

SANS

SANS Vendor Marketing Programs

from the most trusted name in information security

[» About SANS](#) [» Conference Events](#) [» Media Products](#)

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

About SANS

Combination of Content and Community
...not just another media company

SANS

from the most trusted name in information security

About SANS

- **Leader in Information Security Training**
- **Over 165,000** alumni
- **54,000+** certifications (GIAC)
- **Instructors and students are the top guns in information security**
 - **Information Warfare Officer**—Ballistic Missile Defense Org
 - **Chief Info Security Mgr**—Naval Surface Warfare Center
 - **Technical Director**, JTF-CFO (now GNO)
 - **Director of Communications Infrastructure Protection**, NSC

SANS

from the most trusted name in information security

About SANS

- **Strong policy and community focus**

- **Internet Storm Center**



- **Top 20 Critical Security Controls**



- **Press/Media Voice**

- **Research and Analysts**

- **Industrial Control Security, DFIR and other Technical Summits**

- **Free Security Resources: Reading Room, Newsletters**

- **Vendor neutral**

- **Deep rooted trust position**

from the most trusted name in information security

SANS

About SANS: Summary

- ***Trusted*** community organization
- ***Respected*** high-end education and training company
- ***Powerful*** event and media products
- ***Unique and effective*** channel to connect buyers and sellers

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Vendor Programs

Conferences and Media Products



SANS

from the most trusted name in information security



SANS Vendor Programs

- **Conference Events**
 - Booths and Tabletops events
 - Speaking Opportunities
 - Sponsorship Programs
- **Media Products**
 - Analyst Whitepapers
 - Webcasts
 - Newsletters
 - WhatWorks Program
 - Web Site Banner Ads
 - Printed Media

SANS

from the most trusted name in information security

Intrusion Pre

ndling Wireless

ols Consulting For

URL Filtering ES

ecurity Window

urity Firewalls Int

sion Prevent

n Intrusion Pre

ndling Wireless

IS Consulting Fo

URL Filtering ES

ecurity Window

urity Firewalls Int

sion Prevent

n Intrusion Pre

ndling Wireless

SANS Events



SANS

from the most trusted name in information security



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
SANS 2015	Orlando, FL	Apr 11-18	Wed, Apr 15	1200	NATIONAL EVENT
Security Operations Centers (SOC) Summit	Washington, DC	Apr 27-May 3	Mon, Apr 27	75-100	Summit + classes
SANS Security West	San Diego, CA	May 3-12	Thurs, May 7	600-700	REGIONAL EVENT
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
SANSFIRE 2015	Baltimore, MD	June 12-22	Wed, Jun 17	1200	NATIONAL EVENT
SANS Rocky Mountain	Denver, CO	June 22-27	Wed, Jun 24	150-200	Local Conf

from the most trusted name in information security





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
SANS Network Security 2015	Las Vegas, NV	Sep 14-19	Sep 16	1200	NATIONAL EVENT
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
Cyber Defense Initiative	Washington, DC	Dec 9-18	Dec 14	700	REGIONAL EVENT

from the most trusted name in information security

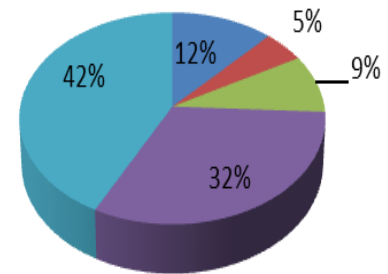




Attendee Demographics

- **Technical decision makers**
- **Budget owners or influencers**
- **Large Organizations`**

