SANS

SPONSORSHIP
PROGRAMS

The SANS Cloud Security Operations Solutions Forum

October 18, 2019 | Denver, CO | Omni Interlocken Resort and Spa
Chairman: **Kenneth G. Hartman**
Speakers: **Cisco, Microsoft and Swimlane**

The [SANS Cloud Security Operations Solutions Forum](#) brings Cloud Service Providers and security vendors that have proven security solutions together with information security professionals seeking current best practices and effective tools for tackling security operations challenges in the cloud.

How Sponsors Benefit

Sponsors get the chance to talk directly to the security professionals tasked with implementing, operating, and maintaining the operational security controls in the customer environments running in the cloud.

Relevant Security Operations Topics

- Security Operations Centers (SOC)
- Security Incident and Event Management (SIEM)
- System Hardening & Baselines
- Configuration Management
- Anti-Malware
- Cloud Access Security Brokers (CASB)
- Vulnerability Assessments & Penetration Testing
- Threat Intelligence
- Intrusion Detection/Prevention Systems (IDS/IPS)
- Log Management & Security Monitoring
- Security Incident Management
- Network, Filesystem, and Memory Forensics
- Data Destruction

SPONSORSHIP & NETWORKING OPPORTUNITIES

Platinum *(Limited Availability)*

- 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
- Receive edited and full mp4 recording of the sessions
- 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. Sponsors will receive a professional video asset.

What Makes this Event Different?

SANS offers a variety of classes and summits that cover cloud security, architecture, operations, and DevOps. During those events, participants ask questions such as:

- With my move to the cloud, I have a lot to do and a short time to do it. Where can I get help?
- What is the latest vendor solution to address X?
- Who is the best vendor to do X?

SANS has worked hard to maintain its reputation as a vendor-neutral provider of world-class training and facilitator of security research. We also recognize that many of our students come from vendor organizations and that these vendors make a significance to the cloud security community. For this reason, and true to the SANS mission, we are excited to host this exchange of ideas in the form of the SANS Cloud Security Operations Solutions Forum.

About the SANS Cloud Security Operations Solutions Forum

All organizations must protect their confidential information. After all, it is this information that gives the organization its competitive value and enables it to achieve its mission. Security operations (SecOps) is focused on the day-to-day tasks necessary to protect the confidentiality, integrity, and availability of the organization's data and the systems that process it. Moving this data to the cloud certainly creates some SecOps challenges. What works on-premise may not work effectively in the cloud and might not scale well.

Concerns about the trustworthiness of the cloud are the most significant barrier to cloud adoption. Knowing these apprehensions, Cloud Service Providers (CSP) and other solution providers are tackling this challenge head-on and have created innovative solutions to help cloud customers secure the data they process in the cloud. Cloud-native technical security controls that leverage application programming interfaces (API) and the software-defined aspects of cloud services enable customers to lock down their environments in ways that are not possible on-premise. These capabilities have caused some to argue that a properly configured cloud environment may be more secure.

The challenge with so much innovation and so many choices is that customers can get overwhelmed with all the hype in the marketplace. For this reason, SANS has decided to convene a forum focused on cloud security operations solutions that work, with a focus on providing specific technical advice directly from the vendor support engineers working in the field.

Meet Our Chairman: Kenneth Hartman

Kenneth G. Hartman is a security engineering leader in Silicon Valley. Ken's motto is "I help my company earn and maintain the trust of our customers in our products and services." Toward this end, Ken drives a comprehensive program portfolio of technical security initiatives focused on securing customers' data in the AWS Cloud. Ken has worked for a variety of Cloud Service Providers in Architecture, Engineering, Compliance, and Security Product Management roles. From 2002-2011, Ken helped launch and lead a company called Visonex into a profitable, nation-wide dialysis-specific electronic medical record using a software-as-a-service (SaaS) business model. Ken holds a BS Electrical Engineering from Michigan Technological University and a Masters Degree in Information Security Engineering from SANS Technology Institute. Ken has earned the CISSP, as well as multiple GIAC security certifications, including the GIAC Security Expert. Ken is also a Licensed PI in Michigan as required by law to consult on criminal cases involving digital forensics.

Sponsorship Registration
Cloud Security Operations Solutions Forum

Location: **Denver, CO** | Event Date: **Friday, October 18**

Thank you for your interest in sponsoring the SANS Cloud Security Operations Solutions Forum. To reserve your sponsorship, please return the Sponsorship Registration Form and the Terms & Conditions Form completed and signed to vendor@sans.org.

