

VENDOR  
SPONSORSHIP  
**OPPORTUNITIES**

**2018**

# 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 secure communications and surveillance systems. He holds a Bachelor's degree in Electrical Engineering from the University of Connecticut and is a NSA Certified Cryptologic Engineer.

## SANS Curriculum Leads



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



Frank **Kim** - Management &  
Software Security



Michael **Assante** - Industrial  
Control Systems Security



Ed **Skoudis** - Penetration  
Testing



Stephen **Sims** - Core Security



Seth **Misenar** - Network &  
Security Operations



Eric **Conrad** - Network  
Security & Operations

## A few of SANS Expert Instructors

Paul A. **Henry**  
David **Hoelzer**  
Rob M. **Lee**  
Dave **Shackleford**

john **Strand**  
James **Tarala**  
Alissa **Torres**  
Johannes **Ulrich**, Ph.D.  
Jake **Williams**

[www.sans.org/instructors](http://www.sans.org/instructors)

[vendor@sans.org](mailto:vendor@sans.org) | [www.sans.org/vendor/events](http://www.sans.org/vendor/events)

# SANS

## At a Glance

### Reach

SANS Community **+300,000**

GIAC Security Certifications **54,000**

N.America Event Annual Attendance **13,000**

Newsletter Subscribers **300,000**

Training Courses **60**

### North America Events

	Events	Attendees (avg per event)
National	<b>5</b>	<b>1,100</b>
Regional	<b>30+</b>	<b>300</b>
Summit	<b>12</b>	<b>150</b>

### Demographics

<b>37%</b>	Government
<b>11%</b>	Finance/Banking
<b>10%</b>	Technology
<b>5%</b>	Healthcare
<b>4%</b>	Utilities
<b>3%</b>	Education
<b>3%</b>	Insurance

### Social Media Following



**86,900**



**41,891**



**13,000**

# Event Sponsorship

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 security professionals master the practical steps necessary for defending systems and networks. Sponsors of events have the opportunity to expand their reach by connecting with IT security professionals in various industries at a SANS training events.

## National Events

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, demo a product at an evening Product Brief, provide small talk sessions at Lunch & Learns, and various other ways to engage with the SANS community. Customize your sponsorship options to target job roles, industries,, companies attending the event, etc. Vendors looking to target a high number of security professionals in a broad spectrum of security practices will find SANS national events very beneficial in providing product information, engaging with attendees, and gaining valuable leads.

## Regional Events

Looking to stay within your geographic region for an event? SANS will be hosting 35 Regional Events throughout the nation in 2017. These events host an average of 6-10 classes and accommodate training for up to 300 security professionals. Sponsorship of local events includes choice of training day and class that best satisfies the vendor's schedule and target audience. Security vendors looking to sponsor a local event in their geographic area benefit by:

- Engaging with a targeted audience of security professionals by class/industry focus
- Opportunity to have more in-depth conversations with attendees about your products/services
- Reduced travel and set-up time allows for a turnkey solution

## 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 threat hunting, threat intelligence, industrial control systems, healthcare, penetration testing, and many more. Content is specific to trending security issues and provides attendees with a collaborative environment to share ideas, troubles, and solutions. Vendors looking to target a specific audience will find these events to be incredibly beneficial in connecting with attendees who are seeking guidance and solutions from industry experts.



# National Events

## 2018 Schedule

Event	Location	Conference Dates	Vendor Expo/ Showcase Dates	Estimated Attendance	Event Type
SANS 2018	Orlando, FL	Apr 3-10	Apr 5	1,200	National
SANS Security West 2018	San Diego, CA	May 11-16	May 14	800	National
SANSFIRE 2018	Washington D.C.	Jul 16-21	Jul 18	1,200	National
Network Security 2018	Las Vegas, NV	Oct 15-20	Oct 17	1,200	National
Cyber Defense Initiative 2018	Washington D.C.	Dec 13-18	Dec 14	1,200	National

## National Events Booth Package

	Platinum	Gold	Silver	Bronze
10 x 20 Booth	✓ Premium Spot			
10 x 10 Booth		✓ Premium Spot	✓	✓
Banner Stand	✓			
Tabletop	✓			
Lunch & Learn	✓	✓		
Lunch Leads				
	✓	✓	✓	
Logo/Link	✓	✓	✓	✓

For Pricing Information & Additional Event Sponsorship Opportunities,  
contact a SANS Representative at:

**Email:** [vendor@sans.org](mailto:vendor@sans.org)

**Website:** [www.sans.org/vendor/events](http://www.sans.org/vendor/events)

### Speaking, Presentation & Lead Generation Opportunities

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- **Lunch & Learn (Stand-alone)** - Lunch hour content presentation to SANS training attendees. Boxed lunches will be served in the room. Optionally, SANS will invite students attending the class of your choice. Vendor may scan Lunch & Learn attendees as leads. *Includes: F&B, lead scanner / app & all logistics.*
- **Lunch & Learn Simulcast** - Lunch and learn will be simulcast live to SANS community. You will receive a video of the session for collateral and will receive a 200-lead guarantee. *Requires a minimum of 4 weeks lead time for promotions.*
- **Evening Product Test Drive** - Invitation only 2-hour lab providing hands-on demo of your products to targeted attendees. You will receive all the registration leads and may also scan the badges of the attendees. *Includes: F&B, lead scanner / app & all logistics.*
- **SANS @Night Presentation** - One hour evening presentation on training days. Open invitation to all training attendees. *F&B optional & NOT included.*

### Networking Opportunities

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- **Executive Networking Dinner** - An invitation-only dinner for approximately 10-25 C-level and senior management attendees. Hosted by you and a SANS Expert. *Includes: F&B plus all logistics.*
- **Executive Networking Breakfast** - An invitation-only breakfast for approximately 15-20 C-level and senior management attendees. *Includes: F&B plus all logistics.*
- **Focus Group Roundtable** - Networking Dinner to obtain valuable feedback about your company's products and market position from a targeted group of 10-15 SANS training attendees. *Includes: F&B, all logistics, target invitation, and pre-event setup to ensure meaningful feedback.*
- **Hospitality Suites** - Opportunity to host a social event. The hospitality suite will be advertised at the summit and optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. *F&B and hotel Suite is NOT included. SANS will handle all logistics.*

### Branding

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- **SANS @Night Sponsorship** - Branding of scheduled @Night presentation led by SANS Expert. *Available Only at Select Summits*
- **NetWars Sponsorship** - Branding of SANS NetWars competition with signage. *Available Only at Select Summits*
- **Happy Hour Sponsorship** - Branding of post training cocktail hour. *Beverage cost is.*

# Summit Events

## 2018 Schedule

Event	Location	Conference Dates	Vendor Expo/ Showcase Dates	Estimated Attendance
Cyber Threat Intelligence Summit	Arlington, VA	Jan 29-Feb 5	Jan 30	200
Cloud Security Summit	San Diego, CA	Feb 19-Feb 26	Feb 20	150
ICS Summit	Orlando, FL	Mar 19-25	Mar 20	150
Blue Team Summit	Louisville, KY	Mar 19-25	Mar 20	100
SANS Automotive Cybersecurity Summit	Chicago, IL	May 1-8	May 8	100
DFIR Summit	Austin, TX	Jun 7- 14	Jun 8	200
SOC Summit	New Orleans	Jul 30 -Aug5	Jul 31	150
THIR Summit	New Orleans	Sept 6-13	Sep 7	250
SANS Oil & Gas Summit	Houston, TX	Oct 1-7	Oct 1	125
Pen Test HackFest Summit	Washington D.C.	Nov 2018	Nov 2018	100

## Sponsorship Opportunities

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 threat hunting, digital forensics, health-care, 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. Sponsorship opportunities may vary by event but include:

- Exclusive Networking Lunch
- Executive Breakfast Sponsorship
- Lunch & Learn Presentation
- “Real Problems/Real Solutions” Panel Discussion
- Summit Welcome Reception Sponsorship
- Networking Breakfast Sponsorship
- SANS on the Town Sponsorship





# Regional Events

## 2018 Schedule

Event	Conference Dates	Estimated Attendance	Event	Conference Dates	Estimated Attendance
SANS Security East	Jan 8 - Jan 13	250	SANS NYC Summer	Aug 13 - Aug 18	175
Northern VA Winter - Reston	Jan 15 - Jan 20	175	SANS N. Virginia- Alexandria	Aug 13 - Aug 18	175
SANS Las Vegas	Jan 28 - Feb 2	200	SANS Virginia Beach	Aug 20 - Aug 31	150
SANS Miami	Jan 29 - Feb 3	175	SANS Chicago	Aug 20 - Aug 25	150
SANS Scottsdale	Feb 5 - Feb 10	125	SANS San Francisco Summer	Aug 26 - Aug 31	150
SANS Southern California- Anaheim	Feb 12 - Feb 17	250	SANS Tampa-Clearwater	Sep 4 - Sep 9	175
SANS Dallas	Feb 19 - Feb 24	150	SANS Baltimore Fall	Sep 10 - Sep 15	125
SANS New York City Winter	Feb 26 - Mar 03	200	SANS Alaska	Sep 10 - Sep 15	125
SANS San Francisco Spring	Mar 12 - Mar 17	175	SANS Rocky Mountain Fall	Oct 15 - Oct 20	175
SANS Northern VA Spring - Tysons	Mar 17 - Mar 24	175	SANS Seattle Fall	Oct 15 - Oct 20	125
SANS Pen Test Austin	Mar 19 - Mar 24	200	SANS Tysons Fall	Oct 15 - Oct 20	125
SANS Boston Spring	Mar 25 - Mar 30	350	Secure DevOps Summit & Training	Oct 22 - Oct 29	175
SANS Baltimore Spring	Apr 21 - Apr 28	125	SANS Houston	Oct 30 - Nov 4	125
SANS Seattle Spring	Apr 23 - Apr 28	125	SANS Miami Fall	Nov 5 - Nov 10	175
SANS Northern VA Reston	May 11 - May 18	200	SANS Dallas Fall	Nov 5 - Nov 10	175
SANS Atlanta	May 29 - Jun 3	125	SANS San Diego Fall	Nov 12 - Nov 17	125
SANS Rocky Mountain	Jun 4 - Jun 9	175	SANS Austin	Nov 26 - Dec 1	125
SANS Crystal City	Jun 18 - Jun 23	125	SANS San Francisco Fall	Nov 26 - Dec 1	125
SANS Minneapolis	Jun 25 - Jun 30	150	SANS Nashville	Dec 3 - Dec 8	175
SANS Vancouver	Jun 25 - Jun 30	200	SANS Santa Monica	Dec 3 - Dec 8	175
SANS Charlotte	Jul 9 - Jul 14	175	SIEM & Tactical Analytics Summit & Training	Dec 4 - Dec 11	175
SANS Pittsburgh	Jul 30 - Aug 4	175			
SANS Boston Summer	Aug 6 - Aug 11	175			
SANS San Antonio	Aug 6 - Aug 11	175			

