

SANS**SPONSORSHIP
PROGRAMS**

Threat Hunting & Incident Response SUMMIT & TRAINING

New Orleans, LA**EVENT: September 6 - 13**
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 7th – 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 8th – 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 9th - Training Day 1

12:30pm – 1:20pm	Training Day 1 Lunch & Learns
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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
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 10
SANS Scanned Leads 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.	✓	✓	✓
Lead Scanner or App Provided for duration of the event.	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
Summit Night Out in NOLA Evening Event 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.		✓	✓
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.

Contact us for more information about our sponsorships at vendor@sans.org.

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

NetWars

NetWars Armory Tool Sponsor	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. <i>Limit to 3 sponsors.</i>
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2017 THIR Attendees - Preview

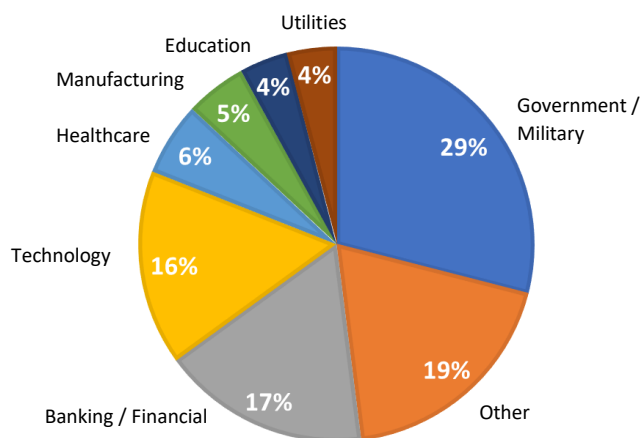
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Aetna
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Air Products
BAH
Booz Allen Hamilton
Capital One
Cisco
Consumers Energy
Deloitte
Duke Energy
Eli Lilly and Company
Ericsson
Facebook
FBI
Fidelity Investments

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

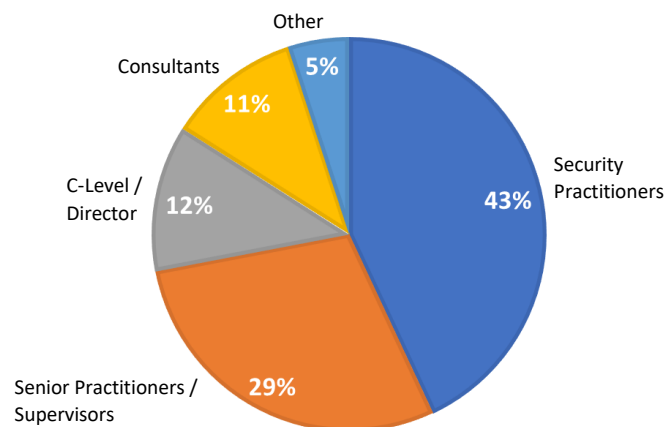
Royal Dutch Shell
Sanmina
ServiceNow
Shell Oil
Sony
State Farm
Stroz Friedberg
Target
The Boeing Company
Uber
US Department of State
USAA
Walmart
West Monroe Partners
Western & Southern Financial
Xilinx, Inc.

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**