

**SANS****SPONSORSHIP  
PROGRAMS**

# Threat Hunting & Incident Response SUMMIT & TRAINING

New Orleans, LA

September 6 - 13

EVENT:  
SUMMIT:

September 6 - 7

## SANS Sponsorship Programs

*Connecting Solution Providers to Cybersecurity Professionals*

Join SANS Co-Chairmen Rob Lee and Phil Hagen for this year's Threat Hunting & Incident Response Summit & Training! Over 200 attendees come to this summit to learn the latest methods and tools towards improving their organization's threat hunting operations. Explore ways to promote your brand and network with likeminded individuals at the THIR Summit!



## Solutions Expo Schedule

### Thursday September 7<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 in NOLA

### Friday September 8<sup>th</sup> – Expo Day 2

10:00am – 10:30am	Networking Break
12:30pm – 1:20pm	Summit Day 2 Lunch & Learns
2:40pm – 3:10pm	Networking Break

### Saturday September 9<sup>th</sup> - Training Day 1

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

## Key Sponsorships Available

### Summit Night Out in NOLA!

**Date:** Monday, Sep. 7, 2018 | **Location:** [Fulton Alley](#)  
175+ attendees expected! Come join our attendees at Fulton Alley and enjoy food, drinks and bowling! Sponsors can display their brand throughout the venue. All attendees will be scanned. Sponsors will receive contact information from Night Out event.

**\*\*\*Night Out Featured in  
SILVER+ Sponsorship Package\*\*\***



## THIR Solutions Expo Sponsorship Packages

Benefits	SILVER	SILVER+	GOLD
<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 10
<b>SANS Scanned Leads</b> <i>Attendees have the opportunity to win a prize at the end of the event. All attendees who sign up 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>Summit Night Out in NOLA Evening Event</b> <i>175+ attendees expected. Sponsor evening event at Fulton Alley. Attendees who come will be scanned. Contact information provided to sponsor. Venue will be branded with sponsor's logo.</i>		✓	✓
<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.

Contact us for more information about our sponsorships at [vendor@sans.org](mailto:vendor@sans.org).

## THIR 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.
<b>NetWars Sponsorship</b>	Branding of SANS NetWars competition with signage. <b><i>Netwars Tournament Dates: September 11-12, 2018</i></b>

### NetWars

<b>NetWars Armory Tool Sponsor</b>	Allow 120+ participants to use your product during the 2-night DFIR NetWars Tournament. Players will receive training on your tool before tournament. You are required to attend NetWars to assist participants with your product during tournament. <b><i>Limit to 3 sponsors.</i></b>
------------------------------------	--

## 2017 THIR Attendees - Preview

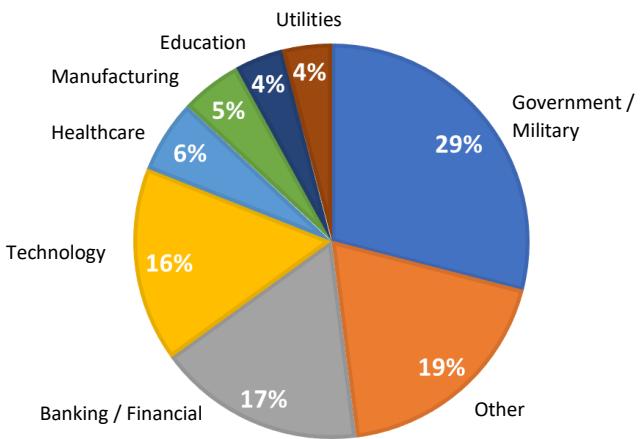
AARP  
Aetna  
AFCU  
Air Products  
BAH  
Booz Allen Hamilton  
Capital One  
Cisco  
Consumers Energy  
Deloitte  
Duke Energy  
Eli Lilly and Company  
Ericsson  
Facebook  
FBI  
Fidelity Investments

Ford Motor Company  
GE Lighting  
General Electric  
Google  
HAVI  
IBM  
Infocyte  
Marine Forces Reserve  
Mary Kay Inc.  
Microsoft  
National Grid  
Netflix  
PepsiCo  
Philips  
Prudential  
PSC

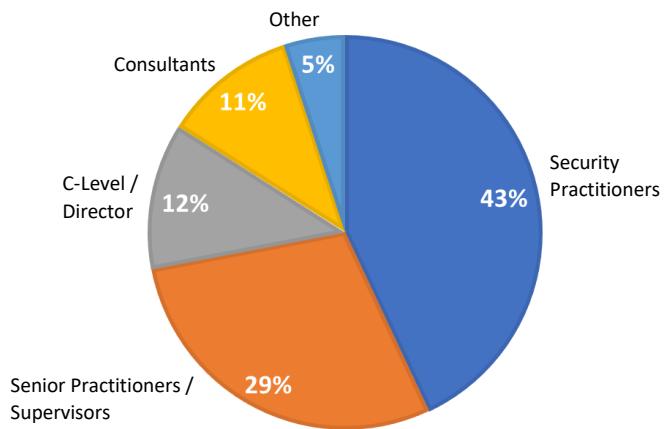
Royal Dutch Shell  
Sanmina  
ServiceNow  
Shell Oil  
Sony  
State Farm  
Stroz Friedberg  
Target  
The Boeing Company  
Uber  
US Department of State  
USAA  
Walmart  
West Monroe Partners  
Western & Southern Financial  
Xilinx, Inc.

## Attendee Demographics

### Industries



### Job Title



## What Our Sponsors Say

*"Participating in the Netwars Arsenal of Tools, is amazing experience to be able to live answer questions about our tool while users are trying it in a time-sensitive, scenario based environment. We use the opportunity to gather practical insight into usability and opportunities for improvements. In addition, it's just really fun to observe participants realize the many benefits and useful functionality in the product." – Jessica, Magnet Forensics*

*"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*