

# Threat Hunting & Incident Response

## SUMMIT & TRAINING

Location: **New Orleans, LA | New Orleans Marriott**

Event: **September 30 - October 7, 2019 | Summit Expo: September 30 - October 1, 2019**

Sponsorship Packages & Benefits	Silver	Gold	Platinum
<b>Booth 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> Lunch will be sponsored by exhibitors during the second day of the expo. Attendees who come for lunch will be scanned. Contact information provided to exhibitors.	✓	✓	✓
<b>Lead Scanner or App</b>	✓	✓	✓
<b>Logo Featured on SANS Event Website &amp; All Applicable Event Collateral</b>	✓	✓	✓
<b>Lunch &amp; Learns</b> <b>Lunch &amp; Learns:</b> 1-hour lunchtime presentation given by your speaker to 30 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. <b>Note:</b> Food and beverage included. <b>Platinum:</b> Individual Lunch & Learn invitations targeting preferred attendees included.		✓	✓
<b>Prime Location &amp; Premier Signage</b>			✓
<b>Additional Targeted Branding at Event</b> SANS will explore how to best market your brand in our venue with further discussion.			✓

## Solutions Expo Schedule

Monday, September 30		Tuesday, October 1		Wednesday, October 2	
Morning & Afternoon Networking Breaks*		Morning & Afternoon Networking Breaks*		12:30pm - 1:15pm	Training Day 1 Lunch & Learns
12:30pm - 1:15pm	Summit Day 1 Lunch & Learns	12:15pm - 1:30pm	Expo Day Networking Lunch		
6:00pm - 8:00pm	Summit Night Out				

\*pending event schedule



## Threat Hunting & Incident Response Summit & Training

New Orleans, LA | Event: September 30 - October 7, 2019 | Summit Expo: September 30 - October 1, 2019

[www.sans.org](http://www.sans.org) | [vendor@sans.org](mailto:vendor@sans.org)

# Additional Sponsorship Opportunities

Listed sponsorships below can act as standalone outside of Sponsorship Packages.

## 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>Includes: food and beverage, lead scanner/app &amp; all logistics.</b>
<b>Lunch &amp; Learn Simulcast</b>	Lunch and Learn will be simulcast live to the SANS community. You will receive a video of the session for collateral as well as a 200-lead guarantee. <b>Requires a minimum of 4 weeks lead time for promotions.</b>
<b>Table Top (On a Training Day)</b>	Table Top during training days. Provides you the ability to reach additional SANS students. <b>Includes: 6' draped table, 2 chairs, WiFi, lead scanner / app &amp; all logistics.</b>

## Networking Opportunities

<b>Executive Networking Event</b>	Invitation only breakfast or dinner for approximately 10-15 executive level and senior management attendees. Hosted by you and a SANS expert. <b>Includes: food and beverage plus all logistics.</b>
-----------------------------------	---

## Branding Opportunities

<b>SANS @Night</b>	Branding of scheduled @Night presentation led by SANS expert.
<b>SANS Summit Night Out</b>	Branding of fun evening event held outside of the training venue.
<b>SANS NetWars</b>	Branding of SANS NetWars competition with signage. <b>NetWars Dates: October 5 - 6, 2019</b>



# Exhibitor Registration

## Threat Hunting & IR Summit 2019

Location: **New Orleans, LA** | Summit Expo: **September 30 - October 1, 2019**

Thank you for your interest in exhibiting the [SANS Threat Hunting & IR Summit 2019](#). To reserve your sponsorship, please return the Sponsor Registration Form and the Terms & Conditions Form completed and

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPLETE MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**Sponsorship Package** - Please indicate your choice below. Package details can be found in the SANS Threat Hunting & IR Summit 2019 Sponsor Sheet.

☐ Platinum - \$16,500 ☐ Gold - \$12,600 ☐ Silver - \$6,500 ☐ Bronze - \$3,200

**Additional Sponsorship Opportunities** - Please indicate your choice below. Details can be found in the SANS Threat Hunting & IR Summit 2019 Sponsor Sheet attached.

