

# Purple Team Vendor Briefing

June 6, 2019 | Omni Austin | Austin, TX  
Chairs: Ismael Valenzuela & Matt Bromiley

## *To Defeat the Attacker, Think Like an Attacker*

The best defenders have not only seen and hunted various types of attacks, but they also have the ability to place themselves in the mind of an attacker. Purple teaming is a term used to describe the necessary crossover between red and blue teams, in order to develop both sides into being better defenders and stealthier attackers, but with the ultimate objective to define and implement more effective security architectures and controls to defend the organization. Traditionally, blue and red teamers are expected to gain experience via “on the job” training, which may not expose them to the myriad of attacker and defender techniques. Purple teaming changes the advantage for both sides, prioritizing the simulation of real world scenarios and simulation of modern threats. In the SANS Purple Team Vendor briefing, we’ll examine current purple team trends, practices and solutions, and discuss the future of this important training technique.

### SAMPLE AGENDA

- Opening remarks
- Keynote
- Networking break
- Industry panel
- Case study or expert discussion
- Closing address

**SANS will be responsible for all event logistics  
(Onsite and Registration Management)**

## SPONSORSHIP & NETWORKING OPPORTUNITIES

### Platinum

- Session or panel speaking slot
- Prime location tabletop during event
- Networking lunch sponsorship (includes Food/Beverage)
- Receipt of all leads – Live event, Simulcast, and from archived Simulcast viewings
- Premium logo placement and advertisement of sponsorship level in marketing information

### Gold

- Tabletop
- Networking lunch sponsorship (includes food/beverage)
- Receipt of all leads – Live event, Simulcast, and from archived Simulcast viewings
- Logo included in marketing materials

### Simulcast

- Branding only
- Receipt of simulcast leads
- Logo included in marketing materials

### Additional Items:

**Afternoon Product Workshop** – Continue the day with a Product Workshop. This three-hour session allows attendees to extensively use your product(s) with a challenge or test-drive scenario.

**Video Interview with Brief Chairman** – Schedule a Thought Leadership interview with the Brief Chairman. Vendors will receive a professional video asset.