



SANS VENDOR CONNECTIONS

Connecting you with the SANS community

October 2015

The SANS Institute was established in 1989 as a cooperative research and education organization. Trusted and known for providing the highest quality information, SANS is revered as the global leader in cyber security training, certification and research. Security professionals are the foundation of the SANS community, sharing lessons and information and jointly finding solutions to the challenges they face. With a community of over 300,000 security professionals, SANS provides opportunities for information security vendors to position their products directly in the sight of technology focused decision makers and influencers with purchasing power.

SANS at a Glance



Check out SANS 2016 Sponsorship Opportunities by clicking on the image below



Vendor Sponsorship Opportunities

WWW.SANS.ORG

VENDOR@SANS.ORG

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For more information on SANS Vendor Programs and to learn how you can make a presence in the cyber security community, visit www.sans.org/vendor or email a SANS Vendor Representative at vendor@sans.org

Event Recap: SANS Network Security 2015

SANS's final national event of the year was a great success in Las Vegas, NV where 20+ security vendors filled the exhibit space with the opportunity to showcase their products in front of a captive audience of 1,200 attendees.



SANS Cyber Defense Initiative 2015



The SANS Cyber Defense Initiative (CDI) continues to grow year after year and our 2015 event is expected to be the best to date! CDI provides security vendors the opportunity to be face to face with an audience of approximately **900** attendees with titles ranging from technical practitioners to C-Level and management positions. The Vendor Showcase at CDI features the industry's leading security vendors. Contact your SANS representative or email vendor@sans.org to reserve your spot.

Time is Running Out... Don't Miss Out on These Upcoming Events!

Event	Date	Type	Appx Attendance	Location
Threat Intelligence Vendor Brief	November 5	Brief	100	Denver, CO
Security Leadership Summit	December	Summit	150	Dallas, TX
SANS Cyber Defense Initiative 2015	December	Regional	900	Washington DC

Mark Your Calendar for 2016!

Event	Date	Type	Appx Attendance	Location
SANS 2016	March	National	1,200	Orlando, FL
SANSFIRE 2016	June	National	1,200	Washington DC
SANS Network Security 2016	September	National	1,200	Las Vegas, NV

SANS Analyst Program

The SANS Analyst Program provides security vendors the opportunity collaborate on customized state of the art reports in **HEALTHCARE**, **FINANCIAL**, **EDUCATION**, and **GOVERNMENT** markets. Check out a sample of projects below or contact vendor@sans.org for more information.

SANS IT Security Spending Survey	Publish Date: February 2016
SANS 2016 Industrial Control Systems (ICS) Security Survey	Publish Date: June 2016

Webcasts

Looking to reach the SANS community? Webcasts are a successful way to gain valuable leads and position your company as a thought leader in the cyber security industry.

- *Opportunity to sponsor topics that align with your business focus*
- *200 lead guarantee*
- *Promotion in weekly SANS Webcast Newsletter leading up to webcast launch*
- *Placement on SANS website (check out www.sans.org/webcasts for a complete list of upcoming webcasts)*
- *Promotion via social media channels to promote attendance*

Now Airing!!

HOT TOPICS! Webcast Series

This webcast series will provide viewers with insight to trending topics in the security industry. Featuring SANS experts, HOT TOPICS! allows sponsoring vendors the opportunity to connect with the SANS community and generate valuable leads. Click [HERE](#) for more information or email vendor@sans.org.

"For Tenable, SANS WhatWorks program was a major marketing win on several levels. First, it overcame the challenge of presenting an in-depth customer case study that was anonymized, but also highly credible. Along with the case study, which is a terrific marketing asset, the WhatWorks webcast interview hosted by SANS' John Pescatore, was an especially compelling live presentation - now available on-demand - that generated (and continues generating) a large number of leads. Bottom line, SANS' WhatWorks has been awesome for Tenable." - **David Schreiber, Demand**

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