SANS 2020

Orlando, FL | Hyatt Regency Orlando | **Event Dates**: April 5 - 10, 2020 | **Expo Date**: April 7, 2020

SANS 2020 expects to attract over 1,200 cyber security professionals who are looking to improve their security systems against the most dangerous threats. Sponsor SANS 2020 and promote your products and services to attendees who will immediately understand the value you provide.

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 will be sponsored by exhibitors during the day of the expo. Attendees who come for lunch will be scanned. Contact information provided to exhibitors.	✓	✓	✓
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 SANS will explore how to best market your brand in our venue with further discussion.			✓

Schedule

April 6	Training Day		April 7	Solutions Expo		April 8	Training Day	
12:30pm – 1:15pm	Training Day Lunch & Learns	12:00pm – 1:30pm	Solutions Expo	12:30pm – 1:15pm	Training Day Lunch & Learns
		5:15pm – 6:15pm	Networking Reception		

Additional Sponsorship Opportunities

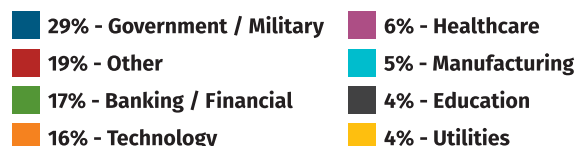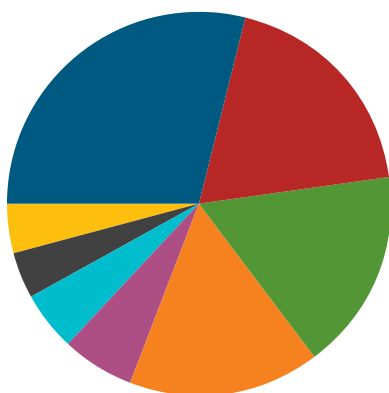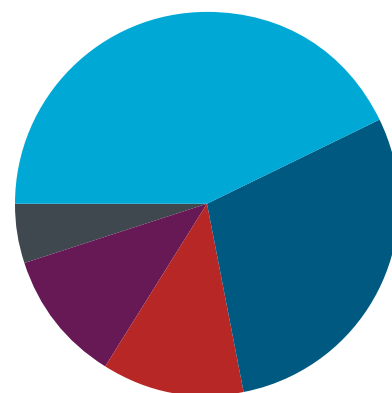|	
Executive Dinner	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert (optional). **Includes: food and beverage plus all logistics.**
Hospitality Suites	Host a social event, which will be advertised at the event. Optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. **Includes all logistics. Food and beverage not included.**

Listed sponsorships above can act as standalone outside of Sponsorship Packages.

Demographics

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**

2019 Attendees Sample

American Transmission Company
Bank of America
Boeing
Comcast
Department of Defense
Discover Financial Services
Eli Lilly & Company
Exelon
Facebook
FBI
JPMorgan Chase
Lockheed Martin

Macy's
Ministry of National Defense
NBCUniversal
Northrop Grumman
Proctor & Gamble
Publix Super Markets
Royal Caribbean
Siemens
The Coca-Cola Company
United States Air Force
USAA
Wells Fargo

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www.sans.org | vendor@sans.org

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