

# SANS

“The audience at SANS represent some of the most forward thinking IT security practitioners looking for new ideas and realworld solutions.

Phillip Lin  
Director of Marketing  
FireEye

## SANS Vendor Marketing Programs

from the most trusted name in information security

» [About SANS](#) » [Conference Events](#) » [Media Products](#)

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# About SANS

Combination of Content and Community  
...not just another media company

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## About SANS

- **Leader in Information Security Training**
- **Over 165,000** alumni
- **39,000+** certifications (GIAC)
- **Instructors and students are the top guns in information security**
  - **Information Warfare Officer**—Ballistic Missile Defense Org
  - **Chief Info Security Mgr**—Naval Surface Warfare Center
  - **Technical Director**, JTF-CFO (now GNO)
  - **Director of Communications Infrastructure Protection**, NSC

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## About SANS

- **Strong policy and community focus**

- Internet Storm Center



- Top 20 Internet Vulnerabilities



- Press/Media Voice
- Research and Analysts
- SCADA Summit
- Free Resources: Reading Room, Newsletters

- **Vendor neutral**

- **Deep rooted trust position**

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## About SANS: Summary

- ***Trusted*** community organization
- ***Respected*** high-end education and training company
- ***Powerful*** event and media products
- ***Unique and effective*** channel to connect buyers and sellers

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# Vendor Programs

Conferences and Media Products



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# SANS Vendor Programs

- **Conference Events**
  - Booths and Tabletops events
  - Speaking Opportunities
  - Sponsorship Programs
- **Media Products**
  - Analyst Whitepapers
  - Webcasts
  - Newsletters
  - WhatWorks Program
  - Web Site Banner Ads
  - Printed Media

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# SANS Events



"SANS events are an excellent opportunity to educate key decision makers and influencers on the value of our technology. The lead conversion rates are exceptional."

Mike Yaffe  
Director of Marketing  
Core Security Technologies

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# SANS Event Calendar

Event	Location	Date	Est. Attendance	Type
<b>2011 Events</b>				
SANS IDS Summit	Washington, DC	December 7-8	150	Summit
SANS CDI East 2011	Washington, DC	December 12	575	Premier Tabletop
<b>2012 Events</b>				
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
<b>SANS 2012</b>	<b>Orlando, FL</b>	<b>March 26 - 27</b>	<b>1100 – 1200</b>	<b>NATIONAL EVENT</b>
SANS AppSec Summit	Las Vegas, NV	April 30 – May 1	125	Summit
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
<b>2012 Events</b>				
SANS Rocky Mountain	Denver, CO	June5	200 - 250	Tabletop
SANS Forensics Summit	Austin, TX	June 26 – 27	150	Summit
<b>SANSFIRE</b>	<b>Washington, DC</b>	<b>July 10-11</b>	<b>1100 – 1200</b>	<b>NATIONAL EVENT</b>
SANS Boston	Boston, MA	August 7	125 – 150	Tabletop
SANS Virginia Beach	Virginia Beach, VA	August 2012	250	Tabletop
<b>SANS Network Security</b>	<b>Las Vegas, NV</b>	<b>September 18-19</b>	<b>1100 – 1300</b>	<b>NATIONAL EVENT</b>
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
<b>SANS CDI</b>	<b>Washington, DC</b>	<b>December 11-12</b>	<b>500</b>	<b>NATIONAL EVENT</b>
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
Secure Architecture	Q3
Cloud Security	Q3
Mobile Device Security	Q3
EuroSCADA	Q4
NCIC	Q4

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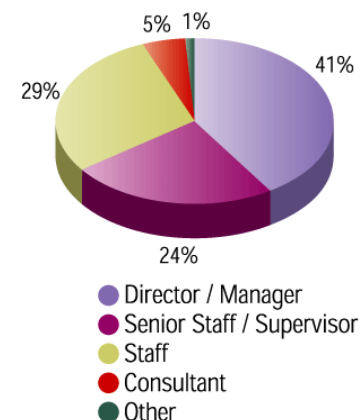
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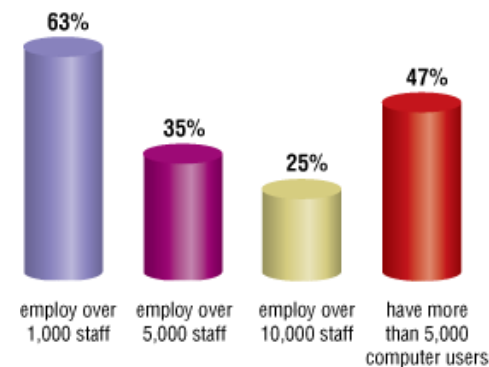
## Attendee Demographics