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

COMPLETE MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

Sponsorship Package - *Please indicate your choice below. Package details can be found in the SANS Cloud Security Operations Solutions Forum Sponsor Sheet attached.*

☐ Platinum - $15,000 (Limited Availability) ☐ Gold - $10,000 ☐ Simulcast - $8,500

Note for Platinum Sponsors: A SANS representative will contact you to discuss your panel speaking slot.

Additional Sponsorship Opportunities - **Sponsorship Package** - *Please indicate your choice below. Details can be found in the SANS Cloud Security Operations Solutions Forum Sponsor Sheet attached.*

☐ Afternoon Product Workshop - $15,000 ☐ Video Interview with Brief Chairman - $10,000

Billing - *Please total up your sponsorship selection. A SANS representative will contact you to process your payment.*

Sponsorship Package Cost:	
Additional Sponsorship Opportunities Cost:	
TOTAL COST:	

Signing below acknowledges that the signee is the decision maker within the listed company and thereby secures the sponsor's sponsorship for this event. Official terms and conditions on next page.

SIGNATURE _____ DATE _____

TERMS AND CONDITIONS FOR EXHIBITING AT A SANS EVENT

Please read carefully

All exhibitor promotional and exhibition sponsorship opportunities are subject to change. In the event there is a cancellation or a change after the contract is received, SANS will offer the vendor the option of either a full refund or a replacement package of comparable value.

Attendee list policy: Electronic lead gathering services will be provided and attendee biographic data will be encoded for retrieval at all major conferences with tabletop. SANS will provide one (1) lead reader device or app Activation Code. Additional devices or codes may be purchased for an additional fee.

Exhibit space: Unless otherwise specified, exhibit space includes square footage stated, 6' draped table, 2 chairs, basic 5amps of electrical services and wireless internet. Any In-coming or Out-bound freight shipping and handling charges are the responsibility of the exhibiting company. Any additional furnishings or other booth requirements are also the responsibility of the exhibiting company.

If removing unsold tabletop spaces from the floor plan requires that a pre-registered exhibitor's booth location be changed, the exhibitor agrees to comply with these changes. The SANS Institute reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or out of keeping with the character of the exposition as a whole.

Exhibitor's tabletop and associated pop-ups or banner stands must be in place one hour prior to the show opening. If the tabletop is not installed one hour before the show opens, show management will reconfigure space into a visitor lounge.

Registration: Exhibitor personnel will be provided badges. All onsite exhibitor personnel MUST have a badge to exhibit or attend any SANS event.

Co-Marketing: Exhibitor agrees to co-market the Training Event via social media, newsletters, blogs, etc. Exhibitor agrees to list Training or Summit Event on exhibitor's website and event calendar.

Payment options: SANS accepts payment via Credit Card, Check or Wire Transfer. The SANS Institute must receive 100% of the total amount due prior to the show opening. If The SANS Institute does not receive payment 24 hours prior to the show opening, the exhibitor will not be allowed to exhibit. Penalties may be applied by SANS Institute in the case of checks returned for Insufficient Funds.

Cancellations: Cancellations will only be accepted when agreed to in writing by The SANS Institute. If a cancellation request is not deemed agreeable by SANS, full payment for exhibition space is required. Absolutely no cancellations will be accepted 8 weeks or less from the first day of the first conference date specified in this contract, and full payment will be required of those who fail to attend. A processing fee of 50% of the tabletop cost will be applied to any approved cancellation, regardless of when the cancellation is made. Cancellation fee must be paid within 10 business days of the cancellation date.

Liability: Exhibitor agrees that SANS, the expo site, and their respective employees and agents are not liable for any theft, damage or loss to or of the exhibitor›s property or for any injury that may occur to the Exhibitor, its agents or employees. Exhibitor shall have property damage insurance for the full replacement value of all its property and general liability insurance of no less than One Million Dollars. SANS and the expo facility shall be named as additional loss payees in such policy. Exhibitor agrees to indemnify and hold SANS, the expo facility, and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney›s fees or other expenses either directly or indirectly from or in connection with Exhibitor›s participation in such event.

By signing below, the exhibiting company agrees to abide by the terms and conditions of this agreement and to any further rules and regulations issued to all participants prior to the start of all SANS conference exhibitions listed in this contract.

This agreement becomes a binding contract when signed by the exhibitor and received by The SANS Institute.

Authorized Exhibitor Representative

Name (printed):_____

Title: _____

Company Name: _____

Signature: _____

SANS Authorized Representative

Name (printed):_____

Title: _____

Company Name: _____

Signature: _____