

SANS Security West 2020

San Diego, CA | Manchester Grand Hyatt | **Event:** May 8 - 15, 2020 | **Expo:** May 11, 2020

SANS Security West attracts over 900 cyber security professionals who are looking to improve their security systems against the most dangerous threats. 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	✓	✓	✓
300+ 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> Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event SANS will explore how to best market your brand in our venue with further discussion.			✓

SANS Security West 2020 Schedule

Monday, May 11		Tuesday, May 12	
12:00pm - 1:30pm	Solutions Expo	12:30pm - 1:15pm	Training Day 5 Lunch & Learns
5:00pm - 6:15pm	Evening Networking Reception		



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www.sans.org | vendor@sans.org

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 Sponsorship	Branding of SANS NetWars competition with signage. SANS Security West 2020 NetWars Dates: Coming Soon.
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SANS

SPONSORSHIP
PROGRAMS

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