



# **Vendor Sponsorship Opportunities**

# 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

### SANS Curriculum Leads



**Dr. Eric Cole** - *Cyber Defense*



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



**Michael Assante** - *Industrial Control Systems*



**Frank Kim** - *Management & Software Security*



**Ed Skoudis** - *Penetration Testing*

### SANS Instructors

[Paul A. Henry](#)

[David Hoelzer](#)

[Dave Shackelford](#)

[James Tarala](#)

[Alissa Torres](#)

[Johannes Ulrich, Ph.D.](#)

# SANS at a Glance

## REACH

  
SANS  
Community  
+300,000

GIAC Security  
Certifications  
54,000



  
N.America Event  
Annual  
Attendance  
10,000

Newsletter  
Subscribers  
330,000



  
Training  
Courses  
60

## N. AMERICA EVENTS



National  
Regional  
Summit

# Events  
3  
2  
12

Avg. # Attendees  
1,200  
700  
100-200

## DEMOGRAPHICS

31% Government  
15% Technology  
12% Finance/Banking  
4% Education  
4% Utilities  
6 % Manufacturing  
28% Other



12% C-Level/Dir/Mgr  
29% Senior Practitioner  
5% Consultant  
43% Practitioner  
11% Other

## SOCIAL MEDIA FOLLOWING



63,000



27,000



8,500

# Event Sponsorship

## National Events

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 you and your staff master the practical steps necessary for defending systems and networks.

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, provide small talk sessions at Lunch & Learns, and various other ways to engage with the SANS community.

### Vendor Expo

10x10 Booth

### Lunch & Learn

1 hour lunch presentation

### Executive Level Dinner/Breakfast

Invitation Only to Target Contacts

And More...

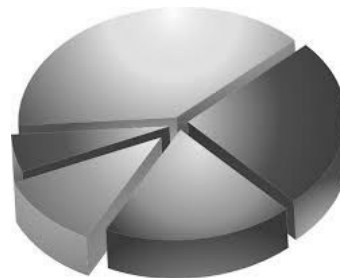


### Sample 2015 Event Sponsors



### DEMOGRAPHICS

31% Government  
15% Technology  
12% Finance/Banking  
6% Manufacturing  
4% Education  
4% Utilities  
28% Other



12% C-Level/Dir/Mgr  
29% Senior Staff  
5% Consultant  
43% Staff  
11% Other

### 2016 SCHEDULE

Event	Location	Vendor Expo	Event Type
SANS 2016	Orlando, FL	March 16, 2016	NATIONAL
SANS Security West	San Diego, CA	May 3, 2016	REGIONAL
SANSFIRE	Washington D.C.	June 15, 2016	NATIONAL
SANS Network Security	Las Vegas, NV	September 14, 2016	NATIONAL
Cyber Defense Initiative	Washington D.C.	December 14, 2016	REGIONAL

# Event Sponsorship

## *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 cyber defense, leadership training, healthcare, penetration testing, and many more. Content is specific to trending security issues and provide attendees with a collaborative environment to share ideas, troubles, and solutions.

Solutions Track

Solutions Panel

Evening Reception

Lunch & Learn

Vendor Showcase Tabletop

Event	Location	Vendor Showcase Dates
Cyber Threat Intelligence Summit	Washington D.C.	February 3-4, 2016
11th Annual ICS Security Summit	Orlando, FL	February 16-17, 2016
Threat Hunting & Incident Response Summit	New Orleans, LA	April 12-13, 2016
Security Operations Center Summit	Washington D.C.	May 19-20, 2016
Digital Forensics & Incident Response Summit	Austin, TX	June 23-24, 2016
ICS- Houston	Houston, TX	July 24, 2016
Cyber Defense Summit	Nashville, TN	August 15-16, 2016
Pen Test Hackfest Summit	Washington D.C.	November 3-4, 2016

## *Additional Events*

**LOCAL EVENTS:** In addition to national, regional, and summit events, SANS hosts 30+ local events nationwide. Visit [www.sans.org](http://www.sans.org) or email [vendor@sans.org](mailto:vendor@sans.org) for more information

# Events/WhatWorks

## Vendor Briefs

These half day events provide SANS and our vendor sponsors 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 in dialog around the topic, hear key solution capabilities/customer success stories and meet vendors providing solutions to the issue.

