

# 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
<b>Booth Space</b> 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
<b>Lead Scanner or App</b>	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<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>Lunch &amp; Learns</b> 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. <i>Note: Food and beverage included.</i> Platinum: Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
<b>Prime Location &amp; Premier Signage</b>			✓
<b>Additional Targeted Branding at Event</b> SANS will explore how to best market your brand in our venue with further discussion.			✓

## Solutions Expo Schedule

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



SPONSORSHIP  
PROGRAMS

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[www.sans.org](http://www.sans.org) | [vendor@sans.org](mailto:vendor@sans.org)

# Additional Sponsorship Opportunities

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

## Speaking, Presentation & Lead Generation Opportunities

<b>Lunch &amp; Learn Simulcast</b>	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. <b>Note: Requires a minimum of 4 weeks lead time for promotions.</b>
<b>Lunch &amp; Learn Videotaped</b>	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. <b>Note: Requires a minimum of 4 weeks lead time for promotions.</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>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>
<b>SANS @Night Presentation</b>	One-hour evening presentation on training days. Open invitation to all training attendees. <b>Includes lead scanner/app &amp; all logistics. Food and beverage is optional but not included.</b>

## Networking Opportunities

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

## Product Focus Group Opportunities

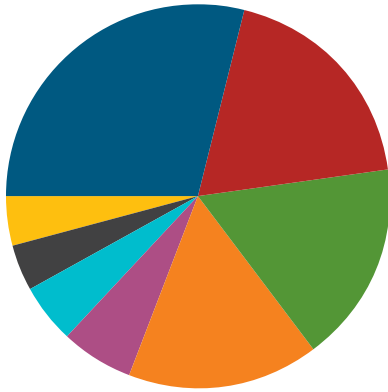
<b>Product Focus Group Lab</b>	2-hour hands on beta testing of your product to a targeted group of 10-12 SANS attendees. You will receive all registration leads. You may also scan attendees as leads. <b>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>
<b>Product Focus Group Roundtable</b>	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. <b>Includes lead scanner/app &amp; all logistics. Food and beverage not included.</b>

## Branding Opportunities

<b>NetWars</b>	Branding of SANS NetWars competition with signage. <b>SANSFIRE 2019 NetWars Dates: July 20 - 21, 2019</b>
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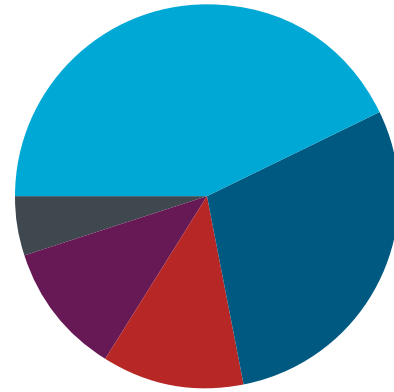
# Demographics

## Industries



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

## Roles



- 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 Langely 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

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