2020

Sponsorship Opportunities

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Connecting Solution Providers with Cyber Security Professionals

SANS

SPONSORSHIP
PROGRAM

www.sans.org | vendor@sans.org

About SANS

The SANS Sponsorship Programs helps position your products and services directly to your targeted audience. Our community of over 375,000 cyber security professionals range from security practitioners to C-level directors who are looking to improve their security systems against the most dangerous threats. Through our events, webcasts, the WhatWorks Program, the SANS Analyst Program and our newsletters, we are committed to connecting solution providers like you with our community.

About SANS

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 375,000 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.

Alan Paller, SANS Founder

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.

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Meet the SANS Experts

John Pescatore
Director of Emerging
Security Trends

Rob T. Lee
Fellow & Curriculum Lead
Digital Forensics & Incident Response

Christopher Crowley
Senior Instructor &
Curriculum Lead
Security Operations Centers

Dave Shackleford
Senior Instructor &
Curriculum Lead
Cloud Security

Stephen Sims
Curriculum Lead
Core Security

Eric Conrad
Curriculum Lead
Network Security & Operations

Seth Misenar
Fellow & Curriculum Lead
Network Security & Operations

Frank Kim
Senior Instructor &
Curriculum Lead
Management & Software Security

Ed Skoudis
Fellow & Curriculum Lead
Penetration Testing

Jake Williams
Senior Instructor &
Curriculum Lead
Cyber Threat Intelligence

Eric Cole
Fellow & Curriculum Lead
Cyber Defense

Heather Mahalik
Senior Instructor

Matt Bromiley
Certified Instructor

Justin Henderson
Certified Instructor

Robert M. Lee
Certified Instructor

Other SANS Experts

Erik Van Buggenhout
Sarah Edwards
Philip Hagen
David Hoelzer
John Hubbard
Andrew Laman
Alissa Torres
Ismael Valenzuela

SANS At a Glance

Reach

SANS Community   **+400,000**
GIAC Security Certifications   **115,000**
N.America Event Annual Attendance   **+18,000**
Newsletter Subscribers   **+340,000**
Training Courses   **+65**

North America Events

	Events	Attendees
National	5	1,200
Solutions Forum	7	75
Regional	+40	200
Summit	13	250

Social Media

Twitter   **+123,700**
LinkedIn   **+121,400**
Facebook   **+19,300**

Demographics

29% Government
19% Other
17% Finance/Banking
16% Technology
6% Healthcare
5% Manufacturing
4% Education
4% Utilities

Job Titles

43% Security Practitioner
29% Senior Practitioner / Supervisor
12% C-Level Director
11% Consultant
5% Other

Virtual Sponsorship

SANS Live Online Lunch & Learn

SANS has now converted our upcoming live training events to Live Online (virtual) events. As part of this conversion, SANS is pleased to announce the addition of our new Live Online Lunch & Learn sponsorships. This provides our sponsors the ability to present their capabilities virtually to both infosec professionals attending a SANS Live Online event as well as to the overall SANS community of 400,000+ cybersecurity professionals.

SANS Live Online Lunch & Learn sponsorships are now available for the following events:

- SANSFIRE 2020 | June 16 - 18, 2020
- SANS Network Security 2020 | September 21 - 23, 2020
- SANS Cyber Defense Initiative 2020 | December 15 - 17, 2020

Details

- 45-minute virtual lunchtime presentation for up to 50 Live Online event attendees
- Attendees who register for the Live Online Lunch & Learn will receive:
    - Information about the sponsor (provided by sponsor)
- Live Online Lunch & Learn will also be available for registration to the entire SANS community on the SANS Upcoming Webcast page

- Upon conclusion, a recording of the session will be added to the SANS Webcast Archive page where it will continue to generate residual leads
- Sponsor will receive all leads from both Live Online attendees and registrants from SANS community
- Sponsor will also receive a copy of the Lunch & Learn session in mp4 format
- **Total lead guarantee: 200+**

SANS Virtual Executive Roundtable

SANS Virtual Executive Roundtables provide sponsors the opportunity to network with a select group of executive level and senior management decision makers. Hosted by you and a SANS expert, these roundtables allow you to get the right information and knowledge of your cybersecurity solutions in front of an audience who have influence over implementing new security tools and services for their business.