☐ Lunch & Learn (stand-alone on training day) - \$6,600 ☐ Product Focus Group Roundtable - \$14,250

☐ Lunch & Learn Simulcast (add-on) - \$13,500 ☐ SANS @Night Branding - \$1,750

☐ Table Top (add-on during training day) - \$2,500 ☐ SANS Summit Night Out Branding - \$3,250

☐ Executive Networking Breakfast - \$8,650 ☐ SANS NetWars Branding - \$3,250

☐ Executive Networking Dinner - \$14,500 ☐ SANS NetWars Armory Sponsor - *Call or email us to discuss becoming a DFIR NetWars Armory Sponsor*

*Note: Limited availability*

**Billing** - Please total up your sponsorship selection. A SANS representative will contact you to process your payment.

Sponsorship Package Cost:
Additional Sponsorship Opportunities Cost:
<b>TOTAL COST:</b>

Signing below acknowledges that the signee is the decision maker within the listed company and thereby secures the sponsor's sponsorship for this event. Official terms and conditions on next page.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## TERMS AND CONDITIONS FOR EXHIBITING AT A SANS EVENT

### Please read carefully

All exhibitor promotional and exhibition sponsorship opportunities are subject to change. In the event there is a cancellation or a change after the contract is received, SANS will offer the vendor the option of either a full refund or a replacement package of comparable value.

Attendee list policy: Electronic lead gathering services will be provided and attendee biographic data will be encoded for retrieval at all major conferences with tabletop. SANS will provide one (1) lead reader device or app Activation Code. Additional devices or codes may be purchased for an additional fee.

**Exhibit space:** Unless otherwise specified, exhibit space includes square footage stated, 6' draped table, 2 chairs, basic 5amps of electrical services and wireless internet. Any In-coming or Out-bound freight shipping and handling charges are the responsibility of the exhibiting company. Any additional furnishings or other booth requirements are also the responsibility of the exhibiting company.

If removing unsold tabletop spaces from the floor plan requires that a pre-registered exhibitor's booth location be changed, the exhibitor agrees to comply with these changes. The SANS Institute reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or out of keeping with the character of the exposition as a whole.

Exhibitor's tabletop and associated pop-ups or banner stands must be in place one hour prior to the show opening. If the tabletop is not installed one hour before the show opens, show management will reconfigure space into a visitor lounge.

**Registration:** Exhibitor personnel will be provided badges. All onsite exhibitor personnel MUST have a badge to exhibit or attend any SANS event.

**Co-Marketing:** Exhibitor agrees to co-market the Training Event via social media, newsletters, blogs, etc. Exhibitor agrees to list Training or Summit Event on exhibitor's website and event calendar.

**Payment options:** SANS accepts payment via Credit Card, Check or Wire Transfer. The SANS Institute must receive 100% of the total amount due prior to the show opening. If The SANS Institute does not receive payment 24 hours prior to the show opening, the exhibitor will not be allowed to exhibit. Penalties may be applied by SANS Institute in the case of checks returned for Insufficient Funds.

**Cancellations:** Cancellations will only be accepted when agreed to in writing by The SANS Institute. If a cancellation request is not deemed agreeable by SANS, full payment for exhibition space is required. Absolutely no cancellations will be accepted 8 weeks or less from the first day of the first conference date specified in this contract, and full payment will be required of those who fail to attend. A processing fee of 50% of the tabletop cost will be applied to any approved cancellation, regardless of when the cancellation is made. Cancellation fee must be paid within 10 business days of the cancellation date.

**Liability:** Exhibitor agrees that SANS, the expo site, and their respective employees and agents are not liable for any theft, damage or loss to or of the exhibitor's property or for any injury that may occur to the Exhibitor, its agents or employees. Exhibitor shall have property damage insurance for the full replacement value of all its property and general liability insurance of no less than One Million Dollars. SANS and the expo facility shall be named as additional loss payees in such policy. Exhibitor agrees to indemnify and hold SANS, the expo facility, and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney's fees or other expenses either directly or indirectly from or in connection with Exhibitor's participation in such event.

By signing below, the exhibiting company agrees to abide by the terms and conditions of this agreement and to any further rules and regulations issued to all participants prior to the start of all SANS conference exhibitions listed in this contract.

This agreement becomes a binding contract when signed by the exhibitor and received by The SