SANS Cyber Solutions Fest 2020

Austin, TX
October 8 - 9, 2020

Sponsorship Brochure
SANS Cyber Solutions Fest

The SANS Cyber Solutions Fest 2020 brings together security professionals of all levels to learn about the latest developments and innovative strategies in the cybersecurity industry. This 2 day event is filled with multiple tracks ranging from Threat Hunting & Intel to DevSecOps and are led by experts in the security field. Additional bonus and networking opportunities including our Solutions Expo Exhibit Hall, Evening Fall Festival, and Tech Talk breakout sessions will enable you to promote your company’s name to decision makers and influencers.

Become a Sponsor

Silver sponsors and above have the opportunity to speak on one of our track's agenda and deliver a thought leadership session to their targeted audience. Promote your company’s name and actively showcase your products and services to organizations who are looking to improve their overall security. Sponsorship packages are limited and are a first come first served basis.

To discuss sponsoring the SANS Cyber Solutions Fest 2020, contact vendor@sans.org.

Who Will Attend

Job Roles
- C-level Directors and Executives
- Senior Security Practitioners
- Security Practitioners
- Consultants

Industries
- Government / Military
- Banking / Financial
- Technology
- Healthcare
- Manufacturing

The Venue

Sheraton Austin Hotel at the Capitol | 701 East 11th Street Austin, TX 78701

Conveniently located in the heart of Austin, this hotel features 367 beautifully appointed rooms and is in walking distance from restaurants, music venues and bars. The Sheraton Austin Hotel at the Capitol is 25 minutes from the Austin-Bergstrom International Airport.
# Schedule Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 1 - Cloud/Cloud Native</th>
<th>Track 2 - DevSecOps</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 8:55am</td>
<td></td>
<td>Registration</td>
</tr>
<tr>
<td>9:00am - 9:40am</td>
<td>Chairman Opening Session</td>
<td>Chairman Opening Session</td>
</tr>
<tr>
<td></td>
<td><strong>Dave Shackleford</strong></td>
<td><strong>Ismael Valenzuela</strong></td>
</tr>
<tr>
<td>9:45am - 10:30am</td>
<td></td>
<td>Platinum Sponsor Session</td>
</tr>
<tr>
<td>10:35am - 11:15am</td>
<td>Gold Sponsor Session</td>
<td>Gold Sponsor Session</td>
</tr>
<tr>
<td>11:20am - 11:40am</td>
<td>Sponsored Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>11:40am - 12:10pm</td>
<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
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<tr>
<td>12:15pm - 12:55pm</td>
<td>Gold Sponsor Session</td>
<td>Gold Sponsor Session</td>
</tr>
<tr>
<td>1:00pm - 2:00pm</td>
<td>Platinum Sponsored Networking Lunch</td>
<td></td>
</tr>
<tr>
<td>2:00pm - 2:05pm</td>
<td>Chairman Kickoff</td>
<td>Chairman Kickoff</td>
</tr>
<tr>
<td></td>
<td><strong>Dave Shackleford</strong></td>
<td><strong>Ismael Valenzuela</strong></td>
</tr>
<tr>
<td>2:10pm - 2:50pm</td>
<td>Gold Sponsor Session</td>
<td>Gold Sponsor Session</td>
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<tr>
<td>2:55pm - 3:25pm</td>
<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
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<tr>
<td>3:30pm - 4:00pm</td>
<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
</tr>
<tr>
<td>4:05pm - 4:25pm</td>
<td>Sponsored Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>4:25pm - 5:15pm</td>
<td>Panel Discussion</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>5:20pm - 5:25pm</td>
<td>Chairman Ending Remarks</td>
<td>Chairman Ending Remarks</td>
</tr>
<tr>
<td></td>
<td><strong>Dave Shackleford</strong></td>
<td><strong>Ismael Valenzuela</strong></td>
</tr>
<tr>
<td>5:30pm - 8:00pm</td>
<td>SANS Cyber Solutions Fest Evening Festival</td>
<td></td>
</tr>
<tr>
<td>9:00am - 5:30pm</td>
<td>Solutions Expo</td>
<td>Tech Talks</td>
</tr>
</tbody>
</table>

