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SANS Vendor Offerings Detail

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“After working with SANS for a few years now, the audience at SANS events and webinars continues to represent some of the most forward thinking IT security practitioners looking for new ideas and real-world solutions to mitigate today's modern malware. SANS events and programs are also very professionally managed, which allows us to focus on providing the most engaging content that in turn brings us strong, qualified prospects.”-

Phillip Lin
Director of Marketing
FireEye

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SANS Vendor Programs

- **Conference Events**
 - Booths and Tabletops events
 - Speaking Opportunities
 - Sponsorship Programs
- **Media Products**
 - Analyst & Vendor Whitepapers
 - CAG Top 20 Critical Controls
 - Webcasts
 - Newsletters
 - WhatWorks Program
 - Thought Leadership Series
 - Web Site Banner Ads
 - INFO SEC Buyers Guide
 - Printed Media
 - Audiocasts

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SANS Event Calendar

Event	Location	Date	Est. Attendance	Type
2011 Events				
SANS Network Security	Las Vegas, NV	September 20	1200	NATIONAL EVENT
SANS Seattle	Seattle, WA	November 3,	125	Tabletop
SANS San Francisco	San Francisco, CA	November 15	180	Tabletop
SANS San Antonio	San Antonio, TX	November 29	150	Tabletop
SANS London	London, UK	December 6	350	Tabletop
SANS IDS Summit	Washington, DC	December 7-8	150	Summit
SANS CDI East 2011	Washington, DC	December 12	575	Premier Tabletop
2012 Events				
SANS Security East	New Orleans, LA	January 20	200 – 250	Tabletop
SANS NA SCADA Summit	Orlando, FL	January 26-27	250	Summit
SANS Monterey	Monterey, CA	January 31	125	Tabletop
SANS Phoenix	Phoenix, AZ	February 14	125	Tabletop
SANS 2012	Orlando, FL	March 26 - 27	1100 – 1200	NATIONAL EVENT
SANS N. Virginia	Reston, VA	May 8	150	Tabletop
SANS Security West	San Diego, CA	May 15	350 – 500	Tabletop

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SANS Event Calendar

Event	Location	Date	Est. Attendance	Type
2012 Events				
SANS Rocky Mountain	Denver, CO	June 5	200 - 250	Tabletop
SANS Forensics Summit	Austin, TX	June 26 – 27	150	Summit
SANSFIRE	Washington, DC	July 10-11	1100 – 1200	NATIONAL EVENT
SANS Boston	Boston, MA	August 7	125 – 150	Tabletop
SANS Virginia Beach	Virginia Beach, VA	August 2012	250	Tabletop
SANS Network Security	Las Vegas, NV	September 18-19	1100 – 1300	NATIONAL EVENT
SANS San Diego	San Diego, CA	October	200-250	Tabletop
SANS Baltimore	Baltimore, MD	October	200-250	Tabletop
SANS Chicago	Chicago, IL	October	125	Tabletop
SANS San Antonio	San Antonio, TX	November	200-250	Tabletop
SANS San Francisco	San Francisco	November	200-250	Tabletop
SANS CDI	Washington, DC	December 11	500	Tabletop
SANS IDS Summit	Washington, DC	December	100-125	Summit

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SANS Summits

Additional 2-day Summit Events

- Focused 2-day events
- Attendance 125 - 150

Summit	Quarter
Secure The Human	Q1
Identity Management	Q1
IPv6	Q1
Encryption	Q2
Vulnerability Management	Q2
AppSec	Q2
Secure Architecture	Q3
Cloud Security	Q3
Mobile Device Security	Q3
EuroSCADA	Q4
NCIC	Q4

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Event Offerings

- **Booths & Tabletop**
 - 10x10 booth at National Conferences (larger booths sizes also available)
 - 6' draped table at Premier and Regional events
 - SANS provides pipe/drape (for booth), 6' draped table & electricity
- **Promotional Opportunities**
 - Lunch & Learn
 - 1 hour vendor presentation during lunch hour
 - SANS provides dedicated room with projector and screen, classroom set-up.
 - Vendor is responsible for Food & Beverage from SANS approved menu. L/Ls work best with Boxed Lunches.

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Event Offerings

- **Promotional Opportunities (cont'd)**
 - **Lunch Lead Sponsorship**
 - Vendor receives listing of attendees opting in to the Vendor Expo lunch
 - SANS personnel provide lunch voucher tickets and scan leads
 - Vendor receives lead list within 48 hours of Vendor Expo lunch
 - **Cocktail Brief**
 - 1 hour vendor presentation in evening after class time
 - SANS provides dedicated room with projector and screen, theater style set-up.
 - Vendor is responsible for Food & Beverage from SANS approved menu, generally appetizers & beer/wine.

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Event Offerings

- **Promotional Opportunities (cont'd)**
 - **Virtual Lunch and Learn with Webcast**
 - 1 hour virtual vendor presentation with webcast during lunch hour
 - SANS markets Lunch & Learn webcast with all scheduled webcasts (email blasts)
 - SANS scans Lunch & Learn attendees and also provides registered leads to vendor
 - SANS provides dedicated room with projector and screen, classroom set-up.
 - Vendor is responsible for Food & Beverage from SANS approved menu. L/Ls work best with Boxed Lunches

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Event Offerings

- **Promotional Opportunities (cont'd)**
 - **Executive/C-Level Dinner**
 - Invitation-only dinner for select Executive and C-level in conjunction with National Events.
 - Dinner to include 10 to 12 Executives as well as 2-3 vendor representatives and 1-2 SANS senior level executives and/or senior level instructors
 - SANS to provide Title/Organizations of C-level attendees to vendor to determine who to invite. Invitations sent from SANS

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Event Offerings

- **Promotional Opportunities (cont'd)**
 - **Get In The Bag Sponsorship**
 - Vendor may include one time (no larger than a coffee cup) in the registration bag given to all attendees
 - **Summit Table Top**
 - 6' draped table – includes electricity
 - Tabletop area situated in conjunction with break area to ensure maximum attendee traffic
 - **Summit Lunch & Learn**
 - 1 hour' vendor presentation during lunch hour
 - SANS provides dedicated room with projector and screen, classroom set-up.
 - Vendor is responsible for Food & Beverage from SANS approved menu. L/Ls work best with Boxed Lunches.

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Event Offerings

- **Promotional Opportunities (cont'd)**
 - **Summit Suite**
 - Package of both Summit Lunch & Learn and Summit Hospitality Suite
 - Lunch & Learn includes 1-hour vendor presentation during lunch hour
 - SANS provides dedicated room with projector and screen, classroom set-up.
 - Hospitality Suite includes dedicated room. Vendor may provide themed event which works best for maximum traffic.
 - Vendor is responsible for Food & Beverage from SANS approved menu, generally hot/cold appetizers and beer/wine.

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Media Offerings

- **Analyst Whitepaper Program**
 - SANS Analyst Expert will help develop whitepaper topic
 - Analyst and staff will write paper or analysis
 - Multi-Sponsor or Single Sponsor options – allows the opportunity to work with key partners
 - Analyst Supporting Webcast – an additional venue to present whitepaper information

- **CAG Top 20 Critical Controls**
 - Top 20 Critical Controls Case Study & Webcast
 - Vendor provides End User
 - SANS key personnel interviews end-user to write up case study
 - Case study posted on SANS CAG Top 20 Critical Controls link (<http://www.sans.org/critical-security-controls/user-tools.php>)
 - SANS schedules webcast reviewing case study and vendor's top 20 position

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Media Offerings

- **Webcasts**
 - **Ask the Expert**
 - **SANS selects webcast topic and provides recognized subject matter expert to present**
 - **Vendor will have opportunity for short presentation during webcast**
 - **Vendor will be listed as sponsor on SANS webcast website including vendor logo**
 - **Vendor may include vendor logo on webcast introductory slides**
 - **SANS “Ask the Expert” logo and a link to the SANS website is required when used by the vendor in their own internal promotion.**

