

# SANS Cyber Defense Initiative 2019

Washington, D.C. | Washington Hilton | **Event:** December 10 - 17, 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	Silver	Gold	Platinum
<b>Booth Space</b> 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
<b>Lead Scanner or App</b>	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<b>400+ SANS Lunch Leads</b> 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.	✓	✓	✓
<b>Lunch &amp; Learns</b> 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. <i>Note: Food and beverage included.</i> Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
<b>Prime Location &amp; Premier Signage</b>			✓
<b>Additional Targeted Branding at Event</b> 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 - 6:15pm	Evening Networking Reception		

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[www.sans.org](http://www.sans.org) | [vendor@sans.org](mailto:vendor@sans.org)

# Additional Sponsorship Opportunities

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

## Speaking, Presentation & Lead Generation Opportunities

<b>Lunch &amp; Learn Simulcast</b>	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. <b>Note: Requires a minimum of 4 weeks lead time for promotions.</b>
<b>Lunch &amp; Learn Videotaped</b>	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. <b>Note: Requires a minimum of 4 weeks lead time for promotions.</b>
<b>Evening Product Test Drive</b>	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. <b>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>
<b>SANS @Night Presentation</b>	One-hour evening presentation on training days. Open invitation to all training attendees. <b>Includes lead scanner/app &amp; all logistics. Food and beverage is optional but not included.</b>

## Networking Opportunities

<b>Executive Networking Event</b>	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert. <b>Includes: food and beverage plus all logistics.</b>
<b>Hospitality Suites</b>	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. <b>Includes all logistics. Food and beverage and hotel suite not included.</b>

## Product Focus Group Opportunities

<b>Product Focus Group Lab</b>	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. <b>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>
<b>Product Focus Group Roundtable</b>	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. <b>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>

## Branding Opportunities

<b>NetWars</b>	Branding of SANS NetWars competition with signage. <b>SANS Cyber Defense Initiative 2019 NetWars Dates: Coming Soon.</b>
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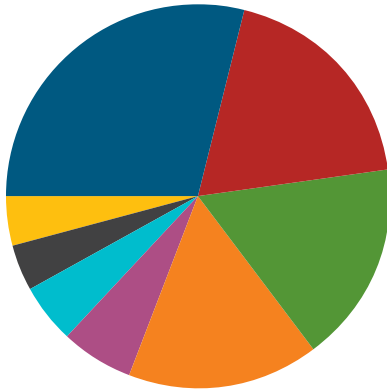
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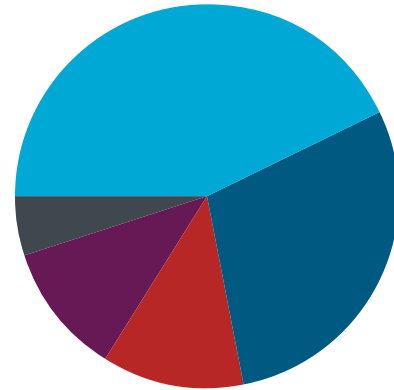
# Demographics

## Industries



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

## Roles



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

## 2018 Attendees Sample

AbbVie Inc.  
 AFOSI  
 American Airlines  
 Booz Allen Hamilton  
 Bristol Myers Squibb  
 CBS  
 Consumers Energy  
 Deere & Company  
 Department of Defense  
 Department of Justice  
 Department of Health & Human Services  
 eBay  
 ECFMG  
 Fairview Health Services  
 FBI  
 FedEx  
 Fortified Grace Global Resources Limited  
 Fred Alger & Co.  
 Hitachi Ltd.  
 ICANN  
 JPMorgan Chase  
 Kaiser Permanente  
 Koch Business Solutions  
 KPMG International  
 Liberty Mutual

Louisville Gas & Electric  
 Marathon Petroleum  
 Marriott International  
 NBCUniversal  
 Newport News Shipbuilding  
 OpenEdge Payments  
 PennyMac  
 Proctor & Gamble  
 Prudential  
 Retarius Ltd.  
 Rush Enterprises  
 Sandia National Laboratories  
 SiriusXM  
 Southern Company  
 Stroz Friedberg  
 Target Corporation  
 The Home Depot  
 UGI Corporation  
 UK MOD  
 U.S. Airforce  
 U.S. Army  
 U.S. House of Representatives  
 USG  
 USMC  
 Wegmans Food Markets



# Exhibitor Registration

## SANS Cyber Defense Initiative 2019

Location: **Washington, D.C.** | Event Dates: **December 10 - 17** | Expo: **December 13**

Thank you for your interest in exhibiting [SANS Cyber Defense Initiative 2019](#). To reserve your sponsorship, please return the Exhibitor Registration Form and the Terms & Conditions Form completed and signed to [vendor@sans.org](mailto:vendor@sans.org).

