

SANS 2016 National Events Package

SANS is the most trusted source for computer security training, certification and research. SANS attendees come from many key industries. Expand your reach when you connect with IT security professionals at a SANS training event.

SANS 2016
March 16
Orlando, FL
Walt Disney World
Dolphin Resort

SANSFIRE
June 15
Washington D.C.
Marriot Wardman Park

Network Security
September 14
Las Vegas, NV
Caesars Palace

	PLATINUM	GOLD	SILVER	BRONZE
10 x 20 Booth	✓ PREMIUM SPOT			
10 x 10 Booth		✓ PREMIUM SPOT	✓	✓
Banner Stand	✓			
Tabletop	✓			
Lunch & Learn	✓	✓		
Lunch Leads	✓	✓	✓	
GITB	✓	✓	✓	✓
Logo/Link	✓	✓	✓	✓
Sponsorship Fee	\$49,900	\$37,500 (\$46,200 List)	\$27,000 (\$32,700 List)	\$19,900 (\$23,700 List)

Package Options:

- **Booth** – Vendor Expo hours: 12:00pm-1:30pm & 5:00pm-7:00pm
- **Tabletop** – Outside class/day of your choice (Platinum)
- **Banner Stand** – SANS-provided Banner Stand with vendor-provided focus/information promoting Platinum status
- **Lunch & Learn** – A one-hour presentation slot
(Projector and screen provided. Food and beverage not included.)
- **Targeted-Email Invitation** – Included in Platinum sponsorships
- **Lunch-Leads Sponsorship** – SANS scans attendees receiving a Lunch Voucher for lunch during the Vendor Expo – **300-500** leads captured at each National Event
- **Website Listing** – Listing as Platinum/Gold/Silver/Bronze Sponsor on National Event websites
- **Get-In-The Bag** – Opportunity to place one item in the registration bag provided to ALL attendees
- **Logo/Link** – Your logo/link on the event web pages

SANS 2016 Regional Event Add-Ons

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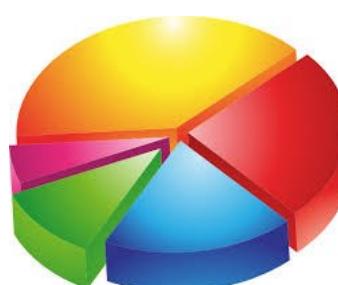
Security West
May 3
San Diego, CA
Manchester Grand Hyatt

Cyber Defense Initiative (CDI)
December 14
Washington D.C.
Grand Hyatt Washington

	SECURITY WEST		CDI	
	GOLD	SILVER	GOLD	SILVER
Tabletop	✓ PREMIUM SPOT	✓	✓ PREMIUM SPOT	✓
Lunch & Learn	✓		✓	
Lunch Leads	✓	✓	✓	✓
GITB	✓	✓	✓	✓
Logo/Link	✓	✓	✓	✓
Sponsorship Fee	\$8,000	\$5,000	\$8,500	\$5,500

Event Demographics

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



12% C-Level/Dir/Mgr
29% Senior Practitioner
5% Consultant
43% Practitioner
11% Other

Event	Event Type	Avg. # Attendees
SANS 2016	NATIONAL	1,200
SANS Security West	REGIONAL	700
SANSFIRE	NATIONAL	1,200
SANS Network Security	NATIONAL	1,200
Cyber Defense Initiative	REGIONAL	900