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Media Offerings

- **Webcasts**
 - **Internet Storm Center Webcast**
 - Johannes Ullrich, ISC Director, provides a webcast update of the most recent threats.
 - Vendor will have opportunity for short presentation during webcast
 - Vendor will be listed as sponsor on SANS webcast website including vendor logo
 - Vendor may include vendor logo on webcast introductory slides
 - SANS “Internet Storm Center” logo and a link to the SANS website is required when used by the vendor in their own internal promotion.

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Media Offerings

- **Webcasts**
 - **ToolTalk**
 - Vendor and product specific focus
 - Vendor has full 60 minutes to present
 - Vendor product will be listed on SANS webcast website along with vendor logo
 - Vendor will provide webcast slide deck
 - SANS Webcast logo and a link to the SANS website is required when used by the vendor in their own internal promotion.

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Media Offerings

- **Newsletters**

- **NewsBite**

- **Distributed Tuesdays and Fridays**

- **Upper Ad can be 55 words + URL. Appears at top of newsletter**

- **Lower Ad can be 15 words + URL. Appears at bottom of newsletter**

- **@Risk**

- **Distributed Mondays**

- **Upper Ad can be 55 words + URL. Appears at top of newsletter**

- **Lower Ad can be 15 words + URL. Appears at bottom of newsletter**

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Media Offerings

- **WhatWorks**
 - **WhatWorks Level I**
 - Vendor provides end-user for Case Study
 - SANS interviews end-user and writes up Case Study and schedules Webcast
 - Six months on printed poster/online poster with the case study
 - Six months case study usage in Vendor marketing programs (must use SANS WhatWorks TM logo)
 - **WhatWorks Level II**
 - Same as above with twelve months on printed and online posters
 - **WhatWorks Poster Ad**
 - Add-on to WhatWorks Level I or II
 - WhatWorks poster ad (logo and white paper listing on next WhatWorks poster), 1,000 copies of printed poster, and a WhatWorks ad in next conference brochure.

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Media Offerings

- **WhatWorks**
 - **WhatWorks Case Study**
 - Single print package and PDF
 - Bundled 'magazines' handed out at conference events

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Media Offerings

- **Thought Leadership**
 - **Thought Leadership (TL) Interview**
 - SANS provides TL framework to vendor
 - SANS key personnel interviews Vendor Thought Leader on-site at National Show
 - Video Interviews posted on SANS TL website
http://www.sans.org/thought-leaders/sec_thought_leader
 - Video Interviews posted on social media (YouTube)
 - SANS provides video in .mp4 format to Vendor for vendor marketing activities
 - Vendor receives leads generated from vendor views from SANS website
 - SANS logo and a link to the SANS website is required when used by the vendor in their own internal promotion.

NOTE: Thought Leader interviews are conducted for educational purposes; there is no endorsement, expressed or implicit, of participating vendors' technology or solution(s).

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Media Offerings

- **Banner Ad**
 - Reading Room Banner Ad General – placed in general location
 - Reading Room Banner Ad Specific – placed in specific location
- **Buyers Guide – Vendor Directory**
 - Vendors provide contact and product information for online buyers guide
 - Information posted either quarterly or annually on SANS Vendor Directory website

http://www.sans.org/security-resources/vendor_directory/

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Media Offerings

- **Printed Media**
 - **Poster Ads**
 - Includes company logo and whitepaper link for lead generation
 - **Brochure Ads**
 - Case study summary with whitepaper link for lead generation
- **Audiocasts**
 - **Single Audiocast (pre-produced or produced by SANS)**
 - **Ongoing Audiocast Series (pre-produced or produced by SANS)**
 - **Pre-recorded Product Demos**
 - **3rd party Product Reviews (pre-produced)**

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