SANS

SANS Security West 2018
San Diego, CA

Solutions Exposition:
May 15, 2018

Event Dates: May 11- May 16
Manchester Grand Hyatt
Expected Attendance: 800

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**

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

- **InfoArmor**

"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**

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			✔

* Contact us for information about multi event packages

Solutions Expo Schedule

*Friday May 11th

12:30pm – 1:20pm	Training Day 1 Lunch & Learns

Tuesday May 15th – Expo Day

12:15pm – 1:30pm	Solutions Expo

Monday May 14th

12:30pm – 1:20pm	Training Day 4 Lunch & Learns

*Note: The Friday Lunch & Learns are not on a consecutive day with the Solutions Expo on Monday. Contact us to receive alternate scheduling options

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 1st day targeting the SANS summit audience or on the 3rd 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)

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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.*

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Other 2018 National Training Events
Contact us to ask about multi-event sponsorship packages

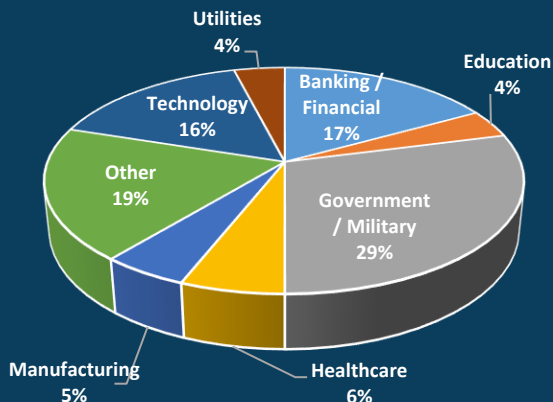| Event	Location	Conference Dates	Solutions Expo Date	Expected Attendance
SANS 2018	Orlando, CA	Apr 3-10	Apr 5	1200
SANSFIRE 2018	Washington, D.C.	Jul 16-21	Jul 18	1,200
Network Security 2018	Las Vegas, NV	Sep 2018	Sep 2018	1,200
Cyber Defense Initiative 2018	Washington, D.C.	Dec 13-18	Dec 14	900

About the SANS Security West 2018 National Training Event

SANS' information security training goes beyond theory, incorporating real-world examples and practical techniques you can apply directly to your work. Join us for SANS Security West 2018 (May 11-16) in San Diego, CA, and choose from more than 25 information security courses taught by leading industry experts. With cutting-edge courseware, dedicated instructors, and a relentless passion for excellence, SANS delivers relevant training that will prepare you to meet today's threats and tomorrow's challenges.
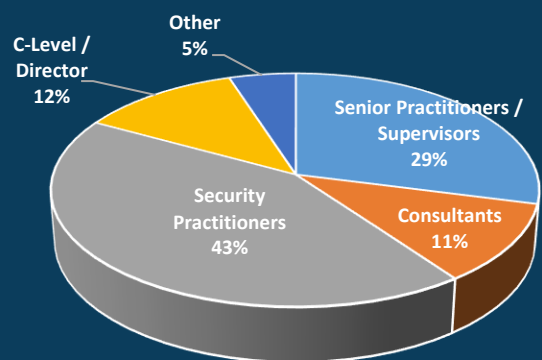
"SANS continues to provide high quality, high density training that I can take back and immediately apply to our organization. The classes are interactive, and highly effective at relating the concepts and tools to practical implementation. SANS has been instrumental in providing the knowledge to implement a secure posture within our organization. Thanks SANS!"

- Nathan Ten Haken, First Citizens Bank

Attendee Demographics

By Vertical

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

By Job Title

- Other 5%
- C-Level / Director 12%
- Senior Practitioners / Supervisors 29%
- Security Practitioners 43%
- Consultants 11%