Technical Decision Makers



SANS

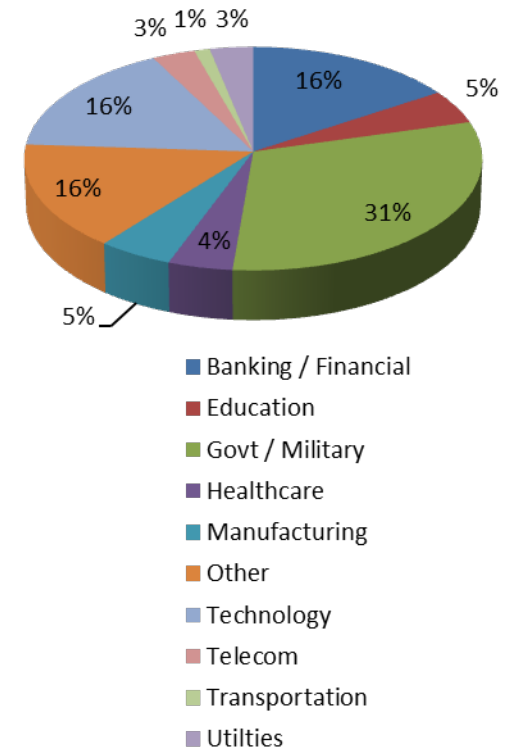
from the most trusted name in information security



Attendee Demographics

- **SANS Attendees**
 - **Government**
 - **Banking**
 - **Manufacturing**
 - **Healthcare**
 - **Education**
 - **North America is primary focus (89% of alumni)**

Attendee Industries



SANS

from the most trusted name in information security



SANS Attendee Summary

- Over **14,000** paid attendees annually
- SANS attendees are technical decision makers
- Budget authority or influence
- Large organizations
- Concentration in government, banking, manufacturing, healthcare and education
- *Remember: all SANS attendees are paid attendees*

SANS

from the most trusted name in information security



Event Sponsorship Programs

- **Promotional Opportunities**
 - **Vendor Briefs**
 - **Speaking & Presentation**
 - **Lunch & Learn**
 - **Lunch & Learn with Simulcast**
 - **Virtual Lunch & Learn with Simulcast**
 - **Cocktail Brief**
 - **Panel Discussion / Interactive Demo Session**
 - **Custom Signs**
- **Sponsorship & Relationship Building**
 - **Senior Executive Level Invitation Only Dinner/Breakfast**
 - **Receptions**
 - **Get in the Bag**

SANS

from the most trusted name in information security

SANS Vendor Briefs

- ½ day program developed in partnership with vendor sponsors
- Program consists of vendor provided experts and/or customers to sit on panels/sessions, as well as SANS experts
- Vendor Briefs are FREE to attendees
- Vendor Briefs are SIMULCAST
- These are the only events where vendors are provided with full attendee list

SANS

from the most trusted name in information security

SANS WhatWorks™ Summit Series

- **Focused 2 day events on specific security technology topics**
- **Feature keynote content from SANS faculty and staff, end-user panels, vendor panels**
- **Summit attendees have unique and specific needs around the topic discussed**
 - **Most are 6-9 months from a buying decision**
- **Vendors may have the opportunity to sit on the Summit Advisory Committee event, help build agenda and nominate end-users**
 - **Help SANS co-market event to communities of mutual interest**
- **By participating as an Advisory Committee member, sponsorship opportunities become available for lead generation and access to attendees**
 - **Welcome Receptions**
 - **Breakfast Sponsorships**
 - **Lunch & Learn Sessions**
 - **Hospitality Suites or Receptions**

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Media Products and Programs

SANS

from the most trusted name in information security

Connect to SANS community of more than 200,000 opt-in SANS 'members'

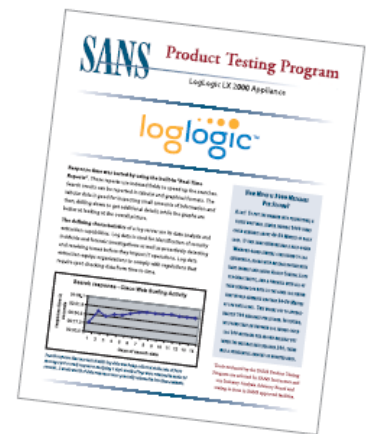
- **Integrated and lead generating programs**
 - **SANS Analyst Whitepapers & Surveys**
 - **Webcasts**
 - **Newsletters**
 - **WhatWorks**
 - **Webcasts**
 - **Case Studies**
 - **Print Media Advertising**
 - **Research Posters**
 - **Conference Brochures**
 - **Banner Ads**
 - **Integrated Campaigns**

