



**Blue Team
Summit &
Training 2018
Louisville, KY**



**Solutions Exposition:
April 24, 2018**

**Event Dates: April 23 - April 30
Omni Hotel and Resort
Expected Attendance: 100-125**

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

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

** Contact us for information about multi event packages*

Solutions Expo Schedule

Monday April 23rd

12:30pm – 1:20pm	Summit Day 1 Lunch & Learns
5:00pm – 6:00pm	Evening Reception
6:30pm - 9:00pm	Evening Event

Tuesday April 24th – Expo Day

10:00am – 10:30am	Networking Break
12:15pm – 1:30pm	Networking Lunch
2:40pm – 3:10pm	Networking Break

Wednesday April 25th

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



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SANS Summit Sponsorship Packages

SILVER

- 10' x 10' Space on Solutions Expo Day
Includes: 6' draped table, 2 chairs, electricity & WiFi
- SANS Lunch Leads
Lunch on the day of the expo will be sponsored by the exhibitors. Attendees who come for lunch will be scanned and their contact information will be provided to the exhibitors as leads.
- 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

- Silver 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.
 - May be scheduled on the 1st day targeting the SANS summit audience or on the 3rd day targeting the SANS training 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)



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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>



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About SANS Blue Team Summit and Training 2018

Summit Chairmen



Eric Conrad
SANS Senior Instructor and
Lead Author of SANS MGT414



Seth Misenaar
SANS Senior Instructor

Sample Attendees:

Accenture	Adobe	Apple
Bell Canada	Boeing	Booz Allen Hamilton
Deloitte	DOD	ExxonMobil
Facebook	Fidelity Investments	Ford Motor Co
General Electric	Homeland Security	Intel
JP Morgan Chase	Marriott	Microsoft
Nike	Oracle Corp	US Armed Forces
Verizon	Wells Fargo	Yahoo

Having world-class detection and defense capabilities rarely gets major headlines, but it could well keep your company's name out of those headlines. Blue Team=Defense. This summit specifically emphasizes cyber security, focusing on defending your organization against the current wave of cyber-attacks.

The two days of Summit talks will deliver diverse viewpoints and actionable advice on key defense topics, including:

- Detecting advanced PowerShell post-exploitation
- Preventing and detecting command and control, persistence and lateral movement
- Network Security Monitoring
- Security Architecture
- Threat Hunting

Blue Team Summit & Training 2018 Courses

Course	Instructor	# Days
<u>SEC555: SIEM with Tactical Analytics</u>	<u>Justin Henderson</u>	6
<u>SEC 511 Continuous Monitoring and Security Operations</u>	TBD	6
<u>MGT517: Managing Security Operations: Detection, Response, and Intelligence</u>	<u>Christopher Crowley</u>	5