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

### Topics Such As:

*Healthcare*

*CIS Critical Security Controls*

*Threat Intelligence*

*Financial Services*

## WhatWorks



A powerful marketing tool showcasing your security product, this testimonial interview is a great way to gain exposure with the SANS security community. SANS expert, John Pescatore, leads the interview with your end-user/customer to develop a written case study and webcast series.

### What's Included?

- *Q&A with a customer in a live WhatWorks webcast*
- *Written case study*
- *Use of SANS WhatWorks program logo and information in marketing*
- *Leads from all opt-in listeners to live and archived webcasts*
- *SANS independence and branding*
- *Exclusive sponsorship opportunities at SANS conference events*

"For Tenable, SANS WhatWorks program was a major marketing win on several levels. It overcame the challenge of presenting an in-depth customer case study that was highly credible. Along with the case study, the WhatWorks webcast interview hosted by SANS' John Pescatore, was a compelling live presentation - now available on-demand - that generated (and continues generating) a large number of leads. SANS' WhatWorks has been awesome for Tenable."

*- David Schreiber, Demand Generation Manager, Tenable*



# 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."*

-Emily Thurman, Director, Demand Generation, AlienVault

Under the direction of executive editor Deb Radcliff, two-time Neal Award winning security writer, the SANS analyst program produces leading edge 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 and independent **VOICE** in the cybersecurity community

Enhance your **BRAND** through thought leadership

Gain qualified **LEADS** by aligning with the SANS brand

Partner with leading industry experts including:

[John Pescatore](#) | [Dave Shackleford](#) | [Dr. Eric Cole](#) | [Tony Sager](#) | [Stephen Northcutt](#)

*Check out examples of analyst projects by clicking on the icons below*



Cloud Survey



IR Whitepaper



Retail Whitepaper



Endpoint Survey

The SANS Analyst Program develops state-of-the-art reports on cutting-edge technology topics including:

- Cloud & Mobility
- Security Maturity
- IoT
- Analytics & Intelligence
- Risk & Compliance Management
- And Other Emerging Trends

Industry-specific papers are developed in the areas of:

- Health Care
- Financial Services
- And many more
- Education
- Government

# Webcasts

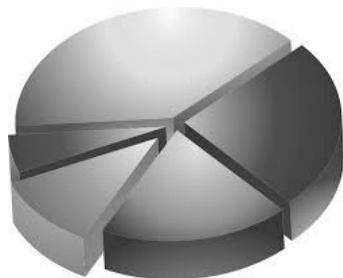


Featuring and led by SANS experts, webcasts are a valuable marketing tool for security vendors to establish a presence in the security community, be recognized as an expert in their field, and to gain valuable, qualified leads

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. ATE 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
- **Custom Webcasts:** Custom webcasts allow the vendor to choose the topic of discussion and collaborate with SANS Experts on content.
- **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

## DEMOGRAPHICS



41% Director/Senior Manager

29% Technology Practitioners

25% Senior Practitioners/ Supervisors

5% Consultant

## 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 website - [www.sans.org/webcasts](http://www.sans.org/webcasts)

Promotion via social media channels to promote attendance

Continued lead generation on SANS Archive Webcast site



# Media/Other

## Newsletters

### SANS NewsBites

Subscription: 207,000  
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. Ads

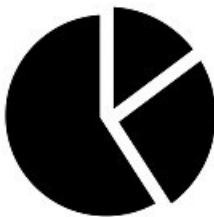
### SANS @RISK

Subscription: 122,000  
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.

## Subscriber Stats

*Total Subscribers: 300,000 +*  
*92% North America Audience*



*82% are budget owners or influencers*  
*84% intend to make purchases within the next 12 months*

## CIS Critical Security Controls

The CIS Critical Security Controls have been rapidly adopted by enterprises and government agencies for prioritizing their cybersecurity spending and planning to increase the effectiveness and efficiency of their security program. The controls touch nearly every area of security products and services, and provides a number of offerings for connecting the SANS community to technology and service providers with Critical Controls relevant offerings:

- Critical Security Controls Full and Half Day Events
- What Works Case Studies
- Webinars
- Sessions at SANS National Events
- Bi-annual SANS Critical Security Controls poster



SANS vendor partners are a critical part of this security conversation. The SANS community looks to vendor partners for guidance and solutions to achieve a secure corporate environment.