## Regional Event Opportunities:

- Tabletop (Outside Class of Your Choice)
- Lunch & Learn Presentation (F/B Included- Limit of 30 Lunches) or
- Happy Hour (F/B Included- Limited # Drink Tickets Dependent on Event Location)



# Vendor Briefs & Media

## Vendor Briefs

These half day events provide SANS vendor sponsors the opportunity 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 with attendees in dialog around the topics and offer key solution capabilities/customer success stories.

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

**Check out a SANS 2016 Vendor Brief agenda and archived simulcast**

**SANS**

SANS Threat  
Intelligence  
Vendor Briefing

**SANS**

SANS Industrial  
Control Systems  
Security Briefing

## Newsletters

SANS weekly newsletters provide security vendors the opportunity to engage with 300,000+ subscribers. Upper and Lower advertisement space is available. Don't miss the opportunity to connect with the largest group of security professionals!

### **SANS NewsBites**

**Subscription: 220,000**

**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.

### **SANS @RISK**

**Subscription: 133,000**

**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.



# 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."

AlienVault

The SANS analyst program produces leading 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  
**VOICE**  
in the  
cybersecurity

Enhance  
**BRAND**  
through  
thought

Gain  
**LEADS**  
by aligning with  
the SANS

## 2018 SANS Survey Schedule

Pub Date    Survey Start Date

How Mature Are Your CTI Processes?	Jan-18	in process
SANS Fourth Endpoint Security Survey	Jun-18	Jan-18
So You Think You Can Hunt? Grade Yourself.	Sep-18	Apr-18
SANS Healthcare Cyber Security Survey	May-18	Jan-18
Second Annual SOC Survey	Jul-18	Feb-18
Financial Services Security, 2018 Update	Oct-18	May-18
The Insecure Industrial IoT:	Oct-17	<b>Oct-18</b>
DevSecOps Survey	Nov-18	Oct-18



# Webcasts



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

## 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 webpage - [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

## Sample Projects



"The New Reality:  
Centralizing Security  
when Your Network is  
Decentralizing"



"Five Lessons Learned  
from Petya and  
WannaCry"



"Hunting and Farming :  
Concepts and Strategies  
to Improve Your Cyber  
Defenses"





# What Works



**A powerful marketing tool showcasing your security product, this testimonial interview offers security vendors an effective method to engage with the SANS community**

SANS expert, John Pescatore, leads the interview with your end-user/customer to develop a written case study, webcast, and a variety of complementary sponsorship and branding opportunities.

WhatWorks is an exceptional way to align your company with the trusted SANS brand and a valuable marketing tool to generate highly qualified leads. WhatWorks case studies accelerate the buying process by telling a compelling story from an end-user's perspective.

- Why did the customer deploy the product?
- How does the product work?
- How has it improved the customer's security?

Having a valid assessment of the product and success story, security vendors position their product and brand to the SANS community as a trusted leader in the cyber security industry.

## What's Included

- Q&A interview with a customer in a live WhatWorks webcast
- Qualified leads from all opt-in listeners to live and archived webcast (200 Lead Guarantee)
- Written case study
- Use of SANS WhatWorks program logo and information for marketing material

## Sample Projects



**"Inspecting Encrypted Traffic with the Blue Coat SSL Visibility Appliance"**



**"Lifecycle Vulnerability Management and Continuous Monitoring with Rapid7 Nexpose"**



**"Using Palo Alto Networks Next Generation Firewalls to Increase Visibility into Threats & Reduce Threat Risks"**



