



Vendor Sponsorship Opportunities

Event Dates: September 10– 19

Vendor Expo: September 14

Caesars Palace * Las Vegas, NV

www.sans.org/event/network-security-2016

Expected Attendance: **1,200**

SANS Network Security is back in Las Vegas this September! SANS largest national event offers more than 45 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.

PLATINUM

\$17,900

- **Vendor Expo Booth**
 - 10' x 20' Booth
 - Premier Location in Vendor Expo Hall
- **Lunch & Learn**
 - 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 (300-500)
- **Tabletop Outside Class /Day of Choice**
 - Complete List of Classes on Event Webpage
- **Platinum Banner Stand**
- **Event Registration Bag Sponsorship**
- **Brand Awareness**
 - Logo placement on event webpage and applicable marketing/event collateral

GOLD

\$13,900

- **Vendor Expo Booth**
 - 10' x 10' Booth
- **Lunch & Learn**
 - 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 (300-500)
- **Event Registration Bag Sponsorship**
- **Brand Awareness**
 - Logo placement on event webpage and applicable marketing/event collateral

SILVER

\$10,000

- **Vendor Expo Booth**
 - 10' x 10' Booth
- **Vendor Expo Lunch Leads**
 - SANS scans attendees receiving a voucher for lunch during the Vendor Expo Lunch. Sponsors receive list of scanned attendees (300-500)
- **Brand Awareness**
 - Logo placement on event webpage and applicable marketing/event collateral



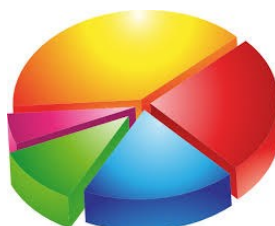
Vendor Sponsorship Opportunities

Additional Sponsorship Opportunities	Price
Executive Networking Dinner An invitation-only dinner for appx. 30 C-Level and Senior Management attendees. <i>*F/B Included- SANS to Handle All Logistics*</i>	\$12,500
SANS Experts Dinner Network with SANS experts at this invitation-only dinner. SANS will provide select group of senior SANS Experts to network with vendor representatives. <i>*F/B Included- SANS to Handle All Logistics*</i>	\$12,500
Board of Advisors Breakfast Roundtable (1 Sponsor/Board) Breakfast Roundtable access to one of several market or industry focused Board of Advisors consisting of hand-picked, upper level attendees. Provides the vendor with an opportunity to engage in dialogue with a high-level focus group to obtain product, market, and/or industry feedback. Sample Boards Include: Healthcare, Threat Intelligence, SOC, Incident Response, etc. <i>*F/B Included*</i>	\$5,000
Welcome Reception & Pre-Registration Tabletop Tabletop near Conference Registration <i>*F/B NOT Included*</i>	\$5,000
Lunch & Learn Presentation Lunch hour content presentation to attendees <i>*F/B NOT Included*</i>	\$5,000
Evening Product Brief & Demo Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products <i>*F/B NOT Included*</i>	\$4,500
SANS @Night Sponsorship Branding opportunity for a SANS @Night presentation. Intro Topic. No Leads.	\$4,500
SANS NetWars Sponsorship Branding opportunity for SANS NetWars. No Leads.	\$4,500
SANS Industry Reception Sponsorship (1 Sponsor/Reception) Branding opportunity for SANS Vertical Market Industry Sponsorship (ICS, Finance, Healthcare, etc. No Leads.	\$4,500
Tabletop Outside Class/Day of Choice Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	\$2,000

Average SANS 2015 National Events Demographics

Attendees by Industry

29% Government/Military
 17% Banking/Financial
 16% Technology
 11% Manufacturing/Healthcare
 8% Education/Utilities
 19% Other



Attendees by Job Function

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