

# 2019 SANS National Events Package

Save now by securing your sponsorship for next years national events!



Silver, Gold and Platinum sponsorship packages include all of the following national events:

## SANS 2019

Orlando, FL  
April 3rd, 2019

## SANSFIRE

Washington, D.C  
June 19th, 2019

## Network Security

Las Vegas, NV  
September 11th, 2019

Sponsorship Packages & Benefits	Silver	Gold	Platinum
<b>Booth Space</b> Silver & Gold: includes one 6' draped table, 2 chairs, electricity & WiFi Platinum: includes two 6' draped tables, 4 chairs, electricity & WiFi	10 x 10	10 x 10	10 x 20
<b>Lead Scanner or App</b>	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<b>400+ SANS Lunch Leads</b>	✓	✓	✓
<b>Lunch &amp; Learns or Product Test Drive (Select One)</b>  Lunch & Learns: 1-hour lunchtime presentation given by your speaker to 50 SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Lunch & Learn summary will be advertised on the SANS event webpage and in the event collateral. <i>Note: Food and beverage included.</i> Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.  Product Test Drive: Invitation only 2-hour lab providing hands-on demo of your products to 15-20 targeted SANS attendees. Sponsor will receive registration leads and you may scan attendees as leads. <i>Note: Food and beverage included.</i>		✓	✓
<b>Prime Location &amp; Premier Signage</b>			✓
<b>Additional Targeted Branding at Event</b>			✓
<b>Discounted Price for SANS 2019, SANSFIRE and Network Security Bundle</b>	\$23,500	\$45,900	\$54,900
	\$28,500 list price 18% discount	\$55,200 list price 17% discount	\$69,000 list price 20% discount

## Additional Events

Add any or all of the following additional events to your national events package:

**SANS Security West** - San Diego, CA, May 10th, 2019

**Cyber Defense Initiative** - Washington, D.C., December 17th, 2019

+ **Platinum** for \$17,500 per additional event (\$23,000 list price) 15% discount

+ **Gold** for \$14,000 per additional event (\$18,400 list price) 19% discount

+ **Silver** for \$7,400 per additional event (\$9,500 list price) 21% discount

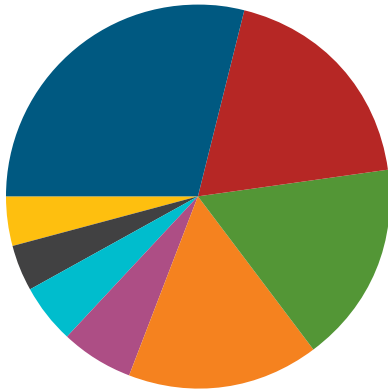
Sponsorship Benefits Based on Packages (applies to all National Events and Additional Events)

# Demographics



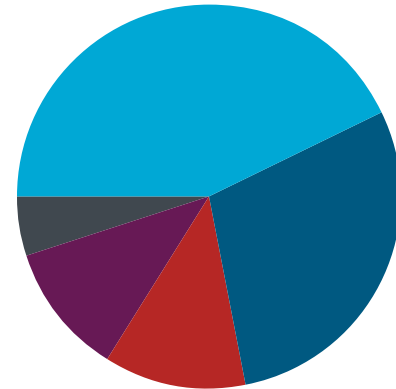
The SANS security community reaches over 375,000 professionals, ranging from security practitioners to C-level directors in industries such as healthcare, government, financial services, and many more. Sponsoring a SANS event provides you with the opportunity to develop meaningful relationships with like-minded individuals and allows you to promote your products and tools on trending security issues.

### Industries



- 29% - Government / Military
- 19% - Other
- 17% - Banking / Financial
- 16% - Technology
- 6% - Healthcare
- 5% - Manufacturing
- 4% - Education
- 4% - Utilities

### Roles



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

## Event: Number of Attendees & Number of Classes

**SANS 2019:** 1,400, 50+ courses  
**SANSFIRE:** 1,400, 50+ courses  
**Network Security:** 1,400, 50+ courses

**Security West:** 900, 34 courses  
**Cyber Defense Initiative:** 950, 39 courses

## 2018 National Event Attendee Sample

Adobe  
Bloomberg L.P.  
CME Group  
Department of Defense  
Eli Lilly and Company  
Exelon  
Harris Corporation  
John Deere  
JPMorgan Chase  
Koch Business Solutions  
Lockheed Martin

Mary Kay  
Ministry of Defense  
Navy  
Norfolk Southern Corporation  
Pacific Gas & Electric Company  
Publix  
Rockwell Automation  
State Farm  
UPS  
USAA  
Willis Towers Watson