Details

- SANS will provide 10-15 executive level individuals. Invitees may be targeted per sponsor according to title, class, organization, sector, region, etc.
- SANS will provide a SANS expert to join as a co-host
- Sponsor will receive contact information from all registrants

Virtual Solutions Forum

Virtual Solutions Forum provide solution providers a platform to showcase their products and solutions to a high level of security practitioners and cybersecurity decision makers. In partnership with a SANS expert, sponsors will help develop a compelling agenda and contribute to the exchange of ideas based on the forum's theme. Virtual Solutions Forum are the only SANS events that are solely driven by sponsors.

Lead Guarantee: 300+

2020 Schedule

	Event Date	Forum Chairperson
Cyber Threat Intelligence Solutions Forum	Fri, March 27	Robert M. Lee
Women in Cybersecurity Forum	Fri, April 24	Lesley Carhart
Oil & Gas Solutions Forum	Fri, July 10	Jason Dely
DFIR Summit Solutions Track	Fri, July 17	Lodrina Chern
Malware & Ransomware Solutions Forum	Fri, July 24	Jake Williams
Zero Trust & Deception Solutions Forum	Fri, August 28	Ismael Valenzuela
ICS Solutions Forum	Mon, October 5	Don Weber

Sponsorship & Networking Opportunities

Platinum
- 30-40 minute speaking slot or panel discussion
- Receipt of all leads from online registrations
- Receive edited and full mp4 recording of the sessions
- Premium logo placement and advertisement of sponsorship in marketing materials

Silver
- Branding only
- Receipt of all leads from online registrations
- Logo included in marketing materials

Analyst Program

The SANS Analyst Program produces leading analyst reports on emerging and mission critical topics. These reports are developed by SANS instructors and subject matter experts with their own followings in the SANS community. Sponsors can help drive topic awareness to qualified audience of decision makers and influencers who are seeking objective data to help their organizations invest resources in successful IT security operations.

Product Offerings

Multi-Sponsor Survey	SANS will run a 20–25 questions survey on a trending security topic that can be sponsored. A SANS Analyst will develop a whitepaper based on the survey results. The paper includes an associated webcast presented by the author(s). Surveys include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topic. **Lead Guarantee:** 300+ **Sample:** Common and Best Practices for Security Operations Centers: Results of the 2019 SOC Survey
Multi-Sponsor Report	SANS experts will develop papers on trending security topics, with actionable take-aways, that can be sponsored. The paper includes an associated webcast presented by the author(s). Whitepapers include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topic. **Lead Guarantee:** 300+ **Sample:** SANS Top New Attacks and Threat Report
Custom Survey	Do you have an issue or topic you want to explore in the cybersecurity world? The SANS Analyst Research Team will work with you to develop the mission statement, design the instrument to capture the required data, put it online and promote it to the SANS community. A SANS Analyst analyzes the data and writes a whitepaper based on the results. Custom surveys include a related webcast and leads. **Lead Guarantee:** 200+ **Sample:** Security Gets Smart with AI: A SANS Survey
Product Review	Third-party product reviews provide strong support to marketing efforts. A SANS Analyst will put your product through its paces, focus on agreed-upon features and share insights about the experience. Product reviews include a related webcast and leads. **Lead Guarantee:** 200+ **Sample:** Increasing Visibility with Ixia's Vision ONE
Whitepaper	Establish your position as a thought leader with a SANS expert written whitepaper that provides insight into a key cybersecurity topic of interest. Whitepapers include participation in a related webcast and leads. **Lead Guarantee:** 200+ **Sample:** Building and Maturing Your Threat Hunting Program
Spotlight Paper	These 1,500 word papers, written by a SANS Analyst, are quick-hitters to introduce a concept to the SANS community. Spotlight papers do not include a webcast and can be developed as a series or with a research project. **Sample:** Thinking like a Hunter: Implementing a Threat Hunting Program

Analyst Program

2020-2021 Multi-Sponsored Surveys & Research Opportunities

A SANS 2020 Report | Jumpstarting Remote Work Capabilities Securely: Free Resources for Safe and Effective Rollouts

This report will present real-world guidance on how to quickly and securely roll-out a remote workforce and how to best monitor ongoing operations and ensure sensitive information doesn't get breached.
Publication Date: May 2020 | **Authors:** John Pescatore

A SANS 2020 Survey | Automation & Integration Survey

This survey will look at what automation activities have been successful and how organizations set up their automation activities to achieve meaningful results.
Publication Date: May 2020 | **Authors:** Barbara Filkins and Don Murdoch

A SANS 2020 Poll | How Are Remote Workers Working?

