



2020

Sponsorship Opportunities

Connecting Solution
Providers with Cyber
Security Professionals

SANS
SPONSORSHIP
PROGRAM

www.sans.org | vendor@sans.org

About SANS

The SANS Sponsorship Programs helps position your products and services directly to your targeted audience. Our community of over 375,000 cyber security professionals range from security practitioners to C-level directors who are looking to improve their security systems against the most dangerous threats. Through our events, webcasts, the WhatWorks Program, the SANS Analyst Program and our newsletters, we are committed to connecting solution providers like you with our community.

About SANS

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 375,000 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.



Alan Paller, SANS Founder

Alan Paller is the founder and president of the SANS Institute, overseeing the Internet Storm Center, the annual identification of the “Seven Most Dangerous New Attack Vectors” and a global program that identifies and celebrates people responsible for remarkable improvement in cyber risk reduction. He has testified before the US Senate and House and was an initial member of the President’s National Infrastructure Assurance Council. He was chosen by OMB and the Federal CIO Council as the 2005 Azimuth Award winner, a lifetime achievement award recognizing outstanding service of a non-government person to improving federal information technology. In 2010, the Washington Post named him one of seven people “worth knowing, or knowing about” in cyber security. He co-chairs the Secretary of Homeland Security’s Task Force on CyberSkills, and serves on the FCC Communications Security, Reliability and Interoperability Council and on the NASA Advisory Council. Earlier in his career Alan helped build one of the first major software companies, took it public, and merged it into a larger company listed on the New York Stock Exchange. His degrees are from Cornell University and the Massachusetts Institute of Technology.

Meet the SANS Experts



John Pescatore

Director of Emerging
Security Trends



Rob T. Lee

Fellow & Curriculum Lead
Digital Forensics & Incident Response



Christopher Crowley

Senior Instructor &
Curriculum Lead
Security Operations Centers



Dave Shackleford

Senior Instructor &
Curriculum Lead
Cloud Security



Stephen Sims

Curriculum Lead
Core Security



Eric Conrad

Curriculum Lead
Network Security & Operations



Seth Misenar

Fellow & Curriculum Lead
Network Security & Operations



Frank Kim

Senior Instructor &
Curriculum Lead
Management & Software Security



Ed Skoudis

Fellow & Curriculum Lead
Penetration Testing



Jake Williams

Senior Instructor &
Curriculum Lead
Cyber Threat Intelligence



Eric Cole

Fellow & Curriculum Lead
Cyber Defense



Heather Mahalik

Senior Instructor



Matt Bromiley

Certified Instructor



Justin Henderson

Certified Instructor



Robert M. Lee

Certified Instructor

Other SANS Experts

Erik Van Buggenhout
Sarah Edwards
Philip Hagen
David Hoelzer
John Hubbard
Andrew Laman
Alissa Torres
Ismael Valenzuela

SANS At a Glance

Reach

SANS Community **+401,000**
GIAC Security Certifications **115,000**
N.America Event Annual Attendance **+18,000**
Newsletter Subscribers **+340,000**
Training Courses **+60**

North America Events

	Events	Attendees
National	5	1,200
Solutions Forum	7	75
Regional	+40	200
Summit	13	250

Social Media

Twitter **+123,700**
LinkedIn **+121,400**
Facebook **+19,300**

Demographics

29% Government
19% Other
17% Finance/Banking
16% Technology
6% Healthcare
5% Manufacturing
4% Education
4% Utilities

Job Titles

43% Security Practitioner
29% Senior Practitioner / Supervisor
12% C-Level Director
11% Consultant
5% Other



National Events

Each year SANS hosts five large scale events throughout the United States where exhibitors have the opportunity to showcase their products and services at the Solutions Expo. Exhibitors looking to target a high number of security professionals in a broad spectrum of security practices will find SANS national events very beneficial in providing product information, engaging with attendees, and gaining valuable leads.