Note: Schedule is subject to change.
## Schedule Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 3 - Threat Hunting &amp; Intel</th>
<th>Track 4 - Network Security</th>
</tr>
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<tbody>
<tr>
<td>8:00am - 8:55am</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>9:00am - 9:40am</td>
<td>Chairman Opening Session</td>
<td>Chairman Opening Session</td>
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<tr>
<td></td>
<td>Jake Williams</td>
<td>Matt Bromiley</td>
</tr>
<tr>
<td>9:45am - 10:30am</td>
<td>Platinum Sponsor Session</td>
<td></td>
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<td>10:35am - 11:15am</td>
<td>Gold Sponsor Session</td>
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</tr>
<tr>
<td>11:40am - 12:10pm</td>
<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
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<tr>
<td>12:15pm - 12:55pm</td>
<td>Gold Sponsor Session</td>
<td>Gold Sponsor Session</td>
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<tr>
<td>1:00pm - 2:00pm</td>
<td>Platinum Sponsored Networking Lunch</td>
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<tr>
<td>2:00pm - 2:05pm</td>
<td>Chairman Kickoff</td>
<td>Chairman Kickoff</td>
</tr>
<tr>
<td></td>
<td>Jake Williams</td>
<td>Matt Bromiley</td>
</tr>
<tr>
<td>2:10pm - 2:50pm</td>
<td>Gold Sponsor Session</td>
<td>Gold Sponsor Session</td>
</tr>
<tr>
<td>2:55pm - 3:25pm</td>
<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
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<tr>
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<td>Silver Sponsor Session</td>
<td>Silver Sponsor Session</td>
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<tr>
<td>4:05pm - 4:25pm</td>
<td>Sponsored Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>4:25pm - 5:15pm</td>
<td>Panel Discussion</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>5:20pm - 5:25pm</td>
<td>Chairman Ending Remarks</td>
<td>Chairman Ending Remarks</td>
</tr>
<tr>
<td></td>
<td>Jake Williams</td>
<td>Matt Bromiley</td>
</tr>
<tr>
<td>5:30pm</td>
<td>Passport to Prizes Drawing</td>
<td></td>
</tr>
<tr>
<td>9:00am - 5:30pm</td>
<td>Solutions Expo</td>
<td>Tech Talks</td>
</tr>
</tbody>
</table>

Note: Schedule is subject to change.
Tracks

The SANS Cyber Solutions Fest 2020 offers multiple tracks that make it simple for attendees to identify sessions that align with their cybersecurity needs. Sponsors will follow a specific track of their choosing.

Potential Tech Talk Topics

- Vulnerability Management
- Pen Testing
- OSINT
- Third Party Risk Management/Supply Chain
- SOAR
- Endpoint Security
- Malware/Ransomware
- OT/ICS
- Cyber Defense

Jake Williams
SANS Senior Instructor

Dave Shackleford
SANS Senior Instructor

Matt Bromiley
SANS Senior Instructor

Ismael Valenzuela
SANS Certified Instructor

Matt Bromiley
SANS Senior Instructor

Jake Williams
SANS Senior Instructor

Dave Shackleford
SANS Senior Instructor

Ismael Valenzuela
SANS Certified Instructor
Platinum Sponsorship

Limited to 1 sponsor per track (2 remaining)

Advisory Board
• Spot on the SANS Cyber Solutions Fest Track Advisory Board, where you will help develop the track’s agenda

Exhibit Space
• 20 x 20 booth space at the Solutions Expo with prime location (includes 2 draped tables, 4 chairs, WiFi, electric & 2 lead scanners)
• Receive 6 complimentary passes for your organization’s representatives

Speaking Opportunities
• 45-minute presentation within your specified track
• Slot on the Panel Discussion within your specified track
• 15-minute Tech Talk during the Solutions Expo

Branding
• Prominent branding during the Evening Festival
• Platinum tier placement of your organization on event webpage (includes 55-word description, logo and link from event website to your organization’s website)
• 1/2 page ad in the event and online brochure
• 1 bag insert included in event registration bag
• Inclusion in the Solutions Expo Passport to Prizes (sponsor responsible for providing prize)

