SANS Cyber Defense Initiative 2019

Washington, D.C. | Washington Hilton | **Event**: December 12 - 19, 2019 | **Expo**: December 13, 2019

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

Benefit	Bronze	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 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 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.			✓	✓
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 12, 2019	Friday, December 13, 2019		Saturday, December 14, 2019
12:30pm – 1:15pm **Training Day 1 Lunch & Learns**	12:00pm – 1:30pm	**Solutions Expo**	12:30pm – 1:15pm **Training Day 3 Lunch & Learns**
	5:15pm – 7:15pm	**Evening Networking Reception**	

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Additional Sponsorship Opportunities

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

Speaking, Presentation & Lead Generation Opportunities

Lunch & Learn Simulcast

Lunch & Learn will be simulcast live to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee.
Note: Requires a minimum of 4 weeks lead time for promotions.

Lunch & Learn Videotaped

Lunch & Learn will be recorded and edited to later be broadcast to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee.
Note: Requires a minimum of 4 weeks lead time for promotions.

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.

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.

Product Focus Group Opportunities

Product Focus Group Lab

2-hour hands on beta testing of your product to a targeted group of 10-12 SANS 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.

Product Focus Group Roundtable

Allow a targeted group of 10-12 SANS attendees give feedback on your product that's currently in development. You will receive all registration leads. You may also scan attendees as leads.
Includes lead scanner/app & all logistics. Food and beverage not included.

Branding Opportunities

NetWars Sponsorship

Branding of SANS NetWars competition with signage.
SANS Cyber Defense Initiative 2019 NetWars Dates: Coming Soon.

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