

ESTIMATED ATTENDANCE:  
Live (60-100) | Simulcast (300+)

SANS

# Financial Services Vendor Brief

October 12, 2018 | Omni Berkshire Place, 21 East 52nd Street, New York, NY 10022  
Co-chairs: Ismael Valenzuel & David Hoelzer

## **“Cyber Threat Intelligence in Security Operations: Am I Breached?”**

Partner with SANS for this important event focused to the financial community.

On this 4th edition of the NYC Financial Briefings, David Hoelzer and Ismael Valenzuela from the SANS Institute, along with a panel of industry experts, bring practical advice on how financial organizations can operationalize threat intelligence.

### **SAMPLE AGENDA**

- Opening remarks
- Keynote
- Networking break
- Industry panel
- Case study or expert discussion
- Closing address

**SANS will be responsible for all event logistics (Onsite and Registration Management)**

### **SPONSORSHIP & NETWORKING OPPORTUNITIES**

#### **Platinum – \$15,000**

- Session or panel speaking slot
- Prime location tabletop during event
- Networking lunch sponsorship (includes Food/Beverage)
- Receipt of all leads – Live event, Simulcast, and from archived Simulcast viewings
- Premium logo placement and advertisement of sponsorship level in marketing information

#### **Gold – \$10,000**

- Tabletop
- Networking lunch sponsorship (includes food/beverage)
- Receipt of all leads – Live event, Simulcast, and from archived Simulcast viewings
- Logo included in marketing materials

#### **Simulcast – \$8,500**

- Branding only
- Receipt of simulcast leads
- Logo included in marketing materials

#### **Additional Items:**

**Afternoon Product Workshop** – Continue the day with a Product Workshop. This three-hour session allows attendees to extensively use your product(s) with a challenge or test-drive scenario.  
*Fee: \$15,000*

**Video Interview with Brief Chairman** – Schedule a Thought Leadership interview with the Brief Chairman. Vendors will receive a professional video asset.  
*Fee: \$10,000*