Promotions
• 2 individual social media promotions of your attendance prior to event
• 1 group social media promotion
• 1 email blast to the SANS Community promoting your speaker
• Cross branding materials provided to you to promote sponsorship

Post-event Marketing Collateral
• Edited mp4 recording of your individual session
• Edited mp4 recording of all sessions from your specified track
• Video of individual session to be posted on SANS Archives

Leads
• Receive all event registrations
• Receive SANS Video Archive leads from all sessions within your track
Gold Sponsorship

Limited to 3 sponsors per track

Exhibit Space
• 10 x 10 booth space at the Solutions Expo (includes 1 draped table, 2 chairs, WiFi, electric & 1 lead scanner)
• Receive 4 complimentary passes for your organization's representatives

Speaking Opportunity
• 40-minute presentation within your specified track

Branding
• Gold tier placement of your organization on event webpage (includes 40-word description, logo and link from event website to your organization's website)
• 1/4 page ad in the event and online brochure

Promotions
• 1 individual social media promotions of your attendance prior to event
• 1 group social media promotion
• Cross branding materials provided to you to promote sponsorship

Post-event Marketing Collateral
• Edited mp4 recording of your individual session
• Video of individual session to be posted on SANS Archives

Leads
• Receive all onsite attendees
• Receive SANS Video Archive leads from your individual session
Silver Sponsorship

**Limited to 5 sponsors per track**

**Exhibit Space**
- 10 x 10 booth space at the Solutions Expo (includes 1 draped table, 2 chairs, WiFi, electric & 1 lead scanner)
- Receive 2 complimentary passes for your organization's representatives

**Speaking Opportunity**
- 30-minute presentation within your specified track or slot on the Panel Discussion

**Branding**
- Silver tier placement of your organization on event webpage (*includes 25-word description, logo and link from event website to your organization's website*)
- 1/4 page ad in the event and online brochure

**Promotions**
- 1 group social media promotion
- Cross branding materials provided to you to promote sponsorship

**Post-event Marketing Collateral**
- Edited mp4 recording of your individual session
- Edited video to be repurposed as a SANS Archive

**Leads**
- Receive SANS Video Archive leads from your individual session

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Bronze Sponsorship

**Exhibit Space**
- 10 x 10 booth space at the Solutions Expo (includes 1 draped table, 2 chairs, WiFi, electric & 1 lead scanner)
- Receive 2 complimentary passes for your organization's representatives

**Promotions**
- 1 group social media promotion
- Cross branding materials provided to you to promote attendance

**Branding**
- Bronze tier placement of your organization on event webpage (*includes logo and link from event website to your organization's website*)
- Logo placement in event and online brochure
<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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<tbody>
<tr>
<td><strong>ADVISORY BOARD</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Position on Track Advisory Board</td>
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<tr>
<td><strong>EXHIBIT SPACE</strong></td>
<td></td>
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<tr>
<td>Booth Space (includes draped table(s), chairs, electric, WiFi, lead scanner)</td>
<td>10 x 10</td>
<td>10 x 10</td>
<td>10 x 10</td>
<td>20 x 20</td>
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<tr>
<td>Number of Complimentary Passes for Representatives from Sponsor Organization</td>
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<td>6</td>
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<td><strong>SPEAKING OPPORTUNITY</strong></td>
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<tr>
<td>Speaking Slot</td>
<td></td>
<td>30 minute session on specified track or slot on Panel Discussion</td>
<td>40 minute session on specified track</td>
<td>45 minute session on specified track and slot on Panel Discussion</td>
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<tr>
<td>20-minute Tech Talk</td>
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<td><strong>BRANDING</strong></td>
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<td>Main Stage Branding at Evening Festival</td>
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<td>Advertisement in Event and Online Brochure</td>
<td>Logo listing only</td>
<td>1/4 Page Ad</td>
<td>1/4 Page Ad</td>
<td>1/2 Page Ad</td>
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<td>Online Event Webpage Branding</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Bag Insert (1 item)</td>
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<tr>
<td><strong>PROMOTIONS</strong></td>
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<tr>
<td>Cross Branding Promotional Materials</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Promotion of Sponsors</td>
<td>1 Group Promotion</td>
<td>1 Group Promotion</td>
<td>1 Group Promotion 1 Individual Promotion</td>
<td>1 Group Promotion 2 Individual Promotions</td>
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<tr>
<td><strong>POST-EVENT MARKETING COLLATERAL</strong></td>
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<tr>
<td>Edited mp4 Recording of Sponsor’s Individual Track Session</td>
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<tr>
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<tr>
<td>Edited Video Posted on SANS Archives</td>
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<td><strong>LEADS</strong></td>
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<td>Event Opt-in Leads</td>
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<tr>
<td>SANS Video Archive Leads</td>
<td>Sponsor’s individual session within track</td>
<td>Sponsor’s individual session within track</td>
<td>Sponsor’s individual session and all other sessions within track</td>
<td></td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