2020 Schedule	Location	Conference Dates	Solutions Expo Date	Estimated Attendance
SANS 2020	Orlando, FL	Apr 5 - 12	Apr 7	1,200
SANS Security West 2020	San Diego, CA	May 6 - 13	May 12	800
SANSFIRE 2020	Washington D.C.	Jun 15 - 20	Jun 17	1,200
Network Security 2020	Las Vegas, NV	Sep 20 - 27	Sep 22	1,200
Cyber Defense Initiative 2020	Washington D.C.	Dec 14 - 21	Dec 16	1,200

Sponsorship Packages & Benefits	Silver	Gold	Platinum
Booth Space	10 x 10	10 x 10	10 x 20
Lead Scanner or App	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
SANS Lunch Leads (300-400 based on event)	✓	✓	✓
Lunch & Learn Presentation		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event			✓

Additional Sponsorship Opportunities

Executive Networking Breakfast/Dinner

Invitation only breakfast or dinner for approximately 10-20 executive level and senior management attendees. Hosted by you and a SANS expert. *Includes: food and beverage plus all logistics.*

Hospitality Suites

Opportunity to host social event. The hospitality suite will be advertised and optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. *F&B and hotel suite not included. SANS will handle all logistics.*



Solutions Forum

Solutions Forum provide solution providers a platform to showcase their products and solutions to a high level of security practitioners and cybersecurity decision makers. In partnership with a SANS expert, sponsors will help develop a compelling agenda and contribute to the exchange of ideas based on the forum's theme. Solutions Forum are the only SANS events that are solely driven by sponsors.

2020 Schedule	Location	Event Dates	Forum Chairperson
Cyber Threat Intelligence Solutions Forum	Washington, D.C.	March 27	Robert M. Lee
*Women in Cybersecurity Forum	Washington, D.C.	April	Lesley Carhart
Federal Solutions Forum	Washington, D.C.	June 16	John Pescatore
Oil & Gas Solutions Forum	Houston, TX	July 10	Jason Dealy
Malware & Ransomware Solutions Forum	Denver, CO	July 17	Jake Williams
Zero Trust & Deception Solutions Forum	New York, NY	August 28	Ismael Valenzuela
ICS Solutions Forum	Houston, TX	October 5	TBA

*Women in Cybersecurity Forum – Contact vendor@sans.org if you are interested in sponsoring the Women in Cybersecurity Forum.

Sponsorship & Networking Opportunities

Platinum

- 30-40 minute speaking slot or panel discussion
- Prime location tabletop during event, includes 2 chairs, electricity & WiFi
- Receipt of all leads – Live event, Simulcast and archived Simulcast viewings
- Receive edited and full mp4 recording of the sessions
- Premium logo placement and advertisement of sponsorship in marketing materials

Gold

- Tabletop during event, includes 2 chairs, electricity & WiFi
- Receipt of all leads – Live event, Simulcast and archived Simulcast viewings
- Logo placement and advertisement of sponsorship in marketing materials

Silver

- Branding only
- Receipt of simulcast leads
- Logo placement and advertisement of sponsorship in marketing materials

Additional Sponsorship Opportunities

Video Interview with Brief Chairman – Schedule a thought leadership interview with the forum chairperson. Sponsors will receive a professional video asset.



Summits

Summits are two-day events focused on the most current topics in computer and IT security. Exhibitors looking to target audience will find these events to be beneficial in connecting with attendees who are seeking guidance and solutions from industry experts.

2020 Schedule	Location	Summit Day 1 Solutions Expo	Event Dates
Cyber Threat Intelligence Summit	Arlington, VA	Jan 20	Jan 20 - 27
ICS Security Summit	Orlando, FL	Mar 2	Mar 2 - 9
Digital Forensics & Incident Response Summit	Austin, TX	Jul 16	Jul 16 - 23
Threat Hunting & Incident Response Summit	New Orleans, LA	Sep 10	Sep 10 - 17

Sponsorship Package

10 x 10 Booth Space

- Includes one 6' draped table, 2 chairs, electricity & WiFi

SANS Scanned Leads

- Includes opt-in leads from either the Networking Lunch or Prize Drawing (varies by Summit)

Lead Scanner or App

Ad Placement

- Customized ad space in the Summit program guide

Event Branding

- Inclusion of logo on event website and all applicable event collateral

Additional Sponsorship Opportunities

Lunch & Learn Presentation

1-hour lunchtime presentation given by your speaker to up to 30 SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Lunch & Learn summary will be advertised on the SANS event webpage and in applicable event collateral. Food and beverage included. *Available Day 2 of Summit and Training Days. Limited to 2 sponsors per day.*

Summit Night Out Branding

Branding of fun evening event held outside of the Summit venue.

