

# SANS

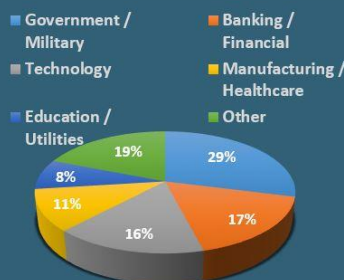
## Vendor EXPO: July 26, 2017 Washington, D.C.

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

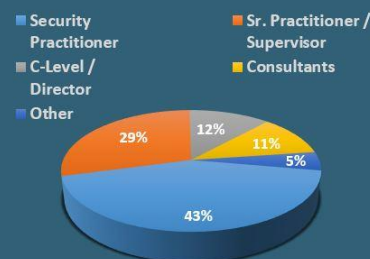
### Join us at SANSFIRE 2017

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

[www.sans.org](http://www.sans.org) | [vendor@sans.org](mailto:vendor@sans.org) | [SANSFIRE 2017](#)



# SANSFIRE 2017

## Sponsorship Opportunities

### Most Popular - Top sellers

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

### Other Sponsorship Opportunities

<b>SANS Experts Dinner</b> 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.	<b>\$12,500</b>
<b>Focus Group Roundtable</b> 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.	<b>\$10,000</b>
<b>Board of Advisors</b> 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.	<b>\$5,000</b>
<b>Welcome Reception &amp; Pre-Registration Tabletop</b> Tabletop near conference registration. Food and beverages NOT Included.	<b>\$5,000</b>
<b>Evening Product Brief &amp; Demo</b> Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products. Food and beverages NOT Included.	<b>\$4,500</b>
<b>Tabletop Outside Class (DAY OF CHOICE)</b> Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	<b>\$2,000</b>

### Branding Only Opportunities (no leads)

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