

SANS

Cyber Defense Initiative (CDI) 2017

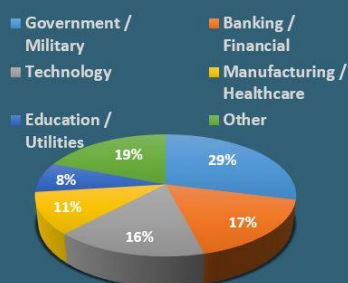
Sponsor Exposition:
December 15, 2017
Washington, D.C.

37 courses in seven disciplines, all
taught by the industry's top instructors.

Event Dates: December 12th – 19th
Washington Marriott Wardman Hotel
Expected Attendance: 900-1,000

SANS expositions are designed to create environments where our sponsors can introduce their products and services to the SANS community of cybersecurity professionals. Our attendees immediately understand the value you provide and are likely to have influence over purchasing decisions. SANS provides the training our community requires and you provide the tools.

Demographics



Bank of America
Honeywell
Wells Fargo
NY Presbyterian Hospital
US Army / USAA / USMC
US Steel
Kettering Health Networks
Many Others



Sponsorship Opportunities

Gold
\$11,500

Tabletop

- Prime TABLETOP location, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Lunch & Learn

- A one-hour time slot when you may present any information your chose (product demo, expert briefing, case study, etc.) to SANS attendees. Projector and Screen provided. Lunch & Learn may align to a specific class or discipline.

Lunch Leads

- SANS will scan attendees receiving a Lunch Voucher during the Expo. You will receive this list of all scanned attendees.

Get in the Bag

- Opportunity to place one item in the registration bag provided to ALL attendees

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral for lunch during the Expo. You will receive this list of scanned attendees.

Silver
\$7,900

Tabletop

- TABLETOP location in the Expo area, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Lunch Leads

- SANS will scan attendees receiving a Lunch Voucher during the Vendor Expo. You will receive this list of scanned attendees.

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral

Bronze
\$5,750

Tabletop

- TABLETOP located in the Vendor Expo area, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral

**Contact us for multi event discounts*



SANS Cyber Defense Initiative 2017

Sponsorship Opportunities

Most Popular - Top sellers

Executive Networking Dinner An invitation-only dinner for approximately 30 C-level and senior management attendees. Food and beverages Included – SANS will handle all logistics	\$12,500
Lunch & Learn Presentation Lunch hour content presentation to attendees. Food and beverages NOT Included.	\$5,000

Other Sponsorship Opportunities

SANS Experts Dinner Network with SANS experts at this invitation-only dinner. SANS will provide select group of senior SANS Experts to network with vendor representatives. Food and beverages Included – SANS will handle all logistics.	\$12,500
Focus Group Roundtable Opportunity to obtain valuable feedback about your company's products and market position from a targeted group of SANS training attendees. It includes full dinner, SANS logistics, list of title/organizations to target invitees, and any pre-event setup to ensure invitees provide meaningful feedback.	\$10,000
Board of Advisors Breakfast Roundtable (1 SPONSOR/BOARD) Breakfast roundtable access to one of several market or industry-focused board of advisors consisting of hand-picked, upper-level attendees. It provides the vendor with an opportunity to engage in dialogue with a high-level focus group to obtain product, market, and/or industry feedback. Sample boards include: healthcare, threat intelligence, SOC, incident response, etc. Food and beverages Included.	\$5,000
Welcome Reception & Pre-Registration Tabletop Tabletop near conference registration. Food and beverages NOT Included.	\$5,000
Evening Product Brief & Demo Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products. Food and beverages NOT Included.	\$4,500
Tabletop Outside Class (DAY OF CHOICE) Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	\$2,000

Branding Only Opportunities (no leads)

SANS@Night Sponsorship	\$4,500
SANS NetWars Sponsorship	
SANS Industry Reception Sponsorship (1 SPONSOR/RECEPTION)	