SANS Vendor Programs

• Conference Events
  o Booths and Tabletops events
  o Speaking Opportunities
  o Sponsorship Programs

• Media Products
  o Analyst & Vendor Whitepapers
  o CAG Top 20 Critical Controls
  o Webcasts
  o Newsletters
  o WhatWorks Program
  o Thought Leadership Series
  o Web Site Banner Ads
  o Solutions Directory for INFOSEC Professionals
  o Printed Media
  o Audiocasts

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## SANS 2015 Event Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Conference Dates</th>
<th>Vendor Expo/Showcase Date</th>
<th>Estimated Attendance</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>SANS Security East</td>
<td>New Orleans, LA</td>
<td>Jan 16-21</td>
<td>Mon, Jan 19</td>
<td>125-150</td>
<td>Local Conf</td>
</tr>
<tr>
<td>Cyber Threat Intelligence Summit</td>
<td>Washington, DC</td>
<td>Feb 2-9</td>
<td>Feb 2-3</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANS Scottsdale</td>
<td>Scottsdale, AZ</td>
<td>Feb 16-21</td>
<td>Wed, Feb 18</td>
<td>125-150</td>
<td>Local Conf</td>
</tr>
<tr>
<td>DFIRCON West</td>
<td>Monterey, CA</td>
<td>Feb 23-28</td>
<td>Wed, Feb 25</td>
<td>100-125</td>
<td>Local Conf</td>
</tr>
<tr>
<td>10th Annual ICS Security Summit</td>
<td>Orlando, FL</td>
<td>Feb 23-Mar 2</td>
<td>Feb 23-24</td>
<td>150-175</td>
<td>Summit + Conf</td>
</tr>
<tr>
<td>SANS Cyber Guardian</td>
<td>Baltimore, MD</td>
<td>Mar 2-7</td>
<td>Wed, Mar 4</td>
<td>100-125</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Northern Virginia</td>
<td>Reston, VA</td>
<td>Mar 9-14</td>
<td>Wed, Mar 11</td>
<td>100-125</td>
<td>Local Conf</td>
</tr>
<tr>
<td>Law Enforcement Classes/Sessions</td>
<td>West Coast</td>
<td>Q1 2015</td>
<td>tbd</td>
<td>50-75</td>
<td>Classes + Sessions</td>
</tr>
<tr>
<td>SANS Houston</td>
<td>Houston, TX</td>
<td>Mar 23-28</td>
<td>Wed, Mar 25</td>
<td>75-100</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS 2015</td>
<td>Orlando, FL</td>
<td>Apr 11-18</td>
<td>Wed, Apr 15</td>
<td>1200</td>
<td>NATIONAL EVENT</td>
</tr>
<tr>
<td>Security Operations Centers (SOC) Summit</td>
<td>Washington, DC</td>
<td>Apr 27-May 3</td>
<td>Mon, Apr 27</td>
<td>75-100</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANS Security West</td>
<td>San Diego, CA</td>
<td>May 3-12</td>
<td>Thurs, May 7</td>
<td>600-700</td>
<td>REGIONAL EVENT</td>
</tr>
<tr>
<td>SANS Security Leadership Summit</td>
<td>Boston, MA</td>
<td>May 13-20</td>
<td>May 13-14</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANS Austin</td>
<td>Austin, TX</td>
<td>May 17-23</td>
<td>Wed, May 20</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>ICS Houston Summit + Training</td>
<td>Houston, TX</td>
<td>Jun 1-6</td>
<td>Mon, Jun 1</td>
<td>100-125</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>Security Awareness Summit</td>
<td>West Coast</td>
<td>Jun 4-10</td>
<td>Thurs, Jun 4</td>
<td>100-125</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANSFIRE 2015</td>
<td>Baltimore, MD</td>
<td>June 12-22</td>
<td>Wed, Jun 17</td>
<td>1200</td>
<td>NATIONAL EVENT</td>
</tr>
<tr>
<td>SANS Rocky Mountain</td>
<td>Denver, CO</td>
<td>June 22-27</td>
<td>Wed, Jun 24</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
</tbody>
</table>

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<tr>
<td>SANS Capital City</td>
<td>Washington, DC</td>
<td>July 6-11</td>
<td>Wed, Jul 8</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>Digital Forensics &amp; Incident</td>
<td>Austin, TX</td>
<td>Jul 7-14</td>
<td>Jul 7-8</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>Response Summit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SANS San Jose</td>
<td>San Jose, CA</td>
<td>Jul 20-25</td>
<td>Wed, Jul 22</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Salt Lake</td>
<td>Salt Lake City, UT</td>
<td>Jul 20-25</td>
<td>Wed, Jul 22</td>
<td>100-125</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Boston</td>
<td>Boston, MA</td>
<td>Aug 3-8</td>
<td>Wed, Aug 5</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>Cyber Defense Summit</td>
<td>Nashville, TN</td>
<td>Aug 11-18</td>
<td>Aug 11-12</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANS San Antonio</td>
<td>San Antonio, TX</td>
<td>Aug 17-22</td>
<td>Wed, Aug 19</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Virginia Beach</td>
<td>Virginia Beach, VA</td>
<td>Aug 24-Sep 4</td>
<td>tbd</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Chicago</td>
<td>Chicago, IL</td>
<td>Aug 30-Sep 4</td>
<td>Tues, Sep 1</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Crystal City</td>
<td>Crystal City, VA</td>
<td>Sep 8-13</td>
<td>Thurs, Sep 10</td>
<td>150-200</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Network Security 2015</td>
<td>Las Vegas, NV</td>
<td>Sep 14-19</td>
<td>Sep 16</td>
<td>1200</td>
<td>NATIONAL EVENT</td>
</tr>
<tr>
<td>SANS Seattle</td>
<td>Seattle, WA</td>
<td>Oct 5-10</td>
<td>Wed, Oct 7</td>
<td>125-150</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Tysons Corner</td>
<td>Tysons Corner, VA</td>
<td>Oct 12-17</td>
<td>Wed, Oct 14</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>SANS Cyber Defense San Diego</td>
<td>San Diego, CA</td>
<td>Oct 19-23</td>
<td>Wed, Oct 21</td>
<td>125-150</td>
<td>Local Conf</td>
</tr>
<tr>
<td>Pen Test Hackfest Summit</td>
<td>Washington, DC</td>
<td>Oct 26-Nov 2</td>
<td>Oct 26-27</td>
<td>100-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>DFRCON South Florida</td>
<td>Ft. Lauderdale, FL</td>
<td>Nov 9-14</td>
<td>Wed, Nov 11</td>
<td>100-125</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS San Francisco</td>
<td>San Francisco, CA</td>
<td>Nov 30-Dec 5</td>
<td>Wed, Dec 2</td>
<td>125-150</td>
<td>Local Conf</td>
</tr>
<tr>
<td>SANS Healthcare Security Summit</td>
<td>tbd</td>
<td>Dec 1-8</td>
<td>Dec 1-2</td>
<td>125-150</td>
<td>Summit + classes</td>
</tr>
<tr>
<td>Cyber Defense Initiative</td>
<td>Washington, DC</td>
<td>Dec 9-18</td>
<td>Dec 14</td>
<td>700</td>
<td>REGIONAL EVENT</td>
</tr>
</tbody>
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Event Offerings

• **Vendor Brief**
  - Presentations developed with vendor partners
  - Tabletop
  - All Food & Beverage included
  - Attendee list provided for both Live event and Simulcast

• **Booths & Tabletop**
  - 10x10 booth at National Conferences (larger booths sizes also available)
  - 6’draped Table& Power at Regional and Local events

• **Promotional Opportunities**
  - Lunch & Learn
    - 1 hour vendor presentation during lunch hour
    - SANS provides dedicated room with projector and screen
    - Vendor is responsible for Food & Beverage

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Event Offerings

- Promotional Opportunities (cont’d)
  - Virtual Lunch & Learn with Simulcast
    - Vendor Presenter virtually presents Lunch & Learn session at a major SANS conference
    - 1 hour vendor presentation during lunch hour with Simulcast during lunch hour
    - SANS markets and promotes Virtual Lunch & Learn with SANS webcasts up to 6 weeks prior
    - SANS provides onsite technical support including scanning leads.
    - SANS provides Simulcast presentation room with projector and screen, classroom set-up and onsite Technical Support.
    - Vendor is responsible for Food & Beverage from SANS approved menu.
Event Offerings

- Promotional Opportunities (cont’d)
  - Lunch and Learn with Simulcast
    - 1 hour vendor presentation with simulcast during lunch hour
    - SANS markets Lunch & Learn webcast with all scheduled webcasts (email blasts)
    - SANS scans Lunch & Learn attendees and also provides registered leads to vendor
    - SANS provides dedicated room with projector and screen, classroom set-up.
    - Vendor is responsible for Food & Beverage from SANS approved menu.
Event Offerings

• Promotional Opportunities (cont’d)
  o Lunch Lead Sponsorship
    - Vendor receives listing of attendees opting in to the Vendor Expo lunch
    - SANS personnel provide lunch voucher tickets and scan leads
    - Vendor receives lead list within 48 hours of Vendor Expo lunch
  o Evening Product Brief & Demo
    - 1 hour vendor presentation in evening after class time
    - SANS provides dedicated room with projector and screen, theater style set-up.
    - Separate table(s) for product demos may be set
    - Vendor is responsible for Food & Beverage from SANS approved menu, generally appetizers & beer/wine.
Event Offerings

• Promotional Opportunities
  ○ Executive Level Dinner or Breakfast
    - Invitation-only dinner/breakfast for select senior level attendees in conjunction with SANS events
    - Event includes 10 to 12 Executives as well as 2-3 vendor representatives and 1-2 SANS senior level executives and/or senior level instructors
    - SANS to provide Title/Organizations of senior level attendees to vendor to determine who to invite. Invitations sent from SANS
    - Food and Beverage costs included in sponsorship fees
Event Offerings

- **Summit Promotional Opportunities**
  - Summit Table Top
    - 6’ draped table – includes electricity
    - Tabletop area situated in break area to ensure maximum attendee traffic
  - Summit Lunch & Learn
    - 1 hour vendor presentation during lunch hour
    - SANS provides dedicated room with projector and screen, classroom set-up.
    - Vendor is responsible for Food & Beverage from SANS approved menu.
Event Offerings

- Summit Promotional Opportunities
  - Evening Hospitality Suite
    - SANS provides dedicated room for Suite. Vendor may provide themed event for maximum traffic.
    - Vendor is responsible for Food & Beverage
    - Includes a Summit Tabletop
  - Summit Solutions Track Sponsorship
    - Opportunity to give a Technical Presentation to Summit audience within the framework of the Summit agenda
    - Up to 3 vendors may present concurrently
    - Includes a Summit Tabletop
  - Summit Solutions Panel Sponsorship
    - Opportunity to sit on an agenda panel with up to 4 other vendors
    - Includes a Summit Tabletop
SANS Vendor Programs

• Conference Events
  o Booths and Tabletops events
  o Speaking Opportunities
  o Sponsorship Programs

• Media Products
  o Analyst & Vendor Whitepapers
  o Webcasts
  o Newsletters
  o WhatWorks Program
  o Thought Leadership Series
  o Web Site Banner Ads
  o Solutions Directory for INFOSEC Professionals
  o Printed Media

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Media Offerings

• Analyst Whitepaper Program
  o SANS Expert may help develop whitepaper or survey topic
  o Analyst and staff will write paper or analysis
  o Multi-Sponsor or Single Sponsor options – allows the opportunity to work with key partners
  o Analyst Supporting Webcast – an additional venue to present whitepaper information

• Vendor Whitepaper
  o Post your expert whitepaper in the SANS Reading Room
  o Papers are posted at the following site: https://www.sans.org/tools.php
  o Lead generation from visitors requesting your paper

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Media Offerings

- **Webcasts**
  - 200 Lead Guarantee
  - 3 types of webcasts
    - **Ask the Expert**
      - SANS selects webcast topic and provides recognized subject matter expert to present
      - Vendor will have opportunity for short presentation during webcast
      - Vendor will be listed as sponsor on SANS webcast website including vendor logo
      - Vendor may include vendor logo on webcast introductory slides
      - SANS “Ask the Expert” logo and a link to the SANS website is required when used by the vendor in their own internal promotion.
Media Offerings

- Webcasts
  
  ToolTalk
  - Vendor and product specific focus
  - Vendor has full 60 minutes to present
  - Vendor product will be listed on SANS webcast website along with vendor logo
  - Vendor will provide webcast slide deck
  - SANS Webcast logo and a link to the SANS website is required when used by the vendor in their own internal promotion.
Media Offerings

- **Webcasts**
  - Custom
    - Developed to meet Vendor’s particular needs, schedule and marketing plans
    - SANS Expert may be brought into the process at Vendor request to enhance webcast
    - Vendor has full 60 minutes to present
    - Vendor will provide webcast slide deck
    - SANS Webcast logo and a link to the SANS website is required when used by the vendor in their own internal promotion.
Media Offerings

• Webcasts
  o Webcast Series
    - 3-part series led by SANS expert
    - Developed by SANS expert to provided education on critical cybersecurity topic. Vendor will have the opportunity to work with SANS expert
    - On average generate 600-800 leads over the 3 webcasts
    - Developed to meet Vendor’s particular needs, schedule and marketing plans
    - SANS Expert may be brought into the process at Vendor request to enhance webcast
    - Vendor has some time at end of webcasts to present
    - SANS Webcast logo and a link to the SANS website is required when used by the vendor in their own internal promotion.
Media Offerings

- Newsletters
  - NewsBite
    - Distributed Tuesdays and Fridays
    - Upper Ad can be 55 words + URL. Appears at top of newsletter
    - Lower Ad can be 15 words + URL. Appears at bottom of newsletter
  - @Risk
    - Distributed Mondays
    - Upper Ad can be 55 words + URL. Appears at top of newsletter
    - Lower Ad can be 15 words + URL. Appears at bottom of newsletter
Media Offerings

- **WhatWorks**
  - Vendor provides end-user for Case Study
  - SANS provides expert to interviews end-user and then support to write up Case Study and schedule Webcast
  - Noted SANS expert conduct interview - John Pescatore, SANS Director of Emerging Security Trends or Alan Paller, SANS Director of Research
  - PDF deliverable for use in Vendor marketing programs
Media Offerings

• Thought Leadership
  - Thought Leadership (TL) Interview
    - SANS provides TL framework to vendor
    - SANS key personnel interviews Vendor Thought Leader on-site at National Show
    - Video Interviews posted on SANS TL website
      [Link: http://www.sans.org/thought-leaders/sec_thought_leader]
    - Video Interviews posted on social media (YouTube)
    - SANS provides video in .mp4 format to Vendor for vendor marketing activities
    - Vendor receives leads generated from vendor views from SANS website
    - SANS logo and a link to the SANS website is required when used by the vendor in their own internal promotion.

NOTE: Thought Leader interviews are conducted for educational purposes; there is no endorsement, expressed or implicit, of participating vendors’ technology or solution(s).
Media Offerings

- **Banner Ad**
  - Reading Room Banner Ad General – placed in general location
  - Reading Room Banner Ad Specific – placed in specific location

- **Solutions Directory for INFOSEC Professionals**
  - Solutions Directory aligned to SANS 20 Critical Security Controls
  - Vendors provide contact and product information for directory along with which control they work against
Media Offerings

- Printed Media
  - Poster Ads
    - Includes company logo and whitepaper link for lead generation
  - Brochure Ads
    - Case study summary with whitepaper link for lead generation