

SANSFIRE 2019

Washington, D.C. | Wardman Park Marriott | Event: June 15 - 22, 2019 | Expo: June 19, 2019

SANSFIRE 2019 is one of our largest national events, attracting over 1,200 cyber security professionals who are looking to improve their security systems against the most dangerous threats. Sponsoring allows you to promote your products and services to attendees who will immediately understand the value you provide.

Sponsorship Packages & Benefits	Silver	Gold	Platinum
Booth Space Silver & Gold: includes one 6' draped table, 2 chairs, electricity & WiFi Platinum: includes two 6' draped tables, 4 chairs, electricity & WiFi	10 x 10	10 x 10	10 x 20
Lead Scanner or App	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
400+ SANS Lunch Leads 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.	✓	✓	✓
Lunch & Learns Lunch & Learns: 1-hour lunchtime presentation given by your speaker to 50 SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Lunch & Learn summary will be advertised on the SANS event webpage and in the event collateral. Note: Food and beverage included. Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event SANS will explore how to best market your brand in our venue with further discussion.			✓

SANSFIRE Schedule

Tuesday, June 18, 2019		Wednesday, June 19, 2019		Thursday, June 20, 2019	
12:30pm - 1:15pm	Training Day 4 Lunch & Learns	8:30am - 12:00pm	FedRAMP Workshop	12:30pm - 1:15pm	Training Day 6 Lunch & Learns
		12:00pm - 1:30pm	Solutions Expo		
		5:00pm - 6:15pm	Evening Networking Reception		

Additional Sponsorship Opportunities

Listed sponsorships below can act as standalone outside of Sponsorship Packages.

Speaking, Presentation & Lead Generation Opportunities

SANS FedRAMP Educational Workshop	20-minute speaking session to 60-100 live attendees . Additionally, session will be simulcast to an online audience of 300+ . You will receive all registration leads from live event, simulcast and archived simulcast viewings. Session will be recorded and sponsor will receive mp4 recording as collateral. <i>Includes: food and beverage plus all logistics.</i>
Lunch & Learn Simulcast	Lunch & Learn will be simulcast live to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee. <i>Note: Requires a minimum of 4 weeks lead time for promotions.</i>
Lunch & Learn Videotaped	Lunch & Learn will be recorded and edited to later be broadcast to the SANS community. You will receive a video recording of the session as well as a 200-lead guarantee. <i>Note: Requires a minimum of 4 weeks lead time for promotions.</i>
Evening Product Test Drive	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. <i>Includes lead scanner/app & all logistics. Food and beverage not included.</i>

Networking Opportunities

Executive Networking Event	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert. <i>Includes: food and beverage plus all logistics.</i>
Hospitality Suites	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. <i>Includes all logistics. Food and beverage and hotel suite not included.</i>

Product Focus Group Opportunities

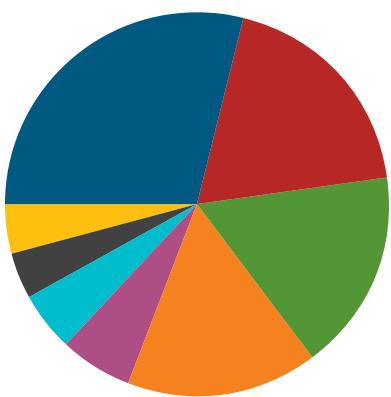
Product Focus Group Lab	2-hour hands on beta testing of your product to a targeted group of 10-12 SANS attendees. You will receive all registration leads. You may also scan attendees as leads. <i>Includes lead scanner/app & all logistics. Food and beverage not included.</i>
Product Focus Group Roundtable	Allow a targeted group of 10-12 SANS attendees give feedback on your product that's currently in development. You will receive all registration leads. You may also scan attendees as leads. <i>Includes lead scanner/app & all logistics. Food and beverage not included.</i>

Branding Opportunities

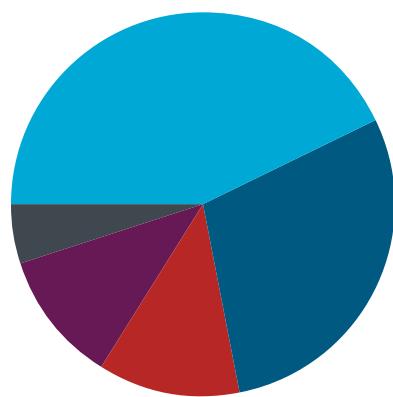
NetWars	Branding of SANS NetWars competition with signage. SANSFIRE 2019 NetWars Dates: July 20 - 21, 2019
----------------	--

Demographics

Industries



Roles



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

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

2018 Attendees Sample

Advance Auto Parts
Army
ARAMCO
BAE Systems
Blue Cross Blue Shield
Boeing
Campbell Scientific
Caterpillar
Cigna
Coca-Cola
Day & Zimmerman
Department of Air Force
Department of Defense
Department of Homeland Security
Ernst & Young
ExxonMobil
EY
Facebook
FBI
Garmin International
Geico
General Mills
Honeywell
Hyatt Corporation
Iron Mountain

Janicki Industries
Kaiser Permanente
KeyBank
KPMG
LabCorp
Lockheed Martin
Mary Kay Inc.
McKinsey & Company
MetLife
NASA Langley Research Center
NASDAQ
National Guard
Riot Games
Rockwell Automation
Shell Oil Products
SiriusXM
State Farm
Southern Company
Southwest Airlines
Travelers Insurance
US Army
Verizon
Visa
Wells Fargo
Xcel Energy