Registration Bag Sponsor - **Limited to 1 sponsor**
- Each visitor will receive a registration bag upon arrival to collect giveaways and promotional material from sessions and our Solutions Expo. Sponsor’s logo will be printed in one color, one sided.

Bag Inserts
- Promotional materials can be included within the registration bag to be distributed to each attendee upon arrival. Limited to 1 item per sponsor.

Conference Notepad - **Limited to 1 sponsor**
- Notepads will be included in the registration bag. Sponsor’s logo will be printed in one color on the cover of the notepad.

Pen Sponsor - **Limited to 1 sponsor**
- Pens will be included in the registration bag. Sponsor’s logo will be printed in one color on the side of the pen.

Lanyard Sponsor - **Limited to 1 sponsor**
- Every attendee will receive a badge with a lanyard. Sponsor’s logo will be printed in one color on the lanyard.

Morning Registration Sponsor - **Limited to 1 sponsor per day**
- Sponsor Day 1 or Day 2 of the Morning Registration. Sponsorship includes event signage and a special thank you during the welcome remarks.

Refreshment Breaks Sponsor - **Limited to 1 sponsor per break**
- 2 Refreshment Breaks will occur on Day 1 and Day 2. Sponsorship includes event signage.

Passport to Prizes Sponsor - **Limited to 20 sponsors**
- Have your company be included in the Solutions Expo Passport to Prizes. Attendees will have a chance to win a prize during the conference, announced at the end of the event. Sponsor responsible for providing prize.

Cocktail Hour Email Invitation
- SANS will send an email invitation to attendees inviting them to join sponsor at a venue for sponsor’s cocktail hour after the Evening Festival.

Tech Talks
- Deliver a 20-minute Tech Talk during the Solutions Expo on a topic of your choice. Tech Talk presentation will be listed on the agenda. Sponsor can scan Tech Talk attendees as a lead.
Branding Opportunities

**SANS Cyber Solutions Fest Evening Event**

The end of Day 1 will be capped off by this fun-filled outdoor evening festival featuring live music, food trucks, beer tents, games and much more. Sponsors will have a unique opportunity to feature their brand and participate in this exciting environment while networking with like-minded individuals, experts and featured SANS Instructors.

Branding opportunities available for the following:

- **Food Truck** - Limited to 1 sponsor per food truck. Includes banner and beverage station
- **Beer Tent** - Limited to 1 sponsor per beer tent. Includes table and banner
- **Outdoor Games** - Includes branding of company's logo on games (games to be announced)

**Venue Branding Options**

- **Hotel Key Cards** - Limited to 1 sponsor
  
  Every attendee will see your brand first thing in the morning and last thing at night!

- **Carpet Decal**
  
  Display your company logo on the carpeting in strategic locations around the event area

- **Glass Clings**
  
  Catch the attention of attendees as they make their way through the hotel with your company logo

- **Power Station**
  
  Brand our power station where attendees can power up their phones and other devices

For pricing information and additional sponsorship opportunities, contact a SANS representative at:

**vendor@sans.org | www.sans.org/vendor/contact**