



## SANS 2016

# Cyber Defense Initiative

## Vendor Sponsorship Opportunities

**Event Dates: December 10– 17      Vendor Expo: December 14**

Grand Hyatt Washington \* Washington D.C.

[www.sans.org/event/cyber-defense-initiative-2016](http://www.sans.org/event/cyber-defense-initiative-2016)

Expected Attendance: **900**

**SANS Cyber Defense Initiative 2016 (CDI)** returns to Washington DC this December! As the global leader in information security training, SANS offers hands-on, immersion-style security training courses taught by real-world practitioners.

Security vendors with an interest in connecting with attendees that are seeking guidance and solutions from industry experts will find this event to be incredibly beneficial in generating valuable, qualified leads and creating brand awareness for their company.

### GOLD

**\$10,000**

- **Vendor Expo Tabletop**
  - Premium Location in Vendor Expo Area
  - 6' Draped Table
- **Lunch & Learn Presentation**
  - F/B Not Included
- **Vendor Expo Lunch Leads**
  - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees
- **In- the- Bag Sponsorship**
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

### SILVER

**\$6,900**

- **Vendor Expo Tabletop**
  - 6' Draped Table
- **Vendor Expo Lunch Leads**
  - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees
- **In- the- Bag Sponsorship**
- **Brand Awareness**
  - Logo placement on event webpage and applicable marketing/event collateral

### Additional Sponsorship Opportunities

<b>Innovation Showcase</b> Opportunity to present live demonstrations and network with attendees.	<b>\$5,000</b>
<b>Innovation Showcase – Gold/Silver Sponsorship Package Add-On</b>	<b>\$3,000</b>
<b>Executive Networking Dinner</b> An invitation-only dinner for appx. 30 C-Level and Senior Management attendees.	<b>\$12,500</b> F/B Included
<b>Welcome Reception &amp; Pre-Registration Tabletop</b>	<b>\$5,000 + F/B</b>
<b>Lunch &amp; Learn Presentation</b> Lunch hour content presentation to attendees	<b>\$5,000 + F/B</b>
<b>Tabletop - Vendor Expo</b>	<b>\$5,000</b>
<b>Tabletop - Outside Class/Day of Choice - Gold/Silver Sponsorship Package Add-On</b>	<b>\$2,000</b>
<b>Evening Product Brief &amp; Demo</b> Opportunity to network with attendees and provide a hands-on demo of the vendor's products	<b>\$4,500 + F/B</b>
<b>SANS NetWars Sponsorship</b> Branding opportunity for SANS NetWars. No Leads.	<b>\$4,500</b>



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### Average SANS 2015 Regional Events Demographics

#### Attendees by Industry

31% Government  
15% Technology  
12% Finance/Banking  
4% Education  
4% Utilities  
6% Manufacturing  
28% Other



#### Attendees by Job Function

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

## Event Overview

### Looking for Other SANS Events in the Washington D.C. Area?

Check out upcoming events for 2016! Sponsorship of a local event includes choice of training day and class that best satisfies the vendor's schedule and target audience.

Security vendors looking to sponsor a local event in their geographic area benefit by:

- *Engaging with a targeted audience of security professionals by class/industry focus*
- *Opportunity to have more in-depth conversations with attendees about your products/services*
- *Reduced travel and set-up time*

#### Sponsorship Options:

**Local Event Package:** \$5,000

- Tabletop (Outside Class of Your Choice)
- Lunch & Learn Presentation (F/B Included- Limit of 30 Lunches)

**Happy Hour Sponsorship:** \$5,000



- Tabletop (Outside Class of Your Choice)
- Happy Hour (F/B Included- Limited # Drink Tickets Dependent on Event Location)

Event	Event Dates	# Classes	Expected Attendance
<a href="#">SANS Virginia Beach</a>	Aug 22 - Sep 2	16	250
<a href="#">SANS Northern Virginia - Crystal City</a>	Sept 6 - 11	7	200
<a href="#">SANS Baltimore</a>	Oct 10 - 15	10	250
<a href="#">SANS Tysons Corner</a>	Oct 22 - 29	10	250