SANS

CYBER
SOLUTIONS
FEST 2020

Austin, TX | October 8 - 9, 2020

Sponsorship Brochure
Live and Virtual Options Available

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 Festival, and Tech Talk breakout sessions will enable you to promote your company's name to decision makers and influencers.

Become a Sponsor

Each of our sponsorships includes a speaking opportunity. Silver sponsors and above have the opportunity to speak on one of our track's agenda and deliver a thought leadership session to their target audience. Bronze sponsors can present a 20-minute Tech Talk breakout session during the Solutions Expo. Promote your company's name and actively showcase your solutions 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

- C-level Directors and Executives
- Senior Security Practitioners
- Security Practitioners
- Consultants
- Analysts
- Architects
- Engineers

500+ **Expected Attendees**

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

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

9:00am - 5:30pm	Solutions Expo | Tech Talks

Note: Schedule is subject to change.

Schedule Day 2

Time	Track 3 - Threat Hunting & Intel	Track 4 - Network Security
8:00am - 8:55am	Registration	
9:00am - 9:40am	Chairman Opening Session **Jake Williams**	Chairman Opening Session **Matt Bromiley**
9:45am - 10:30am	Platinum Sponsor Session	corelight
10:35am - 11:15am	Gold Sponsor Session	Gold Sponsor Session
11:20am - 11:40am	Sponsored Refreshment Break	
11:40am - 12:10pm	Silver Sponsor Session	Silver Sponsor Session
12:15pm - 12:55pm	Gold Sponsor Session	Gold Sponsor Session
1:00pm - 2:00pm	Platinum Sponsored Networking Lunch	
2:00pm - 2:05pm	Chairman Kickoff **Jake Williams**	Chairman Kickoff **Matt Bromiley**
2:10pm - 2:50pm	Gold Sponsor Session	Gold Sponsor Session
2:55pm - 3:25pm	Silver Sponsor Session	Silver Sponsor Session
3:30pm - 4:00pm	Silver Sponsor Session	Silver Sponsor Session
4:05pm - 4:25pm	Sponsored Refreshment Break	
4:25pm - 5:15pm	Panel Discussion	Panel Discussion
5:20pm - 5:25pm	Chairman Ending Remarks **Jake Williams**	Chairman Ending Remarks **Matt Bromiley**
5:30pm	Passport to Prizes Drawing	

9:00am - 5:30pm	Solutions Expo | Tech Talks

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.

Threat Hunting & Intel

Jake Williams
SANS Senior Instructor

Network Security

Matt Bromiley
SANS Senior Instructor

Cloud/Cloud Native

Dave Shackleford
SANS Senior Instructor

DevSecOps

Ismael Valenzuela
SANS Certified Instructor

Potential Tech Talk Topics

Vulnerability Management

Third Party Risk Management/ Supply Chain

SOAR

Pen Testing

OT/ICS

Endpoint Security

OSINT

Cyber Defense

Malware/ Ransomware

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
- Booth space in the Virtual Solutions Expo

Speaking Opportunities
- 45-minute presentation within your specified track
- Slot on the Panel Discussion within your specified track
- 20-minute Tech Talk session
- All speaking opportunities will be simulcast to virtual SANS attendees

Post-event Marketing Collateral
- Edited mp4 recording of your individual session
- Edited mp4 recording of full session from your specified track
- Video of individual session to be posted on SANS Archives and promoted to the SANS Community

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 brochure
- 1 bag insert included in event registration bag
- Inclusion in the Attendee Welcome Email
- Inclusion in the Solutions Expo Passport to Prizes (sponsor responsible for providing prize)
- Inclusion in the Virtual 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

Leads
- Receive all live event registrations as leads
- Receive SANS Video Archive leads from all sessions within your track
- Receive all virtual SANS attendees as leads within your track

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Important Message: Due to COVID-19, on or before August 1st, 2020, SANS will determine if the SANS Cyber Solutions Fest 2020 will be 100% virtual. If the event becomes entirely virtual, the following items will <u>not</u> be available in your Platinum sponsorship package:

- 20 x 20 booth space & Solutions Expo Passport to Prizes (you will still be included in the Virtual Solutions Expo & Virtual Passport to Prizes)
- Prominent branding during Evening Festival
- 6 complimentary passes for representatives
- Bag insert in event registration bag
- Receive all live event registrations as leads

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
- Booth space in the Virtual Solutions Expo

Speaking Opportunity
- 40-minute presentation within your specified track
- Speaking opportunity will be simulcast to virtual SANS attendees

Post-event Marketing Collateral
- Edited mp4 recording of your individual session
- Video of individual session to be posted on SANS Archives and promoted to the SANS Community

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 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

Leads
- Receive all on-site attendees as leads
- Receive SANS Video Archive leads from your individual session
- Receive all virtual SANS attendees as leads within your track

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- 10 x 10 booth space (you will still be included in the Virtual Solutions Expo)
- 4 complimentary passes for representatives
- Receive all live event registrations as leads

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
- Booth space in the Virtual Solutions Expo

Speaking Opportunity
- 30-minute presentation within your specified track **or** slot on the Panel Discussion
- Speaking opportunity will be simulcast to all virtual SANS attendees

Post-event Marketing Collateral
- Edited mp4 recording of your individual session
- Video of individual session to be posted on SANS Archives and promoted to the SANS Community

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 brochure

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

Leads
- Receive SANS Video Archive leads from your individual session
- Receive all virtual SANS attendees as leads within your track

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
- Booth space in the Virtual Solutions Expo

Speaking Opportunity
- 20-minute Tech Talk during the Solutions Expo
- Speaking opportunity will be simulcast to all virtual SANS attendees

Post-event Marketing Collateral
- Edited mp4 recording of your individual session

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

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

Leads
- Receive all virtual SANS attendees attending your Tech Talk as leads

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- 10 x 10 booth space (you will still be included in the Virtual Solutions Expo)
- 2 complimentary passes for representatives

Sponsorship Package

Sponsorship Package	Bronze	Silver	Gold	Platinum
ADVISORY BOARD				
Position on Track Advisory Board				✓
EXHIBIT SPACE				
†Booth Space (includes draped table(s), chairs, electric, WiFi, lead scanner)	10 x 10	10 x 10	10 x 10	20 x 10
†Number of Complimentary Passes for Representatives from Sponsor's Company	2	2	4	6
Virtual Booth Space	✓	✓	✓	✓
SPEAKING OPPORTUNITY				
Speaking Slot		30 minute session on specified track **or** slot on panel discussion	40 minute session on specified track	45 minute session on specified track **and** slot on panel discussion
20-minute Tech Talk	✓			✓
Speaking Opportunity Simulcast to Virtual SANS Attendees	✓	✓	✓	✓
BRANDING				
†Main Stage Branding at Evening Festival				✓
Advertisement in Event and Online Brochure	Logo listing only	1/4 Page Ad	1/4 Page Ad	1/2 Page Ad
Online Event Webpage Branding	✓	✓	✓	✓
†Bag Insert (1 item)				✓
Inclusion in Attendee Welcome Email				✓
†Inclusion in Passport to Prizes				✓
Inclusion in Virtual Passport to Prizes				✓
PROMOTIONS				
Cross Branding Promotional Materials	✓	✓	✓	✓
Social Media Promotion of Sponsors	1 Group Promotion	1 Group Promotion	1 Group Promotion 1 Individual Promotion	1 Group Promotion 2 Individual Promotions
POST-EVENT MARKETING COLLATERAL				
Edited mp4 Recording of Sponsor's Individual Track Session	✓	✓	✓	✓
Edited mp4 Recording of Full Track Session				✓
Edited Video Posted on SANS Archives		✓	✓	✓
LEADS				
†Event Opt-in Leads			Only onsite attendees	All event registrations
SANS Video Archive Leads		Sponsor's individual session within track	Sponsor's individual session within track	Sponsor's individual session and all sessions within track
SANS Virtual Attendees Leads	All Tech Talk leads	All leads from track	All leads from track	All leads from track

†**Important Message**: If event becomes 100% virtual on or before August 1st, 2020, these items will not be available in sponsorship packages.

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 Day 1 and Day 2 of the event. SANS will collect all leads from Passport to Prizes and provide them to the sponsor. 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

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

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