- **Technical decision makers**
- **Budget owners or influencers**
- **Large Organizations**

Technical Decision Makers



Attendee Demographics



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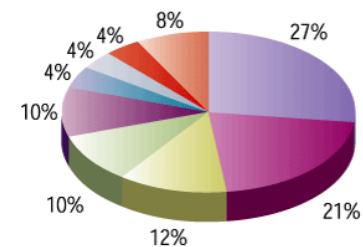


## Attendee Demographics

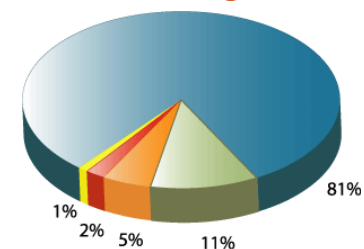
- **SANS Attendees**

- Government
- Banking
- Manufacturing
- Healthcare
- Education
- North America is primary focus (88% of alumni)

Attendee Industries



Alumni Regions



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## SANS Attendee Summary

- Over 14,000 paid attendees annually
- SANS attendees are technical decision makers
- Budget authority or influence
- Large organizations
- Concentration in government, banking, manufacturing, healthcare and education
- *Remember: all SANS attendees are paid attendees*

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# Event Sponsorship Programs

- **Promotional Opportunities**
  - **Speaking & Presentation**
    - Lunch & Learn
    - Lunch & Learn with Simulcast
    - Virtual Lunch & Learn with Simulcast
    - Cocktail Brief
    - Panel Discussion / Interactive Demo Session
  - **Custom Signs**
- **Sponsorship & Relationship Building**
  - **Senior Executive Level Invitation Only Networking**
  - **Receptions**
  - **Get in the Bag**

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# SANS WhatWorks™ Summit Series

- **Focused 2 day events on specific security technology topics**
- **Feature keynote content from SANS faculty and staff, end-user panels, vendor panels**
- **Summit attendees have unique ad specific needs around the topic discussed**
  - **Most are 6-9 months from a buying decision**
- **Vendors may have the opportunity to sit on the Summit Advisory Committee event, help build agenda and nominate end-users**
  - **Help SANS co-market event to communities of mutual interest**
- **By participating as an Advisory Committee member, sponsorship opportunities become available for lead generation and access to attendees**
  - **Welcome Receptions**
  - **Breakfast Sponsorships**
  - **Lunch & Learn Sessions**
  - **Hospitality Suites**

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# Media Products and Programs

**“SANS webcasts, whitepapers and other marketing programs are a strategic part of our marketing programs...and they are hard core generators of qualified leads.”**

Andy Lark,  
Chief Marketing Officer,  
LogLogic, Inc.

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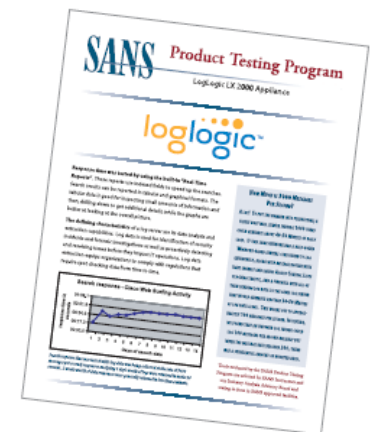
# Connect to SANS community of more than 200,000 opt-in SANS 'members'

- **Integrated and lead generating programs**
  - **SANS Analyst Whitepapers**
  - **Webcasts**
  - **Newsletters**
  - **WhatWorks**
    - **Webcasts**
    - **Case Studies**
  - **Print Media Advertising**
    - **Conference Brochures**
    - **Research Posters**
    - **Case Studies**
  - **Banner Ads**
  - **Integrated Campaigns**

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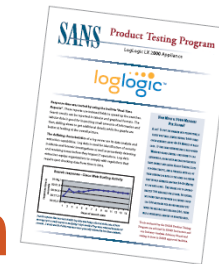
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# Analyst & Vendor Whitepapers



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## SANS Industry Analysts Program

- **Contract SANS staff and instructors to write independent topical papers for industry or product analysis.**
- **Entire process managed by SANS dedicated editorial staff, overseeing copy and content through final draft.**
- **When supported by a webcast, SANS' trusted position makes these analyst papers one of the best marketing tools in the market.**

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## Vendor Sponsored Whitepapers