Summit Day 1 Solutions Expo

- 10:00AM-10:30AM
Morning Networking Break
- 12:15PM-1:30PM
Expo and Networking Lunch
- 2:40PM-3:10PM
Afternoon Networking Break
- 5:00PM-6:00PM
Happy Hour
- 6:00PM-8:00PM
Summit Night Out - Attendance for up to 2 people

Schedule is subject to change.

“SANS continuously delivers quality events and highly-desirable prospects for our lead generation program.”

- InfoArmor



Regional Events

Our regional events provide your *local sales team* the opportunity to generate leads with minimal travel. These events average 6-14 classes and accomodate training for up to 300 cybersecurity professionals.

Note: Summits with an asterick symbol are available for sponsorships on Day 2 of Summit and Training Days. Limited to 2 sponsors per day.

1-Day Regional Sponsorship

- Lunch & Learn on your choice of training day (includes food and beverage for 30 students). **Note:** Summits with an asterick symbol are available for sponsorships on Day 2 of Summit and Training Days. Limited to 2 sponsors per day.
- 10 x 10 space for morning and afternoon breaks (includes one 6' draped table, 2 chairs, electricity & WiFi)
- 1 lead scanner
- Logo placement on event website

2020 Schedule

	Location	Conference Dates	Classes
SANS Austin Winter	Austin, TX	Jan 6 - 11	8
SANS Miami	Miami, FL	Jan 13 - 18	9
SANS Anaheim	Anaheim, CA	Jan 20 - 25	9
*Cyber Threat Intelligence Summit	Arlington, VA	Jan 21 - 27	8
SANS Las Vegas	Las Vegas, NV	Jan 27 - Feb 1	7
SANS Security East	New Orleans, LA	Feb 1 - 8	31
SANS North Virginia Fairfax	Fairfax, VA	Feb 10 - 15	7
SANS San Diego	San Diego, CA	Feb 17 - 22	6
SANS Scottsdale	Scottsdale, AZ	Feb 17 - 22	10
Open-Source Intelligence Summit	Alexandria, VA	Feb 18 - 24	5
SANS Jacksonville	Jacksonville, FL	Feb 24 - 29	6
SANS North Virginia - Reston Spring	Reston, VA	Mar 2 - 7	11
Blue Team Summit	Louisville, KY	Mar 2 - 9	9
*ICS Security Summit	Orlando, FL	Mar 3 - 9	8
SANS St. Louis	St. Louis, MO	Mar 8 - 13	8
SANS Dallas	Dallas, TX	Mar 9 -14	9
SANS Norfolk	Norfolk, VA	Mar 16 - 21	7
SANS San Francisco	San Francisco, CA	Mar 16 - 21	14
SANS Seattle Spring	Seattle, WA	Mar 23 - 28	7
SANS Bethesda	Bethesda, MD	Apr 14 - 19	7
SANS Boston Spring	Boston, MA	Apr 20 - 25	6
SANS Baltimore Spring	Baltimore, MD	Apr 27 - May 2	14
SANS Pen Test Austin	Austin, TX	Apr 27 - May 2	13
SANS San Antonio	San Antonio, TX	May 17 - 22	11
SANS Atlanta	Atlanta, GA	May 26 - 31	7
SANS Nashville	Nashville, TN	May 26 - 31	8
Cloud Security Summit	Frisco, TX	May 27 - Jun 3	3
SANS Chicago	Chicago, IL	Jun 1 - 6	8
SANS Las Vegas	Las Vegas, NV	Jun 8 - 13	7
SANS Pittsburgh	Pittsburgh, PA	June 22 - 27	6
*Security Operations Summit	New Orleans, LA	Jun 24 - 30	TBA