SANS

from the most trusted name in information security

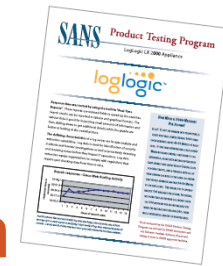
Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
S Consulting For

Analyst & Vendor Whitepapers



SANS

from the most trusted name in information security



SANS Industry Analysts Program

- **Contract SANS staff and instructors to write independent topical papers for industry or product analysis.**
- **Entire process managed by SANS dedicated editorial staff, overseeing copy and content through final draft.**
- **Supported by a webcast, SANS' trusted position makes these analyst papers one of the best marketing tools in the market.**

SANS

from the most trusted name in information security

Vendor Sponsored Whitepapers

- **Post vendor sponsored whitepapers in the SANS Reading Room**
 - **More than 120,000 unique visitors read papers in the SANS Security Reading Room every month**
 - **1,500 unique papers sorted into 71 categories**
 - **Starting point for research ranging from Industrial Control Systems to wireless security**
 - **Whitepaper will remain in the Reading Room for one full year**

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Webcast Sponsorship



SANS

from the most trusted name in information security



Webcast Sponsorships

- **Ask the Expert**
- **Tool Talk**
- **Custom Webcast**
- **Webcast Series**

SANS

from the most trusted name in information security



Webcast Sponsorships

Ask the Expert	Based on community feedback, SANS selects subjects of the most topical interest and brings in recognized subject matter experts to present a webcast. Vendors can sponsor these webcasts and provide a short presentation.
Tool Talk	Tool Talk webcasts are vendor and product specific. In this format, approved vendors have the opportunity to talk with the SANS community for a full 60 minutes. Great for new product introduction/ launches. Leads tend to be high quality...users to come to a 'sales pitch' unless they are very interested.
Custom	Custom webcasts are developed to meet your particular needs, schedule and marketing plans. provide a great channel to support recent vendor whitepapers or as a complement to a vendor sponsored SANS Analyst Whitepaper.
Webcast Series	Let SANS help you carry your marketing message with one of our Webcast Series. Led by a SANS expert, these 3-part series generate on average 600-800 leads over the 3 webcasts. Series topics may be either SANS or customer generated.

SANS

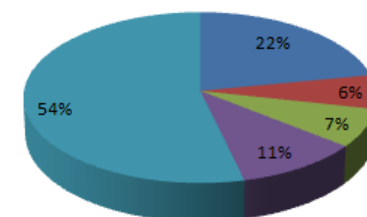
from the most trusted name in information security



Webcast Demographics

- **Webcast listeners are technical decision makers**
- **Archive webcast listeners are typically in short-term (3-6 months) buying cycle**
- **SANS archives webcasts for 12 consecutive months**

Webcast Listeners



- C Level / Director / Manager
- Consultant
- Other
- Senior Staff / Supervisor
- Staff

Webcast	# Registrants
Ask the Expert	400-1500
Tool Talk	300-500
Analyst	400-800

from the most trusted name in information security



Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Newsletter Advertising



SANS

from the most trusted name in information security

SANS Newsletters



SANS NewsBites summarizes the most important security news items with comments from industry experts. It is the *USA Today* of the information security world. NewsBites is distributed twice each week to more than **150,000 opt-in community members**. The archive versions see an additional **15,000–50,000 views each month**. Ads stay in the archive versions and vendors continue to get leads months after the initial placement.