- **Post vendor sponsored whitepapers in the SANS Reading Room**
  - **More than 120,000 unique visitors read papers in the SANS Security Reading Room every month**
  - **1,500 unique papers sorted into 71 categories**
  - **Starting point for research ranging from SCADA to wireless security**
  - **Whitepaper will remain in the Reading Room for one full year**

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# Webcast Sponsorship



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## Webcast Sponsorships

- **Ask the Expert**
- **Tool Talk**
- **Internet Storm Center**
- **Whitepaper**

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## Webcast Sponsorships

The logo for the Internet Storm Center, featuring the text 'INTERNET STORM CENTER' in a stylized font next to a globe icon.	<p>Winner of SC Magazine's 2006 Editor's Choice Award, the <b>ISC</b> uses advanced data correlation techniques to monitor internet traffic and act as an 'early warning system'. Each month, Johannes Ullrich, ISC Director, provides a webcast update of the most recent threats. Vendors can sponsor this webcast and participate with a short presentation. Great for anti-virus or other 'threat focused' products.</p>
<b>Ask the Expert</b>	<p>Based on community feedback, SANS selects subjects of the most topical interest and brings in recognized subject matter experts to present a webcast. Vendors can sponsor these webcasts and provide a short presentation.</p>
<b>Tool Talk</b>	<p><b>Tool Talk</b> webcasts are vendor and product specific. In this format, approved vendors have the opportunity to talk with the SANS community for a full 60 minutes. Great for new product introduction/launches. Leads tend to be high quality...users to come to a 'sales pitch' unless they are very interested.</p>
<b>Whitepaper</b>	<p><b>Whitepaper webcasts</b> provide a great channel to support recent vendor whitepapers or as a complement to a vendor sponsored SANS Analyst Whitepaper.</p>

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## Webcast Demographics

- **Webcast listeners are technical decision makers**
- **Archive webcast listeners are typically in short-term (3-6 months) buying cycle**
- **SANS archives webcasts for 12 consecutive months**



Webcast	# Registrants
ISC	400-600
Ask the Expert	400-1500
Tool Talk	300-700
Whitepaper	300-600

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# Newsletter Advertising



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## SANS Newsletters



**SANS NewsBites** summarizes the most important security news items with comments from industry experts. It is the *USA Today* of the information security world. NewsBites is distributed twice each week to more than **150,000 opt-in community members**. The archive versions see an additional **15,000–50,000 views each month**. Ads stay in the archive versions and vendors continue to get leads months after the initial placement.



**@Risk** summarizes the most recent serious vulnerabilities and tells readers how to protect themselves. It is distributed once per week to more than **100,000 opt-in readers**. The archive versions see an additional **15,000–50,000 views each month**. Ads stay in the archive versions and vendors continue to get leads months after the initial placement.

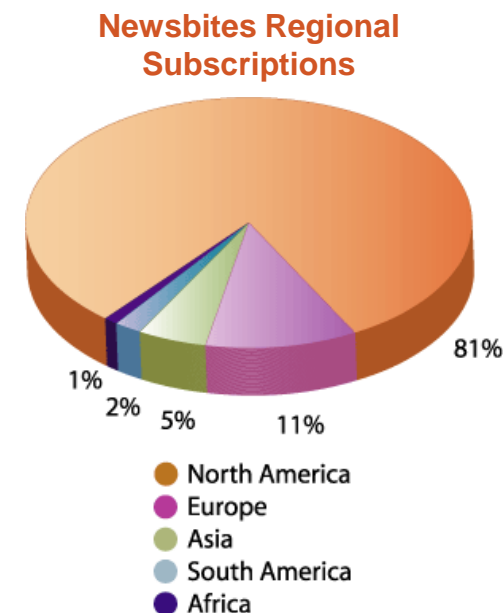
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## Newsletter Demographics

- **Primarily North American subscribers**
- **Subscriber totals**

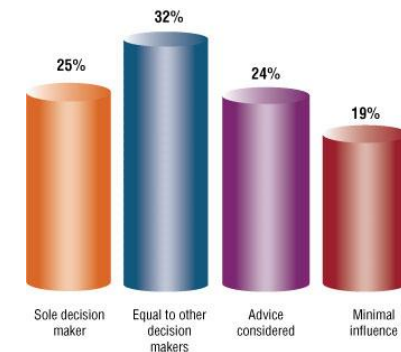
<b>NewsBites</b>	159,000
<b>@Risk</b>	102,000
<b>Ouch</b>	14,000