Regional Events

2020 Schedule (continued)

	Location	Conference Dates	Classes
SANS Louisville	Louisville, KY	Jul 6 - 11	6
*Digital Forensics and Incident Response Summit	Austin, TX	Jul 17 - 23	TBA
SANS Rocky Mountain	Rocky Mountain, CO	Jul 20 - 25	14
SANS Columbia	Columbia, MD	Jul 20- Jul 25	8
SANS Charlotte	Charlotte, NC	Jul 27 - Aug 1	7
SANS Boston	Boston, MA	Aug 3 - 8	11
SANS Los Angeles	Los Angeles, CA	Aug 3 - 8	7
SANS Crystal City	Crystal City, VA	Aug 10 - 15	10
SANS Capital City	Bethesda, MD	Aug 17 - 22	7
SANS Chicago	Chicago, IL	Aug 17 - 22	8
SANS San Francisco	San Francisco, CA	Aug 24 - 29	11
SANS Baltimore Fall	Baltimore, MD	Sep 8 - 13	14
SANS Tampa - Clearwater	Tampa, FL	Sep 8 - 13	7
SANS Reston Fall	Reston, VA	Sep 28 - Oct 3	11
SANS Dallas	Dallas, TX	Oct 19 - 24	10
SANS Tysons Fall	Tysons, VA	Oct 19 - 24	8
DFIRCON	Coral Gables, FL	Nov 2 - 7	8
SANS San Diego	San Diego, CA	Nov 16 - 21	10
SANS Austin Fall	Austin, TX	Nov 30 - 5	11
SANS San Francisco	San Francisco, CA	Nov 30 - 5	13
SANS Nashville	Nashville, TN	Dec 7 - 12	9

Note: Event dates subject to change. Sponsors will be notified.

Analyst Program



The [SANS Analyst Program](#) produces leading analyst reports on emerging and mission critical topics. These reports are developed by SANS instructors and subject matter experts with their own followings in the SANS community. Sponsors can help drive topic awareness to qualified audience of decision makers and influencers who are seeking objective data to help their organizations invest resources in successful IT security operations.

Product Offerings

Multi-Sponsor Survey	SANS will run a 20–25 questions survey on a trending security topic that can be sponsored. A SANS Analyst will develop a whitepaper based on the survey results. The paper includes an associated webcast presented by the author(s). Surveys include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topic. Sample: Common and Best Practices for Security Operations Centers: Results of the 2019 SOC Survey
Multi-Sponsor Whitepaper	SANS experts will develop papers on trending security topics, with actionable take-aways, that can be sponsored. The paper includes an associated webcast presented by the author(s). Whitepapers include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topic. Sample: SANS Top New Attacks and Threat Report
Custom Survey	Do you have an issue or topic you want to explore in the cybersecurity world? The SANS Analyst Research Team will work with you to develop the mission statement, design the instrument to capture the required data, put it online and promote it to the SANS community. A SANS Analyst analyzes the data and writes a whitepaper based on the results. Custom surveys include a related webcast and leads. Sample: Security Gets Smart with AI: A SANS Survey
Product Review	Third-party product reviews provide strong support to marketing efforts. A SANS Analyst will put your product through its paces, focus on agreed-upon features and share insights about the experience. Product reviews include a related webcast and leads. Sample: Increasing Visibility with Ixia's Vision ONE
Whitepaper	Establish your position as a thought leader with a SANS expert written whitepaper that provides insight into a key cybersecurity topic of interest. Whitepapers include participation in a related webcast and leads. Sample: Building and Maturing Your Threat Hunting Program
Spotlight Paper	These 1,500 word papers, written by a SANS Analyst, are quick-hitters to introduce a concept to the SANS community. Spotlight papers do not include a webcast and can be developed as a series or with a research project. Sample: Thinking like a Hunter: Implementing a Threat Hunting Program

"We derive a lot of value from working with the SANS Analyst Program.