@Risk summarizes the most recent serious vulnerabilities and tells readers how to protect themselves. It is distributed once per week to more than **100,000 opt-in readers**. The archive versions see an additional **15,000–50,000 views each month**. Ads stay in the archive versions and vendors continue to get leads months after the initial placement.



OUCH! is the world's leading, free security awareness newsletter designed for the common computer user. Published every month and in multiple languages, each edition is carefully researched and developed by the SANS Securing The Human team, SANS instructor subject matter experts and team members of the community.

from the most trusted name in information security

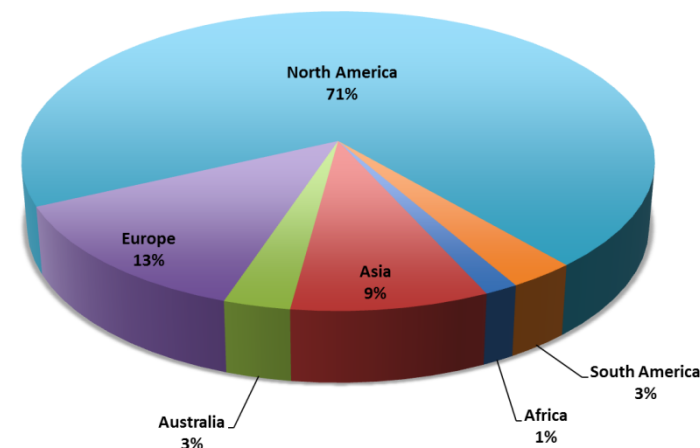
SANS

Newsletter Demographics

- Primarily North American subscribers
- Subscriber totals

NewsBites	217,000
@Risk	117,000
Ouch	64,000

Newsbites Regional Subscriptions



Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

WhatWorks™ Program

Users helping users find products that work



SANS

from the most trusted name in information security



WhatWorks™ Program

- **User-to-user**
- **Focused SANS interviews**
- **Accelerates the buying process**

SANS

from the most trusted name in information security



WhatWorks™ Program

- **Integrated Program**

- **Live webcast**
- **Webcast archived for up to 12 months...continues to drive qualified leads**
- **Written case study**
- **Use of SANS WhatWorks program logo and information in marketing**
- **Leads from all opt-in listeners to live and archived webcasts. More than 90% of listeners provide their information**
- **SANS independence and branding**
- **Exclusive sponsorship opportunities at SANS conference events and other programs**

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Website Banner Ads

SANS' website is a destination for product and subject matter research

SANS

from the most trusted name in information security

Website Banner Ads

- **SANS website (typical month)**
 - 700,000 visits
 - 250,000 unique visitors
 - 19,000,000 pages viewed
- **Reading Room**
 - More than 1500 papers
 - 71 categories
 - 15,000 daily visitors
 - Each banner displayed ~50,000 – 100,000/per year

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting For
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent

Print Media



WHATWORKS CASE STUDIES

WhatWorks is a user-to-user program in which security managers who have implemented effective internet security technologies tell why they deployed it, how it works, how it improves security, what problems they faced and what lessons they learned.

2006

SANS

from the most trusted name in information security



Print Media

- **Poster ads**
 - Includes company logo and whitepaper link for lead generation
- **Brochure ads**
 - Case study summary with whitepaper link for lead generation
- **WhatWorks case study**
 - PDF generated for marketing campaigns

SANS

from the most trusted name in information security

Intrusion Pre
ndling Wireless
ols Consulting Fo
URL Filtering ES
ecurity Window
rity Firewalls Int
sion Prevent
n Intrusion Pre
ndling Wireless
IS Consulting Fo

Getting Results

SANS vendor programs demonstrate a strong track record for leads and ROI



from the most trusted name in information security

SANS



Vendor Program Summary

- ***Trusted*** community organization
- ***Respected*** education business
- ***Powerful*** event and media products
- ***Unique and effective*** channel to connect buyers and sellers
- ***History of success*** with vendor community

SANS

from the most trusted name in information security