

# SANSFIRE 2018

Washington, D.C. | July 14-21

**Solutions Expo: July 18**

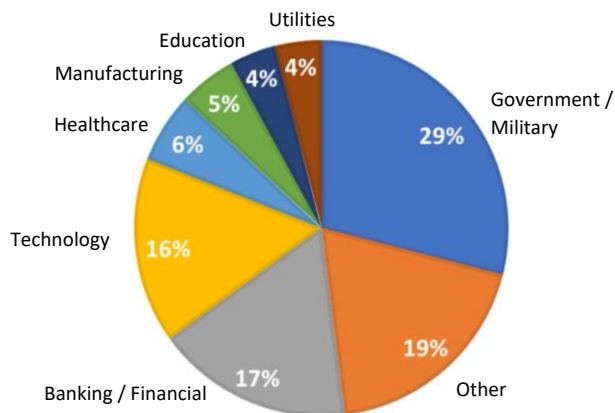
## SANS Sponsorship Programs

### *Connecting Solution Providers to Cybersecurity Professionals*

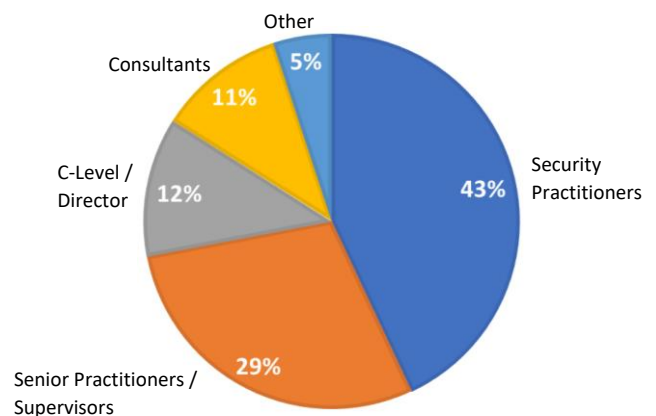
**SANSFIRE** is our largest national event, attracting over 1,200 cybersecurity professionals who are looking to improve their security systems against the most dangerous threats. Exhibiting at SANSFIRE allows you to promote your products and services to attendees who will immediately understand the value you provide and are likely to have influence over purchasing decisions. We have put together multiple sponsorship opportunities so you can truly maximize your brand to your targeted audience. We hope to see you at SANSFIRE!

## Attendee Demographics

### Industries



### Job Title



## What Our Sponsors Say

*"The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS event through creative and cost effective exhibiting options. Their full-service approach makes for stress-free booth experience, and allows us to focus on connecting with highly qualified attendees." -VMRay*

*"I have done various SANS events over the last seven years. We have been very happy with the quality of attendees at each event!" - RiskIQ*

## Solutions Expo Schedule

### Tuesday July 17<sup>th</sup>

12:30pm – 1:20pm	Training Day 2 Lunch & Learns
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### Wednesday July 18<sup>th</sup> – Expo Day

10:30am – 5:00pm	Vendor Interviews*
12:15pm – 1:30pm	Solutions Expo
5:15pm – 7:15pm	Solutions Expo & Evening Networking Reception

### Thursday July 19<sup>th</sup>

12:30pm – 1:20pm	Training Day 4 Lunch & Learns
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\*We will have a videographer on site conducting 10-minute interviews with exhibitors which will be streamed live to the web. Recordings will be provided to the exhibitors as sales collateral.

## Evening Solutions Expo / Reception



### 2018 CIS Critical Security Controls Panel Discussion With John Pescatore

*3 panel slots available for sponsors!*



### Release of the New 2018 CIS Critical Security Controls Poster!

*Posters distributed during evening reception.*



## Join Our Other SANSFIRE Exhibitors Including:

ANOMALI®

 Pulse Secure®

 LogRhythm

 Barkly®

 SentinelOne™

 SWIMLANE

Infoblox   
CONTROL YOUR NETWORK

 BRICATA®  
Network Threat Hunting Simplified

 MobileIron

 IBM Security

## SANSFIRE Solutions Expo Sponsorship Packages

Benefits	SILVER	GOLD	PLATINUM
<b>Booth Space</b> <b>Silver &amp; Gold:</b> includes one 6' draped table, 2 chairs, electricity & WiFi <b>Platinum:</b> includes two 6' draped tables, 4 chairs, electricity & WiFi	10 x 10	10 x 10	10 x 20
<b>400+ SANS Lunch Leads</b> Lunch will be sponsored by exhibitors during the day of the expo. Attendees who come for lunch will be scanned. Contact information provided to exhibitors.	✓	✓	✓
<b>Lead Scanner or App</b> Provided for duration of the event.	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<b>Lunch &amp; Learn</b> 1-hour lunchtime presentation given by your speaker to SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Box lunches included in package. Lunch & Learn summary will be advertised on the SANS event webpage and in the event collateral. <b>Platinum:</b> individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
<b>All Food &amp; Beverage</b>		✓	✓
<b>Prime Location</b> Receive premier location on Expo Floor.			✓
<b>Premier Signage</b> Signage featuring sponsor's logo will be placed strategically around the Expo Floor for maximum exposure.			✓
<b>Additional Targeted Branding at Event</b> SANS will explore how to best market your brand in our venue with further discussion.			✓

Additional sponsorship opportunities available on next page.

Contact us for more information about multi-event packages at [vendor@sans.org](mailto:vendor@sans.org)

## SANSFIRE Additional Sponsorship Opportunities

### Speaking, Presentation & Lead Generation Opportunities

<b>Lunch &amp; Learn (Stand-alone)</b>	Lunch hour presentation to SANS training attendees. Boxed lunches will be served in the room. Optionally, SANS will invite students attending the class of your choice. You may also scan Lunch & Learn attendees as leads. <b><i>Includes: food and beverage, lead scanner/app &amp; all logistics.</i></b>
<b>Evening Product Test Drive</b>	Invitation only 2-hour lab providing hands-on demo of your products to targeted attendees. You will receive all registration leads. You may also scan attendees as leads. <b><i>Includes: light food and beverage, lead scanner/app &amp; all logistics.</i></b>
<b>SANS @Night Presentation</b>	One-hour evening presentation on training days. Open invitation to all training attendees. <b><i>Note: food and beverage is optional but not included.</i></b>

### Networking Opportunities

<b>Executive Networking Breakfast or Dinner</b>	Invitation only breakfast or dinner. Hosted by you and a SANS expert. <b>Breakfast:</b> approximately 10-15 C-level and senior management attendees. <b>Dinner:</b> approximately 15-20 C-level and senior management attendees. <b><i>Includes: food and beverage plus all logistics.</i></b>
<b>Focus Group Roundtable</b>	Networking dinner focused on obtaining valuable feedback about your company's products and market position from a targeted group of 10-15 SANS training attendees. <b><i>Includes: food and beverage, all logistics, targeted invitation and pre-event set up.</i></b>
<b>Hospitality Suites</b>	Host a social event, which will be advertised at the event. Optionally, SANS can send out invitations. Themed events are recommended and most appealing to attendees. <b><i>Note: food and beverage and hotel suite is not included. SANS will handle all logistics.</i></b>

### Branding Opportunities

<b>SANS @Night Sponsorship</b>	Branding of scheduled @Night presentation led by SANS expert.
<b>NetWars Sponsorship</b>	Branding of SANS NetWars competition with signage. <b><i>SANSFIRE NetWars Dates: July 19-20.</i></b>

We are open to discussing additional sponsorship opportunities with you.  
Contact us for more information about our sponsorships at [vendor@sans.org](mailto:vendor@sans.org).

## 2017 SANSFIRE Attendees - Preview

Accenture	Dow Jones	NCR Corporation
ACI Worldwide	Etrade	New York Presbyterian Hospital
Advance Auto Parts	Eli Lilly and Company	Nordstrom
AFOSI	Emory University	Northrop Grumman
Air Force	Entergy, Inc.	Oracle
Amazon	Ernst & Young	Palo Alto Networks
American Airlines	Exelon	Pfizer
American Express	ExxonMobil	Philips
American Transmission Company	Facebook	Pilot Travel Centers
Anthem	FBI	Prime Care Technologies
Arbor Networks	Federal Home Loan Bank of Pittsburgh	Proctor & Gamble
Army	Federal Trade Commission	Quanta Services
Ashford Capital Management	Fifth Third Bank	Rockwell Automation
Atlantic Health System	First Citizens Bank	Royal Airforce
Bank of America	Fiserv	RSA
BB&T	Garmin International	Salesforce
Bentley Systems	Geico	Savannah River National Laboratory
BlackBerry	General Electric	Schneider Electric
Bloomberg	Georgia Lottery	Shell Oil Products
Blue Cross and Blue Shield	Google	Siemens AG
Boeing	GRDA	Sierra Nevada Corporation
Booz Allen Hamilton	Homeland Security Investigations	Sony
Brewer Hendley Oil Co.	Honeywell	Southern Company
Bricata	Horton Innovations, LLC	Southern Farm Bureau Life Insurance
Bristol-Myers Squibb	IBM Security	SPAWAR
Capital One	Institute for Information Industry	Sprint
Caterpillar	Intercontinental Exchange	State Farm
CenterPoint Energy	IRS	Stroz Friedberg
Charles Schwab & Co. Inc.	JP Morgan Chase	Sumter Electric
Chevron	Kaiser Permanente	SunTrust Banks, Inc.
Cisco	Kettering Health Network	Target Corporation
Citibank	KeyBank	Thermo Fisher Scientific
CME Group	Kimberly Clark	Travelers Insurance
Coca-Cola	KPMG	U.S. Air Force
Coinstar	Kroll	U.S. Postal Inspection Service
CoStar Group	LabCorp	UPS
Costco Wholesale	Liberty Mutual	USAA
CSRA	Lockheed Martin Corporation	Vanguard
Customs and Border Protection	Magellan Midstream	Verizon
Day & Zimmermann	Mary Kay Inc.	Virtua Health
Dell	McKee Foods Corporation	VISA
Deloitte	MetLife	W.L. Gore and Associates
Department of Army	Microsoft	Wawa
Department of Defense	Motorola Solutions	WealthEngine
Department of Homeland Security	Mutual of Omaha	Wells Fargo
Department of Navy	NASA Langley Research Center	Westfield Group
Department of Air Force	NASDAQ	WillowTree, Inc.
Dillard's	National Bureau of Investigation	Xeros
Discover	National Nuclear Security Administration	Wells Fargo
Dominion	Nationwide Insurance	Zyga