Their team of thought leaders creates timely, relevant industry research that our prospects and customers find very useful."

- AlienVault

Analyst Program



2020 Multi-Sponsored Surveys & Research Opportunities

A SANS 2020 Survey Cybersecurity Spending Survey	This new survey will explore what organization leaders are emphasizing as they budget for and procure security tools and services to support their business amid evolving technologies and threats. Publication Date: January 2020 Authors: Barbara Filkins & John Pescatore
A SANS 2020 Report Implementer's Guide to Deception Technologies	This guide will serve as a checklist for best practices of using deception both on premises and in the cloud. Publication Date: January 2020 Authors: Kyle Dickinson
A SANS 2020 Survey Cyber Threat Intelligence Survey	This survey will build on previous cyber threat intelligence (CTI) surveys to provide guidance on how organizations of all types can get the most out of CTI. Publication Date: February 2020 Authors: Robert M. Lee
A SANS 2020 Survey Women in Cybersecurity Survey: Career Pathways and Helping Others to Succeed	This survey will draw on experiences shared by women in cybersecurity and provide practical advice to women all along their career life cycle. Publication Date: March 2020 Author: Heather Mahalik
A SANS 2020 Report Top New Attacks and Threat Report	This report will provide deeper insight into the threats highlighted during the SANS panel discussion at the 2020 RSA Conference. Publication Date: April 2020 Authors: John Pescatore
A SANS 2020 Survey Automation & Integration Survey	This survey will look at what automation activities have been successful and how organizations set up their automation activities to achieve meaningful results. Publication Date: May 2020 Authors: Barbara Filkins and Don Murdoch
A SANS 2020 Report ICS Asset Identification: It's More Than Just Security!	In this whitepaper, SANS ICS Active Defense and Incident Response certified instructor Mark Bristow will provide recommendations and guidance on starting and supporting an asset identification program. Publication Date: June 2020 Author: Mark Bristow
A SANS 2020 Report Measuring and Improving Cyber Defense Using the MITRE ATT&CK Framework	In this paper, SANS instructor and analyst John Hubbard will cover the most important aspects of understanding and utilizing the ATT&CK framework. Publication Date: July 2020 Authors: John Hubbard
A SANS 2020 Survey Closing the Critical Security Skills Gap for Modern and Effective Security Operations Centers Survey	This survey focuses on developing insight into key areas which security operations skills needs are changing rapidly as threats evolve and business use of the cloud increases. Publication Date: July 2020 Authors: John Pescatore
A SANS 2020 Survey Improving the Bottom Line with Measures, Metrics and KPIs	This survey, developed by SANS Analyst Program Research Director Barbara Filkins, will explore how cybersecurity metrics can demonstrate business value and reduce risks. Publication Date: August 2020 Author: Barbara Filkins
A SANS 2020 Survey Enterprise Cloud Incident Response Survey	This survey will provide an overview of how organizations are tackling the new frontier of incident response in multiple enterprise cloud environments. Publication Date: September 2020 Author: Matt Bromiley, David Cowen and Pierre Lidome

Analyst Program



2020 Multi-Sponsored Surveys & Research Opportunities (continued)

[A SANS 2020 Survey |](#)

[Extending DevSecOps Security Controls into the Cloud](#)

This survey will explore how organizations are extending their DevSecOps security controls beyond their on-premises environments into the public cloud to secure their cloud networks, services and applications.

Publication Date: October 2020 | **Authors:** Jim Bird, Eric Johnson and Frank Kim

[A SANS 2020 Survey | Risk-Based Vulnerability Survey](#)

This survey will focus on how organizations are analyzing and treating the vulnerabilities they identify.

Publication Date: November 2020 | **Authors:** David Hazar

[A SANS 2020 Survey | Proactive vs. Reactive: Getting Real About Threat Hunting Survey](#)

This survey looks into why organizations aren't utilizing threat hunting to detect threats before they become incidents and how security departments can reap the benefits of proactive hunting.

