



Security Operations SUMMIT & TRAINING

New Orleans, LA

EVENT: July 30 - August 6

SUMMIT: July 30 - 31

SANS Sponsorship Programs

Connecting Solution Providers to Cybersecurity Professionals

Join SOC's Summit Chairman Chris Crowley and other prominent security practitioners in this year's Security Operations Summit & Training! This summit allows you to truly connect with our attendees, creating a more personal and memorable experience. Discover ways to promote your brand and network with likeminded individuals!

Solutions Expo Schedule

Monday July 30th – Expo Day 1

10:00am – 10:30am	Networking Break
12:30pm – 1:20pm	Summit Day 1 Lunch & Learns
2:40pm – 3:10pm	Networking Break
6:30pm - 9:00pm	SANS Night Out

Tuesday July 31st – Expo Day 2

10:00am – 10:30am	Networking Break
12:15pm – 1:30pm	Networking Lunch
2:40pm – 3:10pm	Networking Break

Wednesday August 1st - Training Day 1

12:30pm – 1:20pm	Training Day 1 Lunch & Learns
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Additional Sponsorships

Summit Night Out in NOLA!

Date: Monday, July 30, 2018 | **Location:** Fulton Alley
Come join our attendees at Fulton Alley and enjoy food, drinks and bowling! Sponsors can display their brand throughout the venue. Sponsors will receive leads from Night Out event.

Security Operations Expert Briefing

Date: Friday, Nov 16, 2018 | **Location:** NYC
Led by SANS course author and expert Chris Crowley, join us for a special experts-led ½ day event. Panel slot available for participants. Event will be both live and simulcast. Participating sponsors will receive leads from both.

Join Other SOC Exhibitors



SOC Solutions Expo Sponsorship Packages

Benefits	SILVER	GOLD	PLATINUM
Exhibit 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
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.	✓	✓	✓
Lead Scanner or App Provided for duration of the event.	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
Lunch & Learn 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. Platinum: individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
All Food & Beverage		✓	✓
Prime Location Receive premier location on Expo Floor.			✓
Premier Signage Signage featuring sponsor's logo will be placed strategically around the Expo Floor for maximum exposure.			✓
Additional Targeted Branding at Event SANS will explore how to best market your brand in our venue with further discussion.			✓

Additional sponsorship opportunities available on next page.

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

SOC Additional Sponsorship Opportunities

Speaking, Presentation & Lead Generation Opportunities

Lunch & Learn (Stand-alone)	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. <i>Includes: food and beverage, lead scanner/app & all logistics.</i>
Lunch & Learn Simulcast	Lunch and learn will be simulcast live to SANS community. You will receive a video of the session for collateral and will receive a 200-lead guarantee. <i>Note: requires a minimum of 4 weeks lead time for promotions.</i>
Table Top (On a Training Day)	Table top during training days. Provides you the ability to reach SANS students outside summit days. <i>Includes: 6' draped table, 2 chairs, electric, WiFi, lead scanner / app & all logistics.</i>
Evening Product Test Drive (On a Training Day)	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: light food and beverage, lead scanner/app & all logistics.</i>
SANS @Night Presentation (On a Training Day)	One-hour evening presentation on training days. Open invitation to all training attendees. <i>Note: food and beverage is optional but not included.</i>

Networking Opportunities

Executive Networking Breakfast or Dinner	Invitation only breakfast or dinner. Hosted by you and a SANS expert. Approximately 10-15 C-level and senior management attendees. <i>Includes: food and beverage plus all logistics.</i>
Focus Group Roundtable	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. <i>Includes: food and beverage, all logistics, targeted invitation and pre-event set up.</i>
Hospitality Suites (On a Training Day)	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>Note: food and beverage and hotel suite is not included. SANS will handle all logistics.</i>

Branding Opportunities

SANS @Night Sponsorship	Branding of scheduled @Night presentation led by SANS expert.
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2017 SOC Attendees - Preview

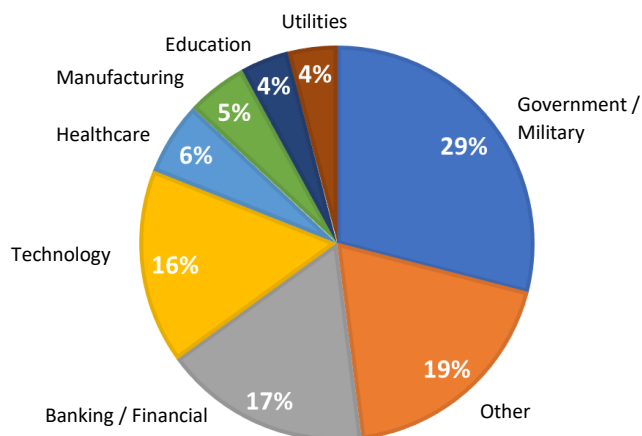
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Apple
Autodesk
BIT
Blackbaud
Bloomberg
Booz Allen Hamilton
Carbon Black
Chevron
Cisco
Consumers Energy
Dell, Inc.
Department of Defense
ENTEL

Enterprise Holdings
Exelon
FBI
First Citizen's Bank
GM
Google
IHG
Indeed, Inc.
JP Morgan Chase
KPMG
Kroll
Leidos
Lockheed Martin
Mandiant
NASA
Nationwide

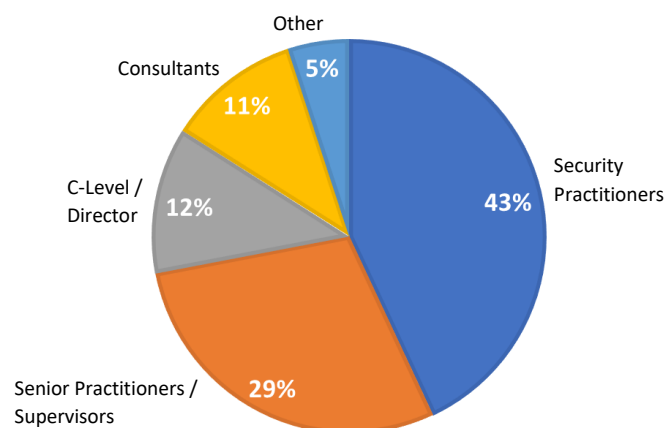
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Optiv
Oracle
O'Reilly Auto Parts
PCA
Raytheon
Shell
State Farm
Stroz Friedberg
Target
Thomson Reuters
Uber Technologies
US Army
Verizon
Western Union
XPO Logistics

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**