This poll will ask a short series of targeted questions about how workers who have shifted to working remote are carrying out their business from afar.
Publication Date: June 2020 | **Authors:** Heather Mahalik

A SANS 2020 Report | ICS Asset Identification: It's More Than Just Security!

In this whitepaper, SANS ICS Active Defense and Incident Response certified instructor Mark Bristow will provide recommendations and guidance on starting and supporting an asset identification program.
Publication Date: June 2020 | **Author:** Mark Bristow

A SANS 2020 Report | Measuring and Improving Cyber Defense Using the MITRE ATT&CK Framework

In this paper, SANS instructor and analyst John Hubbard will cover the most important aspects of understanding and utilizing the ATT&CK framework.
Publication Date: July 2020 | **Authors:** John Hubbard

A SANS 2020 Survey | Closing the Critical Security Skills Gap for Modern and Effective Security Operations Centers Survey

This survey focuses on developing insight into key areas which security operations skills needs are changing rapidly as threats evolve and business use of the cloud increases.
Publication Date: July 2020 | **Authors:** John Pescatore

A SANS 2020 Survey | Improving the Bottom Line with Measures, Metrics and KPIs

This survey, developed by SANS Analyst Program Research Director Barbara Filkins, will explore how cybersecurity metrics can demonstrate business value and reduce risks.
Publication Date: August 2020 | **Author:** Barbara Filkins

A SANS 2020 Survey | Enterprise Cloud Incident Response Survey

This survey will provide an overview of how organizations are tackling the new frontier of incident response in multiple enterprise cloud environments.
Publication Date: September 2020 | **Author:** Matt Bromiley, David Cowen and Pierre Lidome

A SANS 2020 Survey | Extending DevSecOps Security Controls into the Cloud

This survey will explore how organizations are extending their DevSecOps security controls beyond their on-premises environments into the public cloud to secure their cloud networks, services and applications.
Publication Date: October 2020 | **Authors:** Jim Bird, Eric Johnson and Frank Kim

A SANS 2020 Survey | Risk-Based Vulnerability Survey

This survey will focus on how organizations are analyzing and treating the vulnerabilities they identify.
Publication Date: November 2020 | **Authors:** David Hazar

A SANS 2020 Report | Pervasive and Unrelenting: Ransomware Special Report

This paper will explain why and how ransomware is spreading across vulnerable organizations and provide US-CERT advice on preventing these attacks and NIST guidance on detecting and recovering from them.
Publication Date: November 2020 | **Author:** Justin Henderson

Analyst Program

2020-2021 Multi-Sponsored Surveys & Research Opportunities (continued)

