

SANS

Automotive Cybersecurity Summit & Training Chicago, IL



Solutions Exposition:
May 7, 2018

Event Dates: May 1 – May 8
Hyatt Regency Galleria
Expected Attendance: 75 - 100

SANS expositions create environments where our sponsors can introduce their products and services to the SANS community of cybersecurity professionals. Our attendees immediately understand the value you provide and are likely to have influence over purchasing decisions. SANS provides the training our community requires and you provide the tools.

SANS Solutions Expositions: Better Audience, Better Service, Better Experience

“The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS event through creative and cost effective exhibiting options. Their full-service approach makes for stress-free booth experience, and allows us to focus on connecting with highly qualified attendees”.

- VMRay

“I have done various SANS events over the last seven years. We have been very happy with the quality of attendees at each event”!

- RiskIQ

“SANS continuously delivers quality events and highly-desirable prospects for our lead generation program”.

- InfoArmor

Solutions Expo Sponsorship Packages

	Bronze	Gold	Platinum
10 x 10 Space	✓	✓	
10 x 20 Space			✓
Lead Scanner or App	✓	✓	✓
Logo / Link on Summit Website & Marketing Collateral	✓	✓	✓
Lunch & Learn		✓	✓
All Food & Beverage		✓	✓
Prime Location			✓
Premier Signage			✓
Evening Event Sponsorship			✓

Solutions Expo Schedule

Monday May 7th – Expo Day 1

10:00am – 10:30am	Networking Break
12:30pm – 1:20pm	Summit Day 1 Lunch & Learns
2:40pm – 3:10pm	Networking Break
6:30pm - 9:00pm	SANS Night Out

Tuesday May 8th – Expo Day 2

12:30pm – 1:20pm	Summit Day 2 Lunch & Learns
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Note: Solutions expo schedules may vary depending upon the venue and the individual event schedule

* Contact us for information about multi event packages



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SANS Summit Sponsorship Packages

BRONZE

- 10' x 10' Space on Solutions Expo Day
 - Includes: 6' draped table, 2 chairs, electricity & WiFi
- Lead Scanning Device or App
 - Will be provided for the duration of the event.
- Branding
 - Your logo and link will appear on the SANS event website and in all applicable event collateral.

GOLD

- Bronze Package as defined above ... Plus
- Lunch & Learn
 - 1 hour lunchtime presentation where your speaker will have the opportunity to present directly to SANS attendees.
 - Boxed lunch provided (food & beverage costs are included)
 - Lunch & Learn Title, Abstract, Speaker, Time & Location will be advertised on the event webpage and in the event collateral.
 - Vendor may scan Lunch & Learn attendees as leads.
 - Will be scheduled on the 2nd day of the summit targeting the SANS summit audience

PLATINUM

- Gold Package as defined above ... Plus
- 10' x 20' Space on Solutions Expo Day (replacing 10' x 10' space)
 - Includes: Two 6' draped tables, 4 chairs, electricity & WiFi
- Premier Location on Expo Floor
- Platinum Sponsorship Signage
- Individual Lunch & Learn invitations targeting preferred attendees
- Evening Event Sponsorship (based upon event schedule)



SANS Summit Additional Sponsorship Opportunities

Speaking, Presentation & Lead Generation Opportunities

<p>Lunch & Learn (Stand-alone on a Training Day) - 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. <i>Includes: F&B, lead scanner / app & all logistics.</i></p>
<p>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. <i>Requires a minimum of 4 weeks lead time for promotions.</i></p>
<p>Table Top (On a Training Day) – Table Top during training days. Provides you the ability to reach SANS students. <i>Includes: 6' draped table, 2 chairs, electric, WiFi, lead scanner / app & all logistics.</i></p>
<p>Evening Product Test Drive (On a Training Day) – 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. <i>Includes: F&B, lead scanner / app & all logistics.</i></p>
<p>SANS @Night Presentation (On a Training Day) – One hour evening presentation on a training day. Open invitation to all training attendees. <i>F&B optional & NOT included.</i></p>

Networking Opportunities

<p>Executive Networking Dinner - An invitation-only dinner for approximately 20-25 C-level and senior management attendees. Hosted by you and a SANS Expert. <i>Includes: F&B plus all logistics.</i></p>
<p>Executive Networking Breakfast - An invitation-only breakfast for approximately 15-20 C-level and senior management attendees. <i>Includes: F&B plus all logistics.</i></p>
<p>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. <i>Includes: F&B, all logistics, target invitation, and pre-event setup to ensure meaningful feedback.</i></p>
<p>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. <i>F&B and hotel Suite is NOT included. SANS will handle all logistics.</i></p>

Branding Opportunities

<p>SANS Night Out Sponsorship – Branding of fun evening event held outside of the training venue. <i>Available Only at Select Summits</i></p>
<p>SANS @Night Sponsorship – Branding of scheduled @Night presentation led by SANS Expert. <i>Available Only at Select Summits</i></p>
<p>NetWars Sponsorship – Branding of SANS NetWars competition with signage. <i>Available Only at Select Summits</i></p>



SANS Automotive Cybersecurity Summit & Training

Chicago, IL



About SANS Oil & Gas Summit and Training for Energy



Summit Chairman

Mike Assante

Director of Industrials and Infrastructure,
SANS

Sample Attendees:

Accenture
Bell Canada
Deloitte
Facebook
General Electric
Verizon

Adobe
Boeing
DOD
Fidelity Investments
Homeland Security
Wells Fargo

Apple
Booz Allen Hamilton
ExxonMobil
Ford Motor Co
Intel
Yahoo

SANS Oil & Gas Summit and Training for Energy Courses

Course	Instructor	# Days
SEC401: Security Essentials Bootcamp Style	Doc Blackburn	6
SEC504: Hacker Tools, Techniques, Exploits, and Incident Handling	Chris Pizor	6
SEC560: Network Penetration Testing and Ethical Hacking	Jeff McJunkin	6
FOR508: Advanced Digital Forensics, Incident Response, and Threat Hunting	Alissa Torres	6

Other 2018 SANS ICS Related Sponsorship Opportunities

Summits & Training

Event	Location	Summit / Training Dates	Solutions Expo Date	Expected Attendance
ICS Security Summit	Orlando, FL	Mar 19-20 / Mar 21-25	Mar 20	150 - 200
SANS Oil & Gas Summit and Training for Energy	Houston, TX	Aug 19-20 / Aug 21-25	Aug 20	100 - 125

Scheduled Whitepapers

Title	Publication Date
ICS Controls to Save the Infrastructure	Mar 15
Security in Motion: Smart & Self-Driving Cars	Apr 30
Hacking Industrial Control Systems	Jul 7

Multi-sponsored Surveys

Title	Publication Date
The Insecure Industrial IoT	Feb 15
SANS Healthcare Cyber Security Survey: Focus on IOT	May 15
Buying into Cyber Insurance	Oct 30

Contact us about bundled packages including event sponsorship, webcasts, whitepapers, surveys, product reviews and other advertising opportunities