

SANS

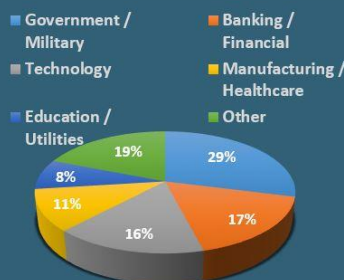
Vendor EXPO: July 26, 2017 Washington, D.C.

Event Dates: July 22-29, 2017
Washington Marriott Wardman Hotel
Expected Attendance: 1,200

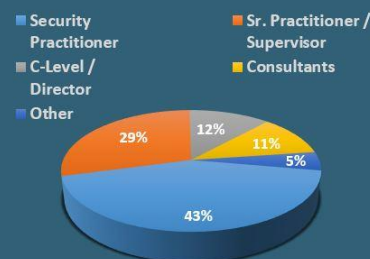
Join us at SANSFIRE 2017

SANSFIRE 2017 offers 46 courses in seven disciplines, all taught by the industry's top instructors. Connect with the highly qualified attendees who are looking for the tools to help them enable the skills gained in class. SANS attendees are seasoned cybersecurity professionals who often influence buying decisions in their organizations.

Attendee Demographics



Bank of America
Honeywell
Wells Fargo
NY Presbyterian Hospital
US Army / USAA / USMC
US Steel
Kettering Health Networks
Many Others



Vendor Sponsorship Opportunities

Platinum

\$17,900

Expo Booth

- 10x20 in Premier location

Lunch & Learn

- Food and beverage not included

Lunch Leads

- SANS scan attendees receiving a Lunch Voucher during the Expo. Sponsors receive a list of attendees (300–500)

Tabletop Outside of Class (DAY OF CHOICE)

- Complete list of classes on event website

Platinum Banner Stand

Event Registration Bag Sponsorship

Brand Awareness

- Logo placement on event webpage and applicable marketing/event collateral

Gold

\$13,900

Expo Booth

- 10x10

Lunch & Learn

- Food and beverage not included

Lunch Leads

- SANS scan attendees receiving a Lunch Voucher during the Expo. Sponsors receive a list of attendees (300–500)

Brand Awareness

- Logo placement on event webpage and applicable marketing/event collateral

Silver

\$10,000

Expo Booth

- 10x10

Lunch Leads

- SANS scan attendees receiving a Lunch Voucher during the Expo. Sponsors receive a list of attendees (300–500)

Brand Awareness

- Logo placement on event webpage and applicable marketing/event collateral

Bronze

*\$5,500

Expo Booth

- 10x10

Lunch Leads

- SANS scan attendees receiving a Lunch Voucher during the Expo. Sponsors receive a list of attendees (300–500)

*Special Discounted Price

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SANSFIRE 2017

Sponsorship Opportunities

Most Popular - Top sellers

Executive Networking Dinner An invitation-only dinner for approximately 30 C-level and senior management attendees. Food and beverages Included – SANS will handle all logistics	\$12,500
Lunch & Learn Presentation Lunch hour content presentation to attendees. Food and beverages NOT Included.	\$5,000

Other Sponsorship Opportunities

SANS Experts Dinner Network with SANS experts at this invitation-only dinner. SANS will provide select group of senior SANS Experts to network with vendor representatives. Food and beverages Included – SANS will handle all logistics.	\$12,500
Focus Group Roundtable Opportunity to obtain valuable feedback about your company's products and market position from a targeted group of SANS training attendees. It includes full dinner, SANS logistics, list of title/organizations to target invitees, and any pre-event setup to ensure invitees provide meaningful feedback.	\$10,000
Board of Advisors Breakfast Roundtable (1 SPONSOR/BOARD) Breakfast roundtable access to one of several market or industry-focused board of advisors consisting of hand-picked, upper-level attendees. It provides the vendor with an opportunity to engage in dialogue with a high-level focus group to obtain product, market, and/or industry feedback. Sample boards include: healthcare, threat intelligence, SOC, incident response, etc. Food and beverages Included.	\$5,000
Welcome Reception & Pre-Registration Tabletop Tabletop near conference registration. Food and beverages NOT Included.	\$5,000
Evening Product Brief & Demo Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products. Food and beverages NOT Included.	\$4,500
Tabletop Outside Class (DAY OF CHOICE) Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	\$2,000

Branding Only Opportunities (no leads)

SANS@Night Sponsorship	\$4,500
SANS NetWars Sponsorship	
SANS Industry Reception Sponsorship (1 SPONSOR/RECEPTION)	