



2020 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 2020

Orlando, FL
April 2020

SANSFIRE 2020

Washington, D.C.
June 2020

Network Security 2020

Las Vegas, NV
September 2020

Sponsorship Packages & Benefits	Silver	Gold	Platinum
Booth Space 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
Lead Scanner or App	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
400+ SANS Lunch Leads	✓	✓	✓
Lunch & Learns 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. Note: Food and beverage included. Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event			✓
Discounted Price for SANSFIRE, Network Security and Cyber Defense Initiative Bundle	\$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 2020

Cyber Defense Initiative - Washington, D.C., December 2020

+ **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

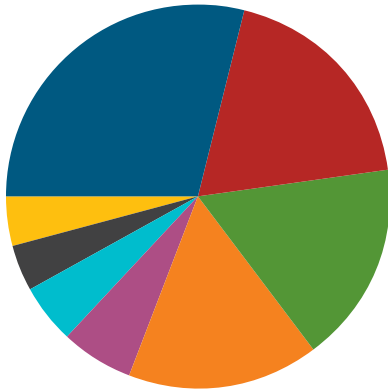
+ **Silver** for **\$7,400** per additional event (\$9,500 list price) 21% discount

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

Demographics

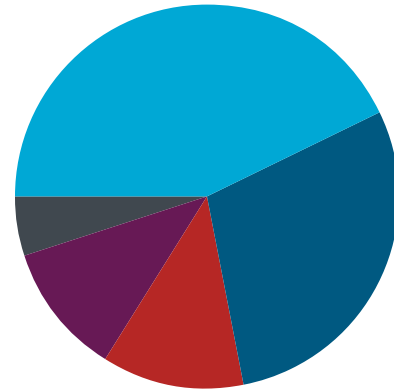
The SANS security community reaches over 375,000 professionals, ranging from security practitioners to C-level directors in industries such as healthcare, government, financial services, and many more. Sponsoring a SANS event provides you with the opportunity to develop meaningful relationships with 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

SANS 2020: 1,400, 50+ courses
SANS Security West: 1,400, 50+ courses
SANSFIRE: 950, 39 courses

Network Security: 1,400, 50+ courses
Cyber Defense Initiative: 950, 39 courses

2019 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