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

<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>Registration</td>
<td></td>
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</tbody>
</table>
| 9:00am - 9:40am | Chairman Opening Session  
**Dave Shackleford** | Chairman Opening Session  
**Ismael Valenzuela** |
| 9:45am - 10:30am | Platinum Sponsor Session  
**Cisco**              |                     |
| 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 3 - Threat Hunting &amp; Intel</th>
<th>Track 4 - Network Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 8:55am</td>
<td>Registration</td>
<td></td>
</tr>
</tbody>
</table>
| 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
- Pen Testing
- OSINT
- Third Party Risk Management/Supply Chain
- OT/ICS
- Cyber Defense
- SOAR
- Endpoint Security
- 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

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 not 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

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 not be available in your Silver or Bronze sponsorship package:

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

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
### Sponsorship Package

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVISORY BOARD</strong></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Position on Track Advisory Board</td>
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</tr>
</tbody>
</table>

| **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 Group Promotion |

| **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 |

*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.
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**