Publication Date: December 2020 | **Authors:** Mathias Fuchs and Joshua Lemon

Webcasts



Led by SANS experts, [SANS Webcasts](#) are a valuable marketing tool for solution providers to establish a presence in the security community, be recognized as an expert in their field and gain valuable, qualified leads. With several types of webcasts to choose from, sponsors can select a style that appeals to their organizations goals and objectives.

Types of Webcasts

Ask The Expert Webcasts

SANS experts bring current and timely information on relevant topics in cyber security. These webcasts are the go-to online format to obtain actionable information to help you in your security goals.

Hot Topics! Webcasts

SANS experts provide viewers with insight to trending topics in the security industry.

Tool Talks

Designed to give attendees a solid understanding of a problem and how a solution provider's products and tools can be used to solve to mitigate that problem.

Custom

Sponsor can choose the topic of discussion and collaborate with SANS experts on the content.

What's Included

- Minimum 200 leads over 12 months guarantee with no cap (SANS webcast average 300+ leads)
- Opportunity to sponsor topics that align with your business focus
- Promotion in weekly SANS Webcast email to all SANS opt-in audience
- Continued lead generation on SANS Archive Webcast webpage

Sample Projects

Webcast: [Take Back Control of Your DNS Traffic](#)

Sponsored by [Palo Alto Networks](#)

Webcast: [Visibility for Incident Response: A Review of Forescout 8.1](#)

Sponsored by [Forescout](#)

Webcast: [Lessons Learned from Over a Thousand Threat Hunting Workshops](#)

Sponsored by [Cisco](#)

WhatWorks



Led by SANS Director of Emerging Security Trends John Pescatore, the [SANS WhatWorks Program](#) allows your end-user to give a testimonial on their selection, deployment and experience of your product for their organization. Having a valid assessment of your product and a success story will position your brand to the SANS community as a trusted leader in the cybersecurity industry.

What's Included

- Interview by John Pescatore with the end-user/customer
- Branded written case study
- Q&A with the end-user in a live WhatWorks webcast
- Promotions in weekly SANS Webcast email to all SANS opt-in audience and social media channels
- Leads from all opt-in listeners to live and archived webcasts (minimum guarantee 200 leads with no cap)

SANS Security Expert

John Pescatore has over 35 years of experience in computer, network and information security. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He holds a BSEE from the University of Connecticut and is an NSA Certified Cryptologic Engineer.

WhatWorks Samples

[WhatWorks in SOC/NOC Integration: Improving Time to Detect, Respond and Contain with ExtraHop Reveal\(x\)](#)

Sponsored by [ExtraHop](#)

[WhatWorks in Application Security: How to Detect and Remediate Application Vulnerabilities and Block Attacks with Contrast Security](#)

Sponsored by [Contrast Security](#)

[WhatWorks in Endpoint Security: Surviving Advanced Targeted Attacks by Augmenting \(or Replacing\) Legacy AV with enSilo](#)

Sponsored by [enSilo](#)

“SANS WhatWorks is a direct link to the mind and heartbeat of the security industry. There is no better way to identify, understand, and ultimately satisfy the security needs of the security marketplace.”

- David Scott, SVP Sales & Marketing, Lucid Security



Media

SANS weekly newsletters provide security vendors the opportunity to engage with over 340,000 subscribers. Upper and Lower advertisement space is available.

Newsletters

SANS NewsBites

Subscription: 340,000 Delivery: Tuesday and Friday

A semiweekly high-level executive summary of the most important news articles that have been published on computer security during the last week. Each news item is very briefly summarized and includes a reference on the web for detailed information, if possible. Archive versions see an additional 15K–50K views each month.

SANS @RISK

Subscription: 181,000 Delivery: Thursday

A reliable weekly summary of newly discovered attack vectors, vulnerabilities with active new exploits, insightful explanations of how recent attacks worked, and other valuable data. A key purpose of the SANS @RISK is to provide the data that will ensure that the CIS Critical Security Controls continue to be the most effective defenses for all known attack vectors.

For pricing information and additional sponsorship opportunities, contact a SANS representative at:

vendor@sans.org | www.sans.org/vendor/contact