# SANS

## Cyber Threat Intelligence Summit & Training 2018
## Bethesda, MD

**SANS DFIR Cyber Threat Intelligence Summit & Training**

Solutions Exposition:
## January 30, 2018

**Event Dates: Jan 29 - Feb 5**
**Hyatt Regency**
**Expected Attendance: 150-200**

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

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

- InfoArmor

"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

## 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 January 29th**

| 12:30pm – 1:20pm | Summit Day 1 Lunch & Learns |
|---|---|
| 5:00pm – 6:00pm | Evening Reception |
| 6:30pm - 9:00pm | SANS Night Out |

**Tuesday January 30th – Expo Day**

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

**Wednesday January 31st**

| 12:30pm – 1:20pm | Training Day 1 Lunch & Learns |
|---|---|

*Note:    Solutions expo schedules may vary depending upon the venue and the individual event schedule*

www.sans.org  |  vendor@sans.org | SANS CTI Summit
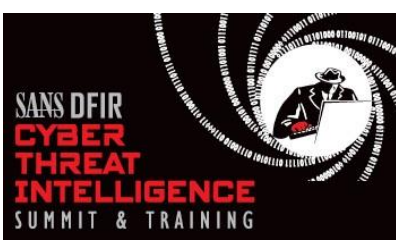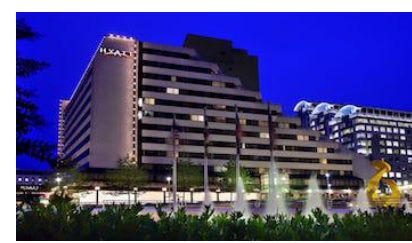
## SANS Summit Sponsorship Packages

### 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)

## SANS Summit Additional Sponsorship Opportunities

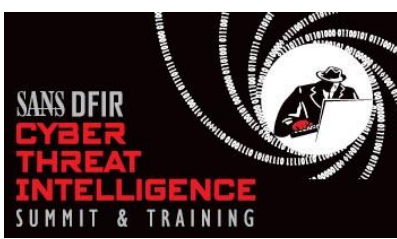### Speaking, Presentation & Lead Generation Opportunities

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

### Networking Opportunities

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

### Branding Opportunities

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

## About SANS CTI Summit and Training 2018

### Summit Advisory Board Members

**Rob Lee**
SDFIR Lead, SANS

**Robert M. Lee**
Instructor & Course Author, SANS

**Rebekah Brown**
Threat Intelligence Lead, Rapid7

The collection, classification, and exploitation of knowledge about adversaries - collectively known as cyber threat intelligence - gives network defenders information superiority that is used to reduce the adversary's likelihood of success with each subsequent intrusion attempt. Responders need accurate, timely, and detailed information to monitor new and evolving attacks, as well as methods to exploit this information to put in place an improved defensive posture.

The Cyber Threat Intelligence Summit & Training brings together top experts and practitioners for in-depth threat intelligence talks, world-class SANS training, DFIR NetWars, and exclusive networking opportunities! This year's Summit aims to provide specific analytical techniques and capabilities that can be utilized to properly create and maintain threat intelligence in your organization.

**Rick Holland**
Vice President of Strategy, Digital Shadows

**Kyle Maxwell**
Senior Researcher, Verisign iDefense

**Scott J. Roberts**
Bad Guy Catcher, GitHub

## SANS CTI Summit & Training 2018 Courses

| Course | Instructor | # Days |
|---|---|---|
| SEC504: Hacker Tools, Techniques, Exploits, and Incident Handling | Matt Edmondson | 6 |
| FOR610: Reverse-Engineering Malware: Malware Analysis Tools and Techniques | Lenny Zeltser | 6 |
| FOR508: Advanced Incident Response and Threat Hunting | Jake Williams | 6 |
| FOR572: Advanced Network Forensics and Analysis | Ryan Johnson | 6 |
| FOR578: Cyber Threat Intelligence | Robert M. Lee | 5 |
| FOR585: Advanced Smartphone Forensics | Heather Mahalik | 6 |