## Newsletter Demographics

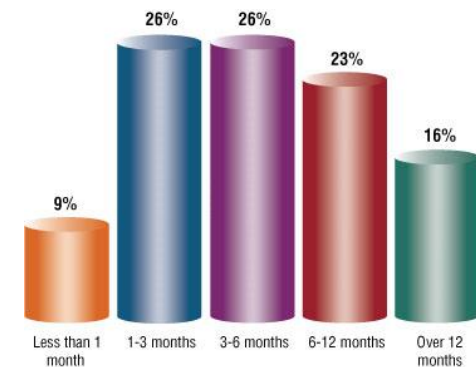
- **82% are budget owners or influencers**

Purchasing Authority



- **84% intend to make purchases in the next 12 months**

Purchasing Plans



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# WhatWorks™ Program

Users helping users find products that work



“SANS What Works is a direct link to the mind and heartbeat of the security industry. There is no better way to identify, understand, and ultimately satisfy the security needs of the security marketplace.”

David Scott,  
SVP Sales & Marketing,  
Lucid Security

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## WhatWorks™ Program

- **User-to-user**
- **Focused SANS interviews**
- **Accelerates the buying process**

**“We saw that TippingPoint was on the SANS WhatWorks poster under Intrusion Prevention. That gave us the confidence to go ahead and bring it in to protect our systems that were helping the Katrina victims.”**

Gordon Bass,  
The American Red Cross

**“The SANS WhatWorks program is one of my most valuable resources for choosing information security solutions...”**

Todd Michael Bushnell,  
DemandTec, Inc.

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## WhatWorks™ Program

- **Integrated Program**

- Live webcast
- Webcast archived for up to 12 months...continues to drive qualified leads
- Written case study
- Use of SANS WhatWorks program logo and information in marketing
- Use of highly sought-after WhatWorks signage at vendor events
- Available professional case study print packages
- Leads from all opt-in listeners to live and archived webcasts. More than 70% of listeners provide their information...with very high vendor close rates
- Inclusion on WhatWorks Poster distributed to 350,000 INFOSEC professionals and decision makers.
- SANS independence and branding
- Exclusive sponsorship opportunities at SANS conference events and other programs

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# SANS Top 20 Critical Controls

## SANS User Vetted Tools



- **Built upon the concept of the SANS WhatWorks™ program, this project offers vendors whose solution(s) addresses one or more of the Top 20 Critical Security Controls to gain visibility and validation through end-user case studies promoted and distributed to SANS community members.**
  - **Vendor Authored Case Studies following SANS writing guidelines**
  - **Published Case Studies appear on SANS Top 20 Critical Control User-Vetted Tools web page**
  - **Case Studies appear in SANS Top 20 Critical Control booklet, a resource published by SANS and distributed to registered event attendees and SANS community members**
  - **An exclusive monthly podcast series featuring vendor presentation on the successful deployment and implementation of the Top 20 Critical Controls within public and private enterprises and agencies.**

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## Website Banner Ads

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**SANS' website is a destination for product and subject matter research**

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## Website Banner Ads

- **SANS website (typical month)**
  - 700,000 visits
  - 250,000 unique visitors
  - 19,000,000 pages viewed
- **Reading Room**
  - More than 1500 papers
  - 71 categories
  - 15,000 daily visitors
  - Each banner displayed ~50,000 – 100,000/per year



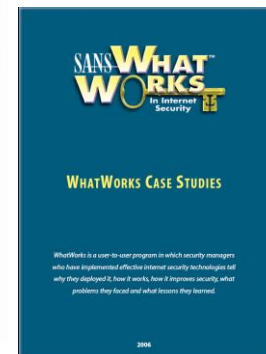
- **Top 20**
  - Semi-annual update to Top 20 Internet vulnerabilities
  - Intense media coverage
  - 190,000 visits after the last announcement
  - Last Top 20 update was the #1 Google search

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# Print Media



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## Print Media

- **Poster ads**
  - Includes company logo and whitepaper link for lead generation
- **Brochure ads**
  - Case study summary with whitepaper link for lead generation
- **WhatWorks case study**
  - Single print package and PDF
  - Bundled 'magazines' handed out at conference events

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# Getting Results

**SANS vendor programs demonstrate a strong track record for leads and ROI**



**“SANS flexibility and dedication to the quality of their students’ education inspired and guided the creation of Net Optics’ hands-on workshop. Hundreds of SANS students have benefited from an interactive learning experience while Net Optics continues to gain valuable insights into the challenges facing today’s network managers.”**

Fred Jankowiak,  
Marketing Director,  
Net Optics, Inc.

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# SANS



## Vendor Program Summary

- ***Trusted*** community organization
- ***Respected*** education business
- ***Powerful*** event and media products
- ***Unique and effective*** channel to connect buyers and sellers
- ***History of success*** with vendor community

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