



**SANS Network Security 2018 Las Vegas, NV**



**Solutions Exposition: September 25, 2018**

**Event Dates: Sep 23 – 30  
Caesars Palace  
Expected Attendance: 1,200**

**SANS expositions create environments where our sponsors can introduce their products and services to the SANS community of cybersecurity professionals. Our attendees immediately understand the value you provide and are likely to have influence over purchasing decisions. SANS provides the training our community requires and you provide the tools.**

**SANS Solutions Expositions:**

**Better Audience, Better Service, Better Experience**

*“The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS event through creative and cost effective exhibiting options. Their full-service approach makes for stress-free booth experience, and allows us to focus on connecting with highly qualified attendees”.*

- VMRay

*“I have done various SANS events over the last seven years. We have been very happy with the quality of attendees at each event”!*

- RiskIQ

*“SANS continuously delivers quality events and highly-desirable prospects for our lead generation program”.*

- InfoArmor

**Solutions Expo Sponsorship Packages**

	Silver	Gold	Platinum
10 x 10 Space	✓	✓	
10 x 20 Space			✓
300+ SANS Lunch Leads	✓	✓	✓
Lead Scanner or App	✓	✓	✓
Logo / Link on Event Website & Marketing Collateral	✓	✓	✓
Lunch & Learn		✓	✓
All Food & Beverage		✓	✓
Prime Location			✓
Premier Signage			✓
Additional Targeted Branding			✓

**Solutions Expo Schedule**

**Monday – Sep 24**

12:30pm – 1:20pm	Training Day 2 Lunch & Learns
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**Tuesday – Expo Day Sep 25**

12:15pm – 1:30pm	Solutions Expo
5:00pm – 7:00pm	Solutions Expo & Evening Networking Reception

**Wednesday – Sep 26**

12:30pm – 1:20pm	Training Day 4 Lunch & Learns
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*Note: Solutions expo schedules may vary depending upon the venue and the individual event schedule*

\* Contact us for information about multi event packages



## SANS Network Security 2018 Las Vegas, NV



### SANS National Solutions Expo Sponsorship Packages

#### SILVER

- 10' x 10' Space on Solutions Expo Day  
Includes: 6' draped table, 2 chairs, electricity & WiFi
- SANS Lunch Leads  
Lunch on the day of the expo will be sponsored by the exhibitors. Attendees who come for lunch will be scanned and their contact information will be provided to the exhibitors as leads.
- Lead Scanning Device or App  
Will be provided for the duration of the event.
- Branding  
Your logo and link will appear on the SANS event website and in all applicable event collateral.

#### GOLD

- Silver Package as defined above ... Plus
- Lunch & Learn
  - 1 hour lunchtime presentation where your speaker will have the opportunity to present directly to SANS attendees.
  - Boxed lunch provided (food & beverage costs are included)
  - Lunch & Learn Title, Abstract, Speaker, Time & Location will be advertised on the event webpage and in the event collateral.
  - Vendor may scan Lunch & Learn attendees as leads.
  - May be scheduled on the 1<sup>st</sup> day targeting the SANS summit audience or on the 3<sup>rd</sup> day targeting the SANS training audience

#### PLATINUM

- Gold Package as defined above ... Plus
- 10' x 20' Space on Solutions Expo Day (replacing 10' x 10' space)  
Includes: Two 6' draped tables, 4 chairs, electricity & WiFi
- Premier Location on Expo Floor
- Platinum Sponsorship Signage
- Individual Lunch & Learn invitations targeting preferred attendees
- Evening Event Sponsorship (based upon event schedule)



## SANS Network Security 2018 Las Vegas, NV



### SANS National Additional Sponsorship Opportunities

#### Speaking, Presentation & Lead Generation Opportunities

**Lunch & Learn (Stand-alone)** - Lunch hour content presentation to SANS training attendees. Boxed lunches will be served in the room. Optionally, SANS will invite students attending the class of your choice. Vendor may scan Lunch & Learn attendees as leads.

*Includes: F&B, lead scanner / app & all logistics.*

**Lunch & Learn Simulcast** - Lunch and learn will be simulcast live to SANS community. You will receive a video of the session for collateral and will receive a 200-lead guarantee. *Requires a minimum of 4 weeks lead time for promotions.*

**Evening Product Test Drive** – Invitation only 2-hour lab providing hands-on demo of your products to targeted attendees. You will receive all the registration leads and may also scan the badges of the attendees. *Includes: F&B, lead scanner / app & all logistics.*

**SANS @Night Presentation** – One hour evening presentation on training days. Open invitation to all training attendees. *F&B optional & NOT included.*

#### Networking Opportunities

**Executive Networking Dinner** - An invitation-only dinner for approximately 20-25 C-level and senior management attendees. Hosted by you and a SANS Expert.

*Includes: F&B plus all logistics.*

**Executive Networking Breakfast** - An invitation-only breakfast for approximately 15-20 C-level and senior management attendees. *Includes: F&B plus all logistics.*

**Focus Group Roundtable** – Networking Dinner to obtain valuable feedback about your company's products and market position from a targeted group of 10-15 SANS training attendees. *Includes: F&B, all logistics, target invitation, and pre-event setup to ensure meaningful feedback.*

**Hospitality Suites** – Opportunity to host a social event. The hospitality suite will be advertised at the summit and optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. *F&B and hotel Suite is NOT included. SANS will handle all logistics.*

#### Branding Opportunities

**SANS @Night Sponsorship** – Branding of scheduled @Night presentation led by SANS Expert. *Available Only at Select Summits*

**NetWars Sponsorship** – Branding of SANS NetWars competition with signage. *Available Only at Select Summits*

**Happy Hour Sponsorship** – Branding of post training cocktail hour. *Beverage cost is included.*



# SANS Network Security 2018 Las Vegas, NV



## Other 2018 National Training Events

Contact us to ask about multi-event sponsorship packages

Event	Location	Conference Dates	Solutions Expo Date	Expected Attendance
<u>SANS 2018</u>	Orlando, CA	Apr 3-10	Apr 5	1,200
<u>SANS Security West 2018</u>	San Diego, CA	May 11-16	May 14	800
SANSFIRE 2018	Washington, D.C.	Jul 16-21	Jul 18	1,200
Cyber Defense Initiative 2018	Washington, D.C.	Dec 13-18	Dec 14	900

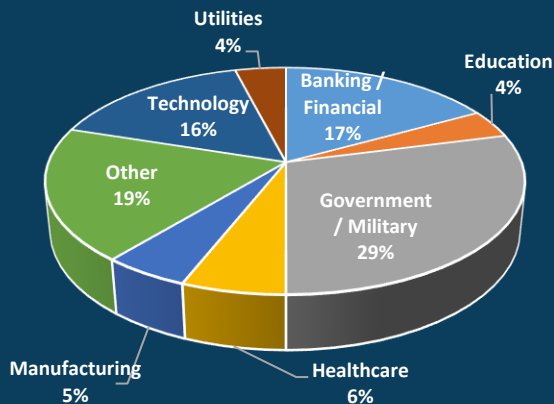
## About the SANS Network Security 2018 National Training Event

SANS is recognized around the world as the best place to develop the deep, hands-on cybersecurity skills most in need right now. Network Security 2018 offers more than 45 information security courses taught by SANS' world-class instructors, with dynamic content on the hottest information security issues.

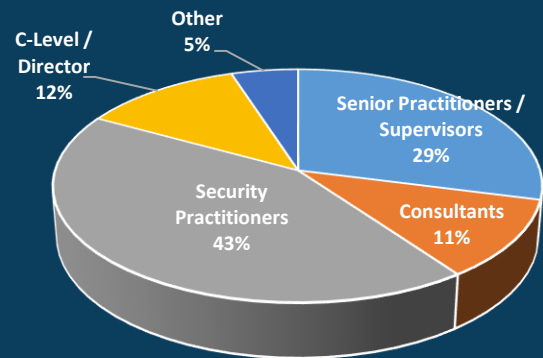
In addition to SANS classroom training and development, you can also test your security defense skills at the Core NetWars Experience, DFIR NetWars Tournament, and the all-new NetWars Defense Competition. And enhance your SANS training experience by attending evening talks by our instructors and selected subject-matter experts. These presentations give you access to voices that matter in computer security, broaden your knowledge, and help you get the most for your training dollar.

*"Hands-on labs reinforce the class teachings - this is tremendously valuable to be able to grasp the concepts."  
- Laura Iwasaki, Walt Disney Parks and Resorts Technology*

## Attendee Demographics



**By Vertical**



**By Job Title**