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPLETE MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**Sponsorship Package** - Please indicate your choice below. Package details can be found in the SANS Cyber Defense Initiative 2019 Sponsor Sheet attached.

- Platinum - \$23,000
- Gold - \$18,400
- Silver - \$9,500

**Additional Sponsorship Opportunities** - Please indicate your choice below. Details can be found in the SANS Cyber Defense Initiative 2019 Sponsor Sheet attached.

- Lunch & Learn Simulcast (add-on) - \$13,500
- Lunch & Learn Videotaped (add-on) - \$19,500  
*Note: Limited availability*
- Evening Product Test Drive - \$9,500
- SANS @Night Presentation - \$5,200
- Executive Networking Breakfast - \$8,650
- Executive Networking Dinner - \$14,500  
*Note: Limited availability*
- Hospitality Suites - \$8,900
- Product Focus Group Lab - \$9,500
- Product Focus Group Roundtable - \$9,500
- NetWars Branding - \$3,250

**Billing** - Please total up your sponsorship selection. A SANS representative will contact you to process your payment.

Sponsorship Package Cost:
Additional Sponsorship Opportunities Cost:
<b>TOTAL COST:</b>

Signing below acknowledges that the signee is the decision maker within the listed company and thereby secures the sponsor's sponsorship for this event. Official terms and conditions on next page.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



**TERMS AND CONDITIONS FOR EXHIBITING AT A SANS EVENT**

**Please read carefully**

All exhibitor promotional and exhibition sponsorship opportunities are subject to change. In the event there is a cancellation or a change after the contract is received, SANS will offer the vendor the option of either a full refund or a replacement package of comparable value.

Attendee list policy: Electronic lead gathering services will be provided and attendee biographic data will be encoded for retrieval at all major conferences with tabletop. SANS will provide one (1) lead reader device or app Activation Code. Additional devices or codes may be purchased for an additional fee.

**Exhibit space:** Unless otherwise specified, exhibit space includes square footage stated, 6’ draped table, 2 chairs, basic 5amps of electrical services and wireless internet. Any In-coming or Out-bound freight shipping and handling charges are the responsibility of the exhibiting company. Any additional furnishings or other booth requirements are also the responsibility of the exhibiting company.

If removing unsold tabletop spaces from the floor plan requires that a pre-registered exhibitor’s booth location be changed, the exhibitor agrees to comply with these changes. The SANS Institute reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or out of keeping with the character of the exposition as a whole.

Exhibitor’s tabletop and associated pop-ups or banner stands must be in place one hour prior to the show opening. If the tabletop is not installed one hour before the show opens, show management will reconfigure space into a visitor lounge.

**Registration:** Exhibitor personnel will be provided badges. All onsite exhibitor personnel MUST have a badge to exhibit or attend any SANS event.

**Co-Marketing:** Exhibitor agrees to co-market the Training Event via social media, newsletters, blogs, etc. Exhibitor agrees to list Training or Summit Event on exhibitor’s website and event calendar.

**Payment options:** SANS accepts payment via Credit Card, Check or Wire Transfer. The SANS Institute must receive 100% of the total amount due prior to the show opening. If The SANS Institute does not receive payment 24 hours prior to the show opening, the exhibitor will not be allowed to exhibit. Penalties may be applied by SANS Institute in the case of checks returned for Insufficient Funds.

**Cancellations:** Cancellations will only be accepted when agreed to in writing by The SANS Institute. If a cancellation request is not deemed agreeable by SANS, full payment for exhibition space is required. Absolutely no cancellations will be accepted 8 weeks or less from the first day of the first conference date specified in this contract, and full payment will be required of those who fail to attend. A processing fee of 50% of the tabletop cost will be applied to any approved cancellation, regardless of when the cancellation is made. Cancellation fee must be paid within 10 business days of the cancellation date.

**Liability:** Exhibitor agrees that SANS, the expo site, and their respective employees and agents are not liable for any theft, damage or loss to or of the exhibitor’s property or for any injury that may occur to the Exhibitor, its agents or employees. Exhibitor shall have property damage insurance for the full replacement value of all its property and general liability insurance of no less than One Million Dollars. SANS and the expo facility shall be named as additional loss payees in such policy. Exhibitor agrees to indemnify and hold SANS, the expo facility, and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney’s fees or other expenses either directly or indirectly from or in connection with Exhibitor’s participation in such event.

By signing below, the exhibiting company agrees to abide by the terms and conditions of this agreement and to any further rules and regulations issued to all participants prior to the start of all SANS conference exhibitions listed in this contract.

This agreement becomes a binding contract when signed by the exhibitor and received by The SANS Institute.

**Authorized Exhibitor Representative**

**SANS Authorized Representative**

Name (printed): \_\_\_\_\_

Name (printed): \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_