SANS DHS Continuous Diagnostics & Mitigation Award (CDM) Workshop
Washington, DC
November 6, 2013

SANS is pleased to offer the DHS Continuous Diagnostics & Mitigation (CDM) Award Workshop as a key step in an overall effort aimed at maximizing the program for Integrators and Solution Provider participants. This event provides a unique opportunity to educate and connect with the CDM customer base (federal, state and local agency security buyers). Leveraging SANS leadership and community around the Critical Security Controls and other similar initiatives, the workshop will connect integrators and solution providers with all of the key players in the overall program including DHS, customer agencies and SANS experts (e.g., John Pescatore, Tony Sager, Alan Paller). The workshop will bring awareness of this important program, provide thought leadership around cybersecurity risks, showcase key solution capabilities /customer success stories and provide connections with interested potential customers.

SANS is currently developing an overall program of offerings aligned with CDM (e.g., webcasts, workshops, whitepapers, etc.). Currently the first two phases are defined:

Phase 1:
Webcast, September 10, 2013
**Special Webcast: Using the DHS Continuous Diagnostics and Mitigation Contract to Make Real Security Advances**
https://www.sans.org/webcasts/dhs-continuous-diagnostics-mitigation-contract-real-security-advances-97112

Moderated by John Pescatore and Tony Sager, a distinguished panel of experts will provide details on the CDM contract and how interested customers can leverage it. The webcast will pinpoint the security advances that CDM will enable and discuss how state and local governments can benefit as well. SANS will also present plans for ongoing support of the security community in using the CDM vehicle to make real, lasting advances in cybersecurity (e.g., the workshop).

Draft Agenda:
10:00 – 10:05 Introductions and Overview – John Pescatore
10:05 – 10:35 Continuous Diagnostics/Monitoring and the Critical Security Controls Panel
   Moderator: John Pescatore, SANS
   Tony Sager, Council for Cybersecurity
   Mark Kneidinger, Sr Advisor, DHS Federal Network Resilience
10:35 – 10:50 Audience Questions
10:50 – 11:00 Where Do We Go From Here – John Pescatore

Vendor Sponsorships are not available for this webcast.
Our vendor partners are welcome to attend and encouraged to provide a link to this webcast on their website.

**NOTE:** Upon official launch of the webcast, SANS immediately received over 800 registrations. Ongoing statistics will be tracked.
Phase 2:

Join with SANS and our partners to:
- Participate in and contribute to a full day agenda
- Market and promote the event
- Estimated Attendance – 125+ at the live event
  - Event will be Simulcast and recorded for rebroadcast. Premier Package Sponsors will receive all leads from simulcast and archived viewings. https://www.sans.org/webcasts/dhs-cdm-award-workshop-97170
- SANS will be responsible for all event logistics

DRAFT AGENDA:
- **Opening plus Keynote**: either SANS or high level government official (e.g. major department CIO)
- **CDM Overview** – Representative from the CDM Program explaining what it is, what is in it, Cyberscope reporting, service options, etc.
- **SIEM Solution Shootout (limit 3)** – Moderated by John Pescatore/Alan Paller/Tony Sager
- **Vulnerability Assessment Solution Shootout (limit 3)** – (same)
- **Endpoint Monitoring or Application Security Solution Shootout (limit 3)** – (same)
- **Integrator Shootout (limit 4)** – (same)
- **Closing** – SANS guidance for government attendees on how to best proceed and make a difference

Premier Package Offerings:
**Platinum** - $15,000
- Spot on appropriate Solution Shootout panel
- Prime Location Tabletop during event
- Evening Reception sponsorship (includes Food/Beverage)
- Receipt of all leads – Live, Simulcast and from Archived Simulcast viewings
- Premium logo placement and advertisement of sponsorship level in marketing information
- 5 Attendee Passes – Additional attendee passes may be purchased at ½ price

**Gold** - $12,000
- Spot on appropriate Solution Shootout panel
- Tabletop during event
- Receipt of all leads – Live, Simulcast and from Archived Simulcast viewings
- Logo included in marketing materials
- 3 Attendee Passes – Additional attendee passes may be purchased at ½ price.

**Silver** - $10,000
- Evening Reception sponsorship (includes Food/Beverage)
- Receipt of all leads – Live, Simulcast and from Archived Simulcast viewings
- Tabletop during event
- Logo included in marketing materials
- 3 Attendee Passes – Additional attendee passes may be purchased at ½ price.

**A-La-Carte Offerings**:
- Lunch-and-Learns (Limit 3, includes Tabletop) - $12,000
- Simulcast Lunch-and-Learn (Limit 1, includes Tabletop) - $15,000
- TableTop (Includes 2 attendee passes) - $5,000
- SANS Sponsored eMail to CDM Initiative Participants – Inquire with SANS directly for details and pricing
- Coordinated customer/solution provider breakout sessions – TBD based on agenda
- Buyer’s Guide/Key Workshop Takeaways - TBD

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