



SANS 2018 National Training Events



SANS National Solutions Expo Sponsorship

SANS Solutions Expositions:

*Better Audience, Better Service,
Better Experience*

"The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS event through creative and cost effective exhibiting options. Their full-service approach makes for stress-free booth experience, and allows us to focus on connecting with highly qualified attendees".

- VMRay

"I have done various SANS events over the last seven years. We have been very happy with the quality of attendees at each event"!

- RiskIQ

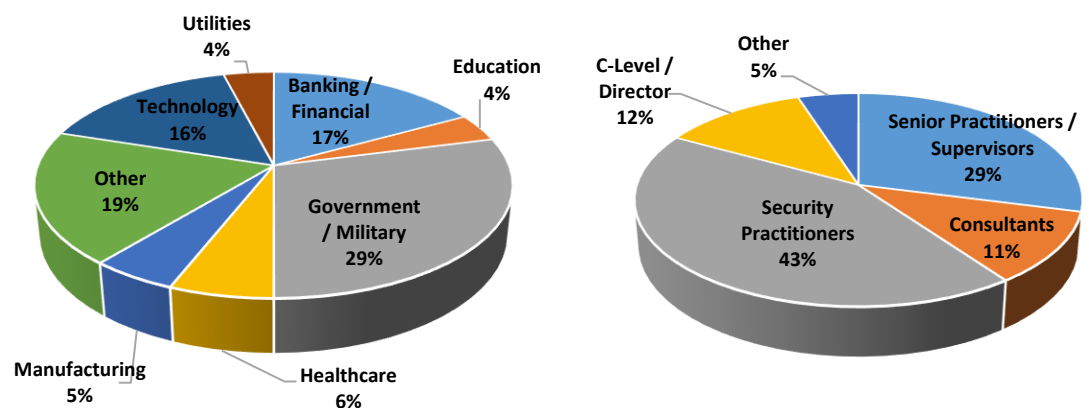
"SANS continuously delivers quality events and highly-desirable prospects for our lead generation program".

- InfoArmor

2018 National Training Events Schedule

Event	Location	Conference Dates	Solutions Expo Date	Expected Attendance
<u>SANS 2018</u>	Orlando, FL	Apr 3-10	Apr 5	1,200
<u>SANS Security West 2018</u>	San Diego, CA	May 11-16	May 14	800
<u>SANSFIRE 2018</u>	Washington, D.C.	Jul 16-21	Jul 18	1,200
<u>Network Security 2018</u>	Las Vegas, NV	Oct 15-20	Oct 17	1,200
<u>Cyber Defense Initiative 2018</u>	Washington, D.C.	Dec 13-18	Dec 14	900

Attendee Demographics





SANS 2018 National Training Events



SANS National Solutions Expo Sponsorship Packages

SANS expositions create environments where our sponsors can introduce their products and services to the SANS community of cybersecurity professionals. Our attendees immediately understand the value you provide and are likely to have influence over purchasing decisions. SANS provides the training our community requires and you provide the tools.

Solutions Expo Turnkey Sponsorship Packages

	Silver	Gold	Platinum
10 x 10 Space	✓	✓	
10 x 20 Space			✓
300+ SANS Lunch Leads	✓	✓	✓
Lead Scanner or App	✓	✓	✓
Logo / Link on Event Website & Marketing Collateral	✓	✓	✓
Lunch & Learn		✓	✓
All Food & Beverage		✓	✓
Prime Location			✓
Premier Signage			✓
Additional Targeted Branding			✓

Typical SANS National Event Solutions Expo Schedule

Training Day 2

12:30pm – 1:20pm	Day 2 Lunch & Learns
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Training Day 3 – Expo Day

12:15pm – 1:30pm	Solutions Expo
5:00pm – 7:00pm	Solutions Expo & Evening Reception

Training Day 4

12:30pm – 1:20pm	Day 4 Lunch & Learns
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Note: Solutions expo schedules may vary depending upon the venue and the individual event schedule

SANS National Sponsorship Packages



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SANS National Solutions Expo Sponsorship Packages

SANS National Sponsorship Package Details

SILVER

- 10' x 10' Space on Solutions Expo Day
Includes: 6' draped table, 2 chairs, electricity & WiFi
- SANS Lunch Leads
Lunch on the day of the expo will be sponsored by the exhibitors. Attendees who come for lunch will be scanned and their contact information will be provided to the exhibitors as leads.
- Lead Scanning Device or App
Will be provided for the duration of the event.
- Branding
Your logo and link will appear on the SANS event website and in all applicable event collateral.

GOLD

- Silver Package defined above ... Plus
- Lunch & Learn
 - 1 hour lunchtime presentation where your speaker will have the opportunity to present directly to SANS attendees.
 - Boxed lunch will be provided (food & beverage included)
 - Lunch & Learn Title, Abstract, Speaker, Time & Location will be advertised on the event webpage and in the event collateral.
 - Vendor may scan Lunch & Learn attendees as leads.

PLATINUM

- 10' x 20' Space on Solutions Expo Day
Includes: Two 6' draped tables, 4 chairs, electricity & WiFi
- Premier Location on Expo Floor
- Platinum Sponsorship Signage
- SANS Lunch Leads (as defined above)
- Lead Scanning Device
- Lunch & Learn (as defined above)
- Individual Lunch & Learn invitations targeting preferred classes
- Additional Targeted Brand Exposure to SANS Attendees (options will vary based on events and venue).



SANS 2018 National Training Events



SANS National Additional Sponsorship Opportunities

Additional Sponsorship Opportunities

Speaking, Presentation & Lead Generation Opportunities

Lunch & Learn (Stand-alone) - Lunch hour content presentation to SANS training attendees. Boxed lunches will be served in the room. Optionally, SANS will invite students attending the class of your choice. Vendor may scan Lunch & Learn attendees as leads. *Includes: F&B, lead scanner / app & all logistics.*

Lunch & Learn Simulcast - Lunch and learn will be simulcast live to SANS community. You will receive a video of the session for collateral and will receive a 200-lead guarantee. *Requires a minimum of 4 weeks lead time for promotions.*

Evening Product Test Drive – Invitation only 2-hour lab providing hands-on demo of your products to targeted attendees. You will receive all the registration leads and may also scan the badges of the attendees. *Includes: F&B, lead scanner / app & all logistics.*

SANS @Night Presentation – One hour evening presentation on training days. Open invitation to all training attendees. *F&B optional & NOT included.*

Networking Opportunities

Executive Networking Dinner - An invitation-only dinner for approximately 20-25 C-level and senior management attendees. Hosted by you and a SANS Expert. *Includes: F&B plus all logistics.*

Executive Networking Breakfast - An invitation-only breakfast for approximately 15-20 C-level and senior management attendees. *Includes: F&B plus all logistics.*

Focus Group Roundtable – Networking Dinner to obtain valuable feedback about your company's products and market position from a targeted group of 10-15 SANS training attendees. *Includes: F&B, all logistics, target invitation, and pre-event setup to ensure meaningful feedback.*

Hospitality Suites – Opportunity to host a social event. The hospitality suite will be advertised at the summit and optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. *F&B and hotel Suite is NOT included. SANS will handle all logistics.*

Branding Opportunities

SANS @Night Sponsorship – Branding of scheduled @Night presentation led by SANS Expert. *Available Only at Select Summits*

NetWars Sponsorship – Branding of SANS NetWars competition with signage. *Available Only at Select Summits*

Happy Hour Sponsorship – Branding of post training cocktail hour. *Beverage cost is included.*