

SANS Cyber Defense Initiative 2020

Washington, D.C. | Washington Hilton | **Event:** December 14 - 19, 2020 | **Expo:** December 16, 2020

SANS Cyber Defense Initiative is our final national event of the year! Over 900 security professionals attend this event, taking classes ranging from SIEM to Ethical Hacking. Sponsor SANS Cyber Defense Initiative 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	✓	✓	✓
300+ 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

December 15 Training Day		December 16 Solutions Expo		December 18 Training Day	
12:30pm - 1:15pm	Training Day	12:00pm - 1:30pm	Solutions Expo	12:30pm - 1:15pm	Training Day
	Lunch & Learns	5:15pm - 6:15pm	Networking Reception		Lunch & Learns

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.

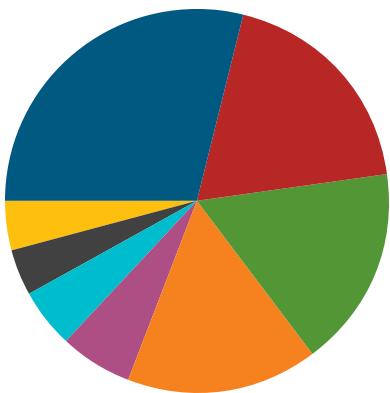
Hospitality Suites

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.

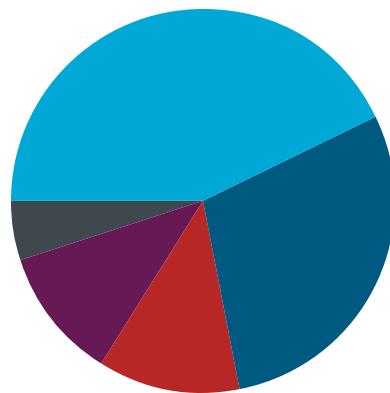
Listed sponsorships above can act as standalone outside of Sponsorship Packages.

Demographics

Industries



Roles



29% - Government / Military	6% - Healthcare
19% - Other	5% - Manufacturing
17% - Banking / Financial	4% - Education
16% - Technology	4% - Utilities

43% Security Practitioner
29% Senior Practitioner / Supervisor
12% C-Level Director
11% Consultant
5% Other

2019 Attendees Sample

AT&T
Bloomberg
Booz Allen Hamilton
Dayton Childrens Hospital
Discover Financial Solutions
Ernst & Young
Exelon
FBI
GEICO
Hyatt Hotels Corporation
Inspire Brands
JPMorgan Chase

Lockheed Martin
McKinsey and Company
National Guard
Navy
NBCUniversal
Prudential
Southern Company
The New York Times
US Air Force
USAF
Verizon
Wells Fargo