A SANS 2020 Survey | Proactive vs. Reactive: Getting Real About Threat Hunting Survey	This survey looks into why organizations aren't utilizing threat hunting to detect threats before they become incidents and how security departments can reap the benefits of proactive hunting. **Publication Date**: December 2020 | **Authors**: Mathias Fuchs and Joshua Lemon
A SANS 2021 Survey | Cyber Threat Intelligence Survey	The 2021 Cyber Threat Intelligence Survey seeks to understand the role of CTI in organizations' cybersecurity practices, identify use cases across intel generation and consumption, and guide best practices for the community. **Publication Date:** February 2021 | **Author:** Robert M. Lee
A SANS 2021 Survey | Top CISO Issues in Vendor Risk Management & Data Privacy	This survey will look into the concerns of CIO's, CTO's CISO's, Data Privacy Officers, Legal Counsels, and the "Big Four" for their guidance, fears, and successes worldwide. This survey will also provide an overview of how organizations are tackling the new frontier of Vendor Risk Management and Data Privacy. **Publication Date:** February 2021 | **Author:** Norman Levine
A SANS 2021 Report | Top New Attacks and Threat Report	In the SANS 2021 Top New Attacks and Threat Report, John Pescatore will provide deeper insight into the threats highlighted during the SANS panel discussion at the 2021 RSA Conference. The paper will include practical advice from SANS instructors Ed Skoudis, Heather Mahalik and Johannes Ullrich on the critical skills, processes and controls needed to protect their enterprises from these advanced attacks. **Publication Date:** April 2021 | **Author:** John Pescatore
A SANS 2021 Survey | Security Operations Center (SOC) Survey	This survey will have a special focus around changes in budgets and the impact of the explosion of both remote work and the use of cloud based systems on critical SOC functions and team operations. The project will include real-world commentary taken from in-depth interviews with respondents who are willing to share specific information about how they operate and what does and does not work for them. **Publication Date:** May 2021 | **Authors:** Christopher Crowley and John Pescatore

"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

Webcasts

Led by SANS experts, SANS Webcasts are a valuable marketing tool for solution providers to establish a presence in the security community, be recognized as an expert in their field and gain valuable, qualified leads. With several types of webcasts to choose from, sponsors can select a style that appeals to their organizations goals and objectives.

Types of Webcasts

Ask The Expert Webcasts
SANS experts bring current and timely information on relevant topics in cyber security. These webcasts are the go-to online format to obtain actionable information to help you in your security goals.

Custom
Sponsor can choose the topic of discussion and collaborate with SANS experts on the content.

Tool Talks
Designed to give attendees a solid understanding of a problem and how a solution provider's products and tools can be used to solve to mitigate that problem.

What's Included

- Minimum 200 leads over 12 months guarantee with no cap (SANS webcast average 300+ leads)
- Opportunity to sponsor topics that align with your business focus
- Promotion in weekly SANS Webcast email to all SANS opt-in audience
- Continued lead generation on SANS Archive Webcast webpage

Sample Projects

Webcast: Take Back Control of Your DNS Traffic
Sponsored by Palo Alto Networks

Webcast: Visibility for Incident Response: A Review of Forescout 8.1
Sponsored by Forescout

Webcast: Lessons Learned from Over a Thousand Threat Hunting Workshops
Sponsored by Cisco

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WhatWorks

Led by SANS Director of Emerging Security Trends John Pescatore, the SANS WhatWorks Program allows your end-user to give a testimonial on their selection, deployment and experience of your product for their organization. Having a valid assessment of your product and a success story will position your brand to the SANS community as a trusted leader in the cybersecurity industry.

What's Included

- Interview by John Pescatore with the end-user/customer
- Branded written case study
- Q&A with the end-user in a live WhatWorks webcast
- Promotions in weekly SANS Webcast email to all SANS opt-in audience and social media channels
- Leads from all opt-in listeners to live and archived webcasts (minimum guarantee 200 leads with no cap)

SANS Security Expert

John Pescatore has over 35 years of experience in computer, network and information security. 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 BSEE from the University of Connecticut and is an NSA Certified Cryptologic Engineer.

WhatWorks Samples

WhatWorks in SOC/NOC Integration: Improving Time to Detect, Respond and Contain with ExtraHop Reveal(x)
Sponsored by ExtraHop

WhatWorks in Application Security: How to Detect and Remediate Application Vulnerabilities and Block Attacks with Contrast Security
Sponsored by Contrast Security

WhatWorks in Endpoint Security: Surviving Advanced Targeted Attacks by Augmenting (or Replacing) Legacy AV with enSilo
Sponsored by enSilo

"SANS WhatWorks 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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Media

SANS weekly newsletters provide security vendors the opportunity to engage with over 340,000 subscribers. Upper and Lower advertisement space is available.

Newsletters

SANS NewsBites
Subscription: 340,000 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: 181,000 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 SANS @RISK is to provide the data that will ensure that the CIS Critical Security Controls continue to be the most effective defenses for all known attack vectors.

For pricing information and additional sponsorship opportunities, contact a SANS representative at:

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