

SANS

# CYBER SOLUTIONS FEST 2020

Virtual Event | October 8 - 9, 2020

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## Sponsorship Opportunities

# SANS Cyber Solutions Fest 2020

## Solving Your Cybersecurity Challenges

This action packed 2-day virtual event brings together an ensemble of security professionals, solution providers, gurus and experts ready to share the latest developments and innovative technologies in the cybersecurity industry. Featuring 4 unique tracks chaired by top SANS experts, talks will feature case studies, demos, and discussions revolving around solutions available in the marketplace.

Join the SANS Cyber Solutions Fest and discover what can be achieved in the field of cybersecurity and the implementation of new technology.

## Become a Sponsor

- ▶ Each of our sponsorship levels includes a speaking opportunity. Gold sponsors and above have the opportunity to speak on one of our track's agenda and deliver a thought leadership session to their target audience. Silver sponsors can present a 20-minute Tech Talk breakout session.
- ▶ Our virtual networking space will be housed in Slack, where sponsors will have their own personal chatroom to update attendees on the latest news, promote their upcoming talks, and interact with security professionals seeking more information on their product and services.

Promote your company's name and actively showcase your solutions to organizations who are looking to improve their overall security. Sponsorship packages are limited and are a first come first served basis.

To discuss sponsoring the SANS Cyber Solutions Fest 2020,  
contact us at [vendor@sans.org](mailto:vendor@sans.org)

## Who Will Attend

- C-level Directors and Executives
- Senior Security Practitioners
- Security Practitioners
- Consultants
- Analysts
- Architects
- Engineers

**2,500+** Expected Attendees

## Schedule & Tracks

Time	Schedule Days 1 - 2
9:30am-10:00am	Event Chatrooms Open
10:00am-10:40am	Chairman Keynote
10:45am-11:30am	Platinum Sponsor Session
11:35am-11:50am	Break
11:50am-12:25pm	Gold Sponsor Session
12:30pm-1:05pm	Gold Sponsor Session
1:10pm-1:40pm	Break
1:40pm-1:45pm	Chairman Kickoff
1:50pm-2:25pm	Gold Sponsor Session
2:30pm-3:05pm	Gold Sponsor Session
3:10pm-3:45pm	Gold Sponsor Session
3:50pm-4:05pm	Break
4:05pm-4:50pm	Panel Discussion
4:55pm-5:00pm	Chairman Ending Remarks
11:30am-4:00pm	Tech Talk Breakout Sessions

Note: Schedule is subject to change.

## Chairpersons & Tracks

Thursday, October 8



**Dave Shackleford**  
Cloud/Cloud Native Track



**Ismael Valenzuela**  
DevSecOps Track

Friday, October 9



**Jake Williams**  
Threat Hunting & Intel Track



**Matt Bromiley**  
Network Security Track

## Potential Tech Talks Ideas

- Vulnerability Management
- Pen Testing
- SOAR
- Endpoint Security
- Supply Chain
- MITRE ATT&CK
- Malware / Ransomware
- Zero Trust

Sponsorship Package	Silver	Gold	Platinum
<b>ADVISORY BOARD</b>			
Position on Track Advisory Board			✓
<b>SPEAKING OPPORTUNITY</b>			
Speaking Slot		35 minute session on specified track <b>or</b> slot on panel discussion	45 minute session on specified track <b>and</b> slot on panel discussion
20-minute Tech Talk Breakout Session	✓		✓
<b>VIRTUAL NETWORKING SPACE</b>			
Personal & Event Wide Virtual Chatroom via Slack	✓	✓	✓
Number of Complimentary Passes for Representatives to Event Wide Virtual Chatroom (access to all attendees)	2 representatives + speaker	3 representatives + speaker	4 representatives + speaker
Inclusion in Virtual Passport to Prizes (prizes provided by SANS)	✓	✓	✓
Individual Prize Give-away Promotion (prize provided by sponsor)	Optional	Optional	Optional
<b>BRANDING</b>			
Premier Branding on Event Website			✓
Branding on Event Website	✓	✓	
Inclusion in Attendee Welcome Email	✓	✓	✓
Branding on Event Passport to Prizes	✓	✓	✓
<b>PROMOTIONS</b>			
Cross Branding Promotional Materials	✓	✓	✓
Social Media Promotion of Sponsors	1 group promotion	2 group promotions	2 individual promotions 2 group promotions
<b>POST-EVENT MARKETING COLLATERAL</b>			
Edited mp4 Recording of Keynote Address from Sponsor's Individual Track Session			✓
Edited mp4 Recording of Sponsor's Individual Track Session(s)	✓	✓	✓
<b>LEADS</b>			
Event Opt-in Registrations	Registrations from all tech talks	Registrations from sponsor's track	All event registrations
SANS Video Archive Leads (recording will be archived on SANS)	Residual leads from all tech talks	Residual leads from sponsor's track on-demand registrations	Residual leads from all event on-demand registrations
Minimum Lead Guarantee (no cap)	500	750	1,500