incident Response, etc. *F/B Included*	\$5,000
<b>Welcome Reception &amp; Pre-Registration Tabletop</b> Tabletop near Conference Registration *F/B NOT Included*	\$5,000
<b>Lunch &amp; Learn Presentation</b> Lunch hour content presentation to attendees *F/B NOT Included*	\$5,000
<b>Evening Product Brief &amp; Demo</b> Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products *F/B NOT Included*	\$4,500
<b>SANS @Night Sponsorship</b> Branding opportunity for a SANS @Night presentation. Intro Topic. No Leads.	\$4,500
<b>SANS NetWars Sponsorship</b> Branding opportunity for SANS NetWars. No Leads.	\$4,500
<b>SANS Industry Reception Sponsorship (1 Sponsor/Reception)</b> Branding opportunity for SANS Vertical Market Industry Sponsorship (ICS, Finance, Healthcare, etc. No Leads.	\$4,500
<b>Tabletop Outside Class/Day of Choice</b> Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	\$2,000

### Average SANS 2016 National Events Demographics

#### Attendees by Industry

29% Government/Military  
 17% Banking/Financial  
 16% Technology  
 11% Manufacturing/Healthcare  
 8% Education/Utilities



#### Attendees by Job Function

43% Security Practitioner  
 29% Senior Practitioner/ Supervisor  
 12% C-Level/Director/Manager  
 11% Other  
 5% Consultant