SANS

SANS 2017 Threat Hunting & Incident Response Summit

Vendor Sponsorship Opportunities

Summit: April 18-19   Classes: April 20-25
New Orleans, LA

The Threat Hunting & Incident Response Summit 2017 focuses on specific hunting and incident response techniques and capabilities that can be used to identify, contain, and eliminate adversaries targeting your networks.

CARBON BLACK
ARM YOUR ENDPOINTS
Advisory Partner

The 2016 THIR Summit Sold Out Quickly!
Secure Your Sponsorship for the
2017 THIR Summit Now!

GOLD $16,000
- **Lunch & Learn Presentation**
  - F/B Included
- **Vendor Expo Tabletop**
  - Premier Placement
- **Night Out Sponsorship**
  - Evening Networking Event (2016 Location – House of Blues)
  - F/B Included
- Logo placement on event webpage and applicable marketing/event collateral

Limit of 4 Sponsors

SILVER $10,000
- **Vendor Expo Tabletop**
  - Premier Placement
- **Night Out Sponsorship**
  - Evening Networking Event (2016 Location – House of Blues)
  - F/B Included
- Logo placement on event webpage and applicable marketing/event collateral

Limit of 4 Sponsors

BRONZE $6,000
- Vendor Expo Tabletop
- Logo placement on event webpage and applicable marketing/event collateral

Limit of 11 Sponsors

Event Add-Ons	Detail	Price
Executive Dinner Sponsorship	25 Invites; Includes F/B	$12,500
Evening Reception Sponsorship	Class Days Only	$12,000
Executive Breakfast Sponsorship	25 Invites; Includes F/B	$10,000
Lunch & Learn Presentation	Class Days Only	$7,000
Happy Hour Sponsorship	Class Days Only; Includes F/B; # Tickets TBD Based on Summit Attendance	$5,000
Summit Breakfast Sponsorship	Limit 1 Vendor/Day	$5,000
Summit Welcome Reception Sponsorship		$5,000
Summit Break Sponsorship	Limit 1 Vendor/Day	$3,000

Event Review

Average SANS 2016 THIR Demographics

Summit
Attendees by Job Function

41% Security Practitioner
32% Senior Practitioner/ Supervisor
12% Other
9% Consultant
6% C-Level/Director/Manager

Training
Attendees by Job Function

38% Security Practitioners
28% Senior Practitioner/ Supervisor
17% Consultant
9% C-Level/Director/Manager
8% Other

Summit
Attendees by Industry

24% Government/Military
21% Banking/Financial
19% Technology
10% Manufacturing/Utilities
6% Education/Healthcare
20% Other
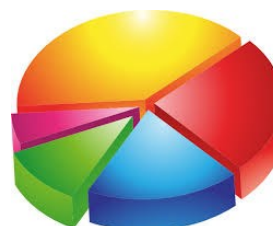
Training
Attendees by Industry

40% Technology
18% Banking/Financial
15% Government/Military
7% Utilities/Manufacturing/Healthcare
6% Education
14% Other

2016 Courses	
FOR578: Cyber Threat Intelligence	April 14-18
SEC401: Security Essentials Bootcamp Style	April 14-19
SEC504: Hacker Tools, Techniques, Exploits and Incident Handling	April 14-19
FOR508: Advanced Digital Forensics and Incident Response	April 14-19
FOR572: Advanced Network Forensics and Analysis	April 14-19
MGT535: Incident Response Team Management	April 14-15