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:

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SANS 2020</td>
<td>Orlando, FL</td>
<td>April 7, 2020</td>
</tr>
<tr>
<td>SANSFIRE 2020</td>
<td>Washington, D.C.</td>
<td>June 17, 2020</td>
</tr>
<tr>
<td>Network Security 2020</td>
<td>Las Vegas, NV</td>
<td>September 22, 2020</td>
</tr>
</tbody>
</table>

**Sponsorship Packages & Benefits**

<table>
<thead>
<tr>
<th>Package</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Space</strong></td>
<td>10 x 10</td>
<td>10 x 10</td>
<td>10 x 20</td>
</tr>
<tr>
<td><strong>Lead Scanner or App</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>400+ SANS Lunch Leads</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Lunch &amp; Learns</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Lunch &amp; Learns: 45-minute lunchtime presentation given by your speaker to 50 SANS attendees. Sponsor may scan Lunch &amp; Learn attendees as leads. Lunch &amp; Learn summary will be advertised on the SANS event webpage and in the event collateral. <strong>Note:</strong> Food and beverage included. <strong>Platinum:</strong> Individual Lunch &amp; Learn invitations targeting preferred attendees included.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prime Location &amp; Premier Signage</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Additional Targeted Branding at Event</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Discounted Price for SANS 2020, SANSFIRE, and Network Security Bundle</td>
<td>$24,600</td>
<td>$46,740</td>
<td>$54,900</td>
</tr>
</tbody>
</table>

**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)**
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