



# 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 30<sup>th</sup> – 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 31<sup>st</sup> – Expo Day 2

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

### Wednesday August 1<sup>st</sup> - 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
<b>Exhibit 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>SANS Lunch Leads</b> <i>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.</i>	✓	✓	✓
<b>Lead Scanner or App</b> <i>Provided for duration of the event.</i>	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<b>Lunch &amp; Learn</b> <i>1-hour lunchtime presentation given by your speaker to SANS attendees. Sponsor may scan Lunch &amp; Learn attendees as leads. Box lunches included in package. Lunch &amp; Learn summary will be advertised on the SANS event webpage and in the event collateral.</i> <b>Platinum:</b> individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
<b>All Food &amp; Beverage</b>		✓	✓
<b>Prime Location</b> <i>Receive premier location on Expo Floor.</i>			✓
<b>Premier Signage</b> <i>Signage featuring sponsor's logo will be placed strategically around the Expo Floor for maximum exposure.</i>			✓
<b>Additional Targeted Branding at Event</b> <i>SANS will explore how to best market your brand in our venue with further discussion.</i>			✓

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](mailto:vendor@sans.org).

## SOC 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>Lunch &amp; Learn Simulcast</b>	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. <b><i>Note: requires a minimum of 4 weeks lead time for promotions.</i></b>
<b>Table Top (On a Training Day)</b>	Table top during training days. Provides you the ability to reach SANS students outside summit days. <b><i>Includes: 6' draped table, 2 chairs, electric, WiFi, lead scanner / app &amp; all logistics.</i></b>
<b>Evening Product Test Drive (On a Training Day)</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 (On a Training Day)</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. Approximately 10-15 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 (On a Training Day)</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.
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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 SOC Attendees - Preview

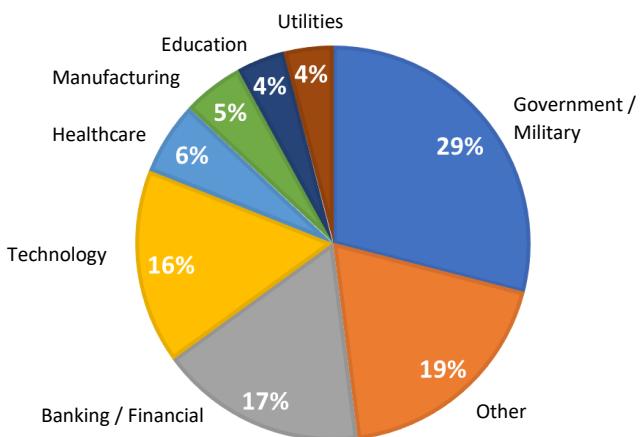
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Chevron  
Cisco  
Consumers Energy  
Dell, Inc.  
Department of Defense  
ENTEL

Enterprise Holdings  
Exelon  
FBI  
First Citizen's Bank  
GM  
Google  
IHG  
Indeed, Inc.  
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KPMG  
Kroll  
Leidos  
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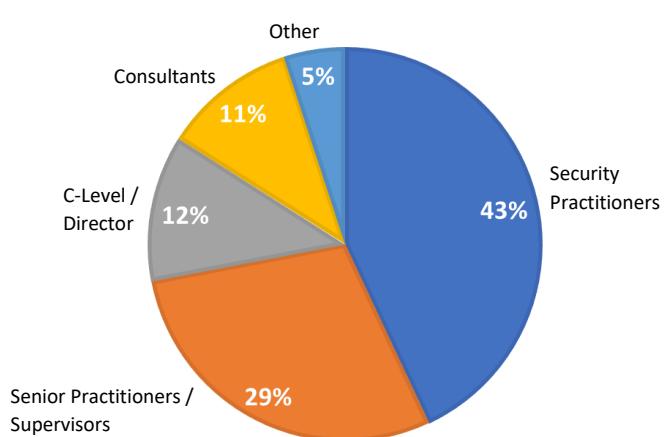
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PCA  
Raytheon  
Shell  
State Farm  
Stroz Friedberg  
Target  
Thomson Reuters  
Uber Technologies  
US Army  
Verizon  
Western Union  
XPO Logistics

## 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*