



## SANS Vendor Offerings Detail

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# SANS Vendor Programs

- **Conference Events**

- **Booths and Tabletops events**
- **Speaking Opportunities**
- **Sponsorship Programs**

- **Media Products**

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

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## SANS 2015 Event Calendar



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

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# SANS 2015 Event Calendar

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

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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.

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## 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.**

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## Event Offerings

- **Promotional Opportunities (cont'd)**
  - **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
  - **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

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## 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.**

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# 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**
  - Booths and Tabletops events
  - Speaking Opportunities
  - Sponsorship Programs
- **Media Products**
  - **Analyst & Vendor Whitepapers**
  - **Webcasts**
  - **Newsletters**
  - **WhatWorks Program**
  - **Thought Leadership Series**
  - **Web Site Banner Ads**
  - **Solutions Directory for INFOSEC Professionals**
  - **Printed Media**

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# Media Offerings

- **Analyst Whitepaper Program**
  - SANS Expert may help develop whitepaper or survey topic
  - Analyst and staff will write paper or analysis
  - Multi-Sponsor or Single Sponsor options – allows the opportunity to work with key partners
  - Analyst Supporting Webcast – an additional venue to present whitepaper information
- **Vendor Whitepaper**
  - Post your expert whitepaper in the SANS Reading Room
  - Papers are posted at the following site:  
<https://www.sans.org/tools.php>
  - 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.

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# 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.

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## Media Offerings

- **Webcasts**
  - **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.

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# 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**

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# Media Offerings

- **What Works**

- Vendor provides end-user for Case Study
- SANS provides expert to interview 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
- One year listing in SANS Solutions Directory  
<https://www.sans.org/critical-security-controls/vendor-solutions/>
- 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  
[http://www.sans.org/thought-leaders/sec\\_thought\\_leader](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).

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# 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
  - Information posted either quarterly or annually on SANS Vendor Directory website <http://www.sans.org/critical-security-controls/vendor-solutions/>

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## 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

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