

SANS Network Security 2019

Las Vegas, NV | Caesars Palace | **Event:** September 8 - 15, 2019 | **Expo:** September 11, 2019

[SANS Network Security](#) attracts over 1,300 skilled practitioners who are ready to sharpen their skills and discover the latest security tools available! Sponsoring allows you to promote your products and services to attendees who will immediately understand the value you provide.

Sponsorship Packages & Benefits	Silver	Gold	Platinum
Booth Space Silver & Gold: includes one 6' draped table, 2 chairs, electricity & WiFi Platinum: includes two 6' draped tables, 4 chairs, electricity & WiFi	10 x 10	10 x 10	10 x 20
Lead Scanner or App	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
400+ SANS Lunch Leads Lunch will be sponsored by exhibitors during the day of the expo. Attendees who come for lunch will be scanned. Contact information provided to exhibitors.	✓	✓	✓
Lunch & Learns Lunch & Learns: 1-hour lunchtime presentation given by your speaker to 50 SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Lunch & Learn summary will be advertised on the SANS event webpage and in the event collateral. <i>Note: Food and beverage included.</i> <i>Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.</i>		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event SANS will explore how to best market your brand in our venue with further discussion.			✓

Solutions Expo Schedule

Tuesday, September 10, 2019		Wednesday, September 11, 2019		Thursday, September 12, 2019	
12:30pm - 1:15pm	Training Day 2 Lunch & Learns	12:00pm - 1:30pm	Solutions Expo	12:30pm - 1:15pm	Training Day 4 Lunch & Learns
		5:15pm - 6:15pm	Evening Networking Reception		



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Additional Sponsorship Opportunities

Listed sponsorships below can act as standalone outside of Sponsorship Packages.

Speaking, Presentation & Lead Generation Opportunities

Lunch & Learn Simulcast	Lunch & Learn will be simulcast live to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee. Note: Requires a minimum of 4 weeks lead time for promotions.
Lunch & Learn Videotaped	Lunch & Learn will be recorded and edited to later be broadcast to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee. Note: 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 registration leads. You may also scan attendees as leads. Includes lead scanner/app & all logistics. Food and beverage not included.
SANS @Night Presentation	One-hour evening presentation on training days. Open invitation to all training attendees. Includes lead scanner/app & all logistics. Food and beverage is optional but not included.

Networking Opportunities

Executive Networking Event	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert. Includes: food and beverage plus all logistics.
Hospitality Suites	Host a social event, which will be advertised at the event. Optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. Includes all logistics. Food and beverage and hotel suite not included.

Product Focus Group Opportunities

Product Focus Group Lab	2-hour hands on beta testing of your product to a targeted group of 10-12 SANS attendees. You will receive all registration leads. You may also scan attendees as leads. Includes lead scanner/app & all logistics. Food and beverage not included.
Product Focus Group Roundtable	Allow a targeted group of 10-12 SANS attendees give feedback on your product that's currently in development. You will receive all registration leads. You may also scan attendees as leads. Includes lead scanner/app & all logistics. Food and beverage not included.

Branding Opportunities

NetWars	Branding of SANS NetWars competition with signage. SANS Network Security 2019 NetWars Dates: September 12 - 13, 2019
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PROGRAMS

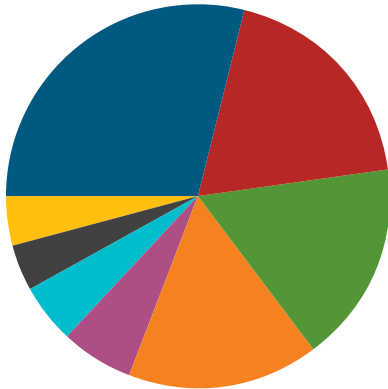
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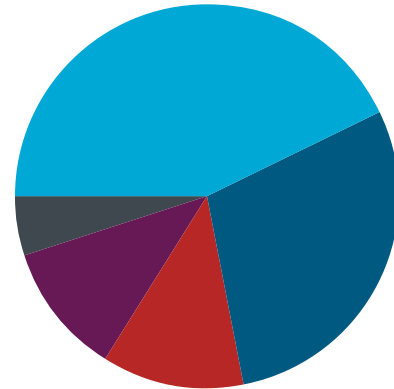
Demographics

Industries



- 29% - Government / Military
- 19% - Other
- 17% - Banking / Financial
- 16% - Technology
- 6% - Healthcare
- 5% - Manufacturing
- 4% - Education
- 4% - Utilities

Roles



- 43% Security Practitioner
- 29% Senior Practitioner / Supervisor
- 12% C-Level Director
- 11% Consultant
- 5% Other

2018 Attendees Sample

Adobe
 Air Force
 American Express
 Ball Aerospace
 Bloomberg
 Boeing
 Carbinet Secretariat
 Caterpillar
 Charter Communications
 Chick-fil-A
 Department of Defense
 Department of Energy
 Department of Navy
 Eli Lilly and Company
 Ernst & Young
 Expedia
 FBI
 GE
 Guardian Life Insurance
 Henderson Police Department
 Hyundai Autoever America
 JPMorganChase
 Kaiser Permanente

Koch Business Solutions
 Lockheed Martin
 McKinsey & Company
 Ministry of Defense
 National Bureau of Investigation
 National Football League
 NH Army Guard
 Nike, Inc.
 Northrop Grumman
 Oregon Army National Guard
 PennyMac
 Rockwell Automation
 Royal Air Force
 Scotiabank
 Sempra Energy
 Start Farm
 The Cadence Group
 Think Mutual Bank
 US Railroad Retirement Board
 US Air Force
 USMC
 XE.com Inc.
 Zynga

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Exhibitor Registration

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Thank you for your interest in exhibiting [SANS Network Security 2019](#). To reserve your sponsorship, please return the Exhibitor Registration Form and the Terms & Conditions Form completed and signed to vendor@sans.org.

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

COMPLETE MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

Sponsorship Package - Please indicate your choice below. Package details can be found in the SANS Network Security 2019 Sponsor Sheet attached.

- Platinum - \$23,000
- Gold - \$15,000 (list price \$18,400)
- Silver - \$7,500 (list price \$9,500)

Additional Sponsorship Opportunities - Please indicate your choice below. Details can be found in the SANS Network Security 2019 Sponsor Sheet attached.

- Lunch & Learn Simulcast (add-on) - \$13,500
- Lunch & Learn Videotaped (add-on) - \$19,500
- Evening Product Test Drive - \$9,500
- SANS @Night Presentation - \$5,200
- Executive Networking Breakfast - \$8,650
- Executive Networking Dinner - \$14,500
- Hospitality Suites - \$8,900
- Product Focus Group Lab - \$9,500
- Product Focus Group Roundtable - \$9,500
- NetWars Branding - \$3,250

Billing - Please total up your sponsorship selection. A SANS representative will contact you to process your payment.

Sponsorship Package Cost:
Additional Sponsorship Opportunities Cost:
TOTAL COST:

Signing below acknowledges that the signee is the decision maker within the listed company and thereby secures the sponsor's sponsorship for this event. Official terms and conditions on next page.

SIGNATURE _____ DATE _____

TERMS AND CONDITIONS FOR EXHIBITING AT A SANS EVENT

Please read carefully

All exhibitor promotional and exhibition sponsorship opportunities are subject to change. In the event there is a cancellation or a change after the contract is received, SANS will offer the vendor the option of either a full refund or a replacement package of comparable value.

Attendee list policy: Electronic lead gathering services will be provided and attendee biographic data will be encoded for retrieval at all major conferences with tabletop. SANS will provide one (1) lead reader device or app Activation Code. Additional devices or codes may be purchased for an additional fee.

Exhibit space: Unless otherwise specified, exhibit space includes square footage stated, 6’ draped table, 2 chairs, basic 5amps of electrical services and wireless internet. Any In-coming or Out-bound freight shipping and handling charges are the responsibility of the exhibiting company. Any additional furnishings or other booth requirements are also the responsibility of the exhibiting company.

If removing unsold tabletop spaces from the floor plan requires that a pre-registered exhibitor’s booth location be changed, the exhibitor agrees to comply with these changes. The SANS Institute reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or out of keeping with the character of the exposition as a whole.

Exhibitor’s tabletop and associated pop-ups or banner stands must be in place one hour prior to the show opening. If the tabletop is not installed one hour before the show opens, show management will reconfigure space into a visitor lounge.

Registration: Exhibitor personnel will be provided badges. All onsite exhibitor personnel MUST have a badge to exhibit or attend any SANS event.

Co-Marketing: Exhibitor agrees to co-market the Training Event via social media, newsletters, blogs, etc. Exhibitor agrees to list Training or Summit Event on exhibitor’s website and event calendar.

Payment options: SANS accepts payment via Credit Card, Check or Wire Transfer. The SANS Institute must receive 100% of the total amount due prior to the show opening. If The SANS Institute does not receive payment 24 hours prior to the show opening, the exhibitor will not be allowed to exhibit. Penalties may be applied by SANS Institute in the case of checks returned for Insufficient Funds.

Cancellations: Cancellations will only be accepted when agreed to in writing by The SANS Institute. If a cancellation request is not deemed agreeable by SANS, full payment for exhibition space is required. Absolutely no cancellations will be accepted 8 weeks or less from the first day of the first conference date specified in this contract, and full payment will be required of those who fail to attend. A processing fee of 50% of the tabletop cost will be applied to any approved cancellation, regardless of when the cancellation is made. Cancellation fee must be paid within 10 business days of the cancellation date.

Liability: Exhibitor agrees that SANS, the expo site, and their respective employees and agents are not liable for any theft, damage or loss to or of the exhibitor’s property or for any injury that may occur to the Exhibitor, its agents or employees. Exhibitor shall have property damage insurance for the full replacement value of all its property and general liability insurance of no less than One Million Dollars. SANS and the expo facility shall be named as additional loss payees in such policy. Exhibitor agrees to indemnify and hold SANS, the expo facility, and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney’s fees or other expenses either directly or indirectly from or in connection with Exhibitor’s participation in such event.

By signing below, the exhibiting company agrees to abide by the terms and conditions of this agreement and to any further rules and regulations issued to all participants prior to the start of all SANS conference exhibitions listed in this contract.

This agreement becomes a binding contract when signed by the exhibitor and received by The SANS Institute.

Authorized Exhibitor Representative

Name (printed): _____

Title: _____

Company Name: _____

Signature: _____

SANS Authorized Representative

Name (printed): _____

Title: _____

Company Name: _____

Signature: _____