2020 SANS National Events Package

SANS SPONSORSHIP PROGRAMS

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 7, 2020

SANSFIRE 2020
Washington, D.C.
June 17, 2020

Network Security 2020
Las Vegas, NV
September 22, 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**: 45-minute 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 SANS 2020, SANSFIRE, and Network Security Bundle	$24,600	$46,740	$54,900
	$30,000 list price 18% discount	*$57,000 list price 18% 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 12, 2020

Cyber Defense Initiative - Washington, D.C., December 16, 2020

+ Platinum for **$17,500** per additional event ($23,000 list price) 15% discount
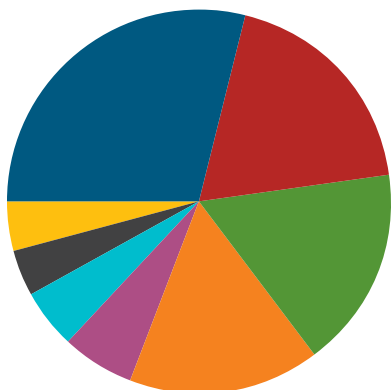**+ Gold** for **$15,390** per additional event ($19,000 list price) 19% discount
+ Silver for **$7,900** per additional event ($10,000 list price) 21% discount

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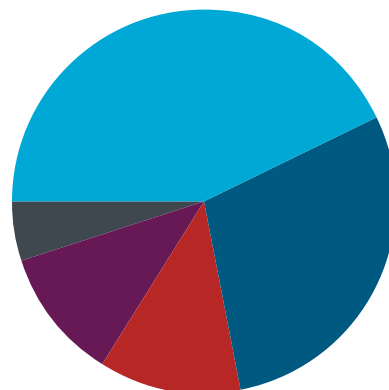
Demographics

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: 1,300, 50+ courses
SANS Security West: 950, 39 courses
SANSFIRE: 1,300, 50+ courses

Network Security: 1,300, 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