

SANS Cyber Defense Initiative 2018

Washington, D.C. | Washington Hilton | **Event:** December 11 - 18, 2018 | **Expo:** December 14, 2018

[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. Sponsoring allows you to 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 or Product Test Drive (Select One) Lunch & Learns: 1-hour 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. Product Test Drive: Invitation only 2-hour lab providing hands-on demo of your products to 15-20 targeted SANS attendees. Sponsor will receive registration leads and you may scan attendees as leads. Note: Food and beverage included.		✓	✓
All Food & Beverage		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event SANS will explore how to best market your brand in our venue with further discussion.			✓

Solutions Expo Schedule

Thursday, December 13, 2018		Friday, December 14, 2018		Saturday, December 15, 2018	
12:30pm - 1:15pm	Training Day 1 Lunch & Learns	12:00pm - 1:30pm	Solutions Expo	12:30pm - 1:15pm	Training Day 2 Lunch & Learns
		5:15pm - 7:15pm	Evening Networking Reception		

SANS

SPONSORSHIP
PROGRAMS

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www.sans.org | vendor@sans.org

Additional Sponsorship Opportunities

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

Speaking, Presentation & Lead Generation Opportunities

Lunch & Learn (stand-alone)	Lunch hour presentation to SANS training attendees. Box lunches will be served in the room. Optionally, SANS will invite students attending the class of your choice. Sponsor may also scan Lunch & Learn attendees as leads.
Evening Product Test Drive	Invitation only 2-hour lab providing hands-on demo of your products to targeted attendees. You will receive all registration leads. You may also scan attendees as leads. Includes lead scanner/app & all logistics. Food and beverage not included.
SANS @Night Presentation	One-hour evening presentation on training days. Open invitation to all training attendees. Includes lead scanner/app & all logistics. Food and beverage is optional but not included.

Networking Opportunities

Executive Networking Event	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert. Includes: food and beverage plus all logistics.
Focus Group Roundtable	Networking dinner focused on obtaining valuable feedback about your company's products and market position from a targeted group of 10-15 SANS training attendees. Includes all logistics and targeted invitation. Food and beverage and hotel suite not included.
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 and hotel suite not included.

Branding Opportunities

SANS @Night Sponsorship	Branding of scheduled @Night presentation led by SANS expert.
NetWars Sponsorship	Branding of SANS NetWars competition with signage. SANS Cyber Defense Initiative 2018 NetWars Dates: December 16 - 17, 2018