



SANS 2016 Cyber Defense Initiative

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

Grand Hyatt Washington * Washington D.C.

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

Vendor Sponsorship Opportunities

www.sans.org
vendor@sans.org

July 2016



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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

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
SANS Virginia Beach	Aug 22 - Sep 2	16	250
SANS Northern Virginia– Crystal City	Sept 6 - 11	7	200
SANS Baltimore	Oct 10 - 15	10	250
SANS Tysons Corner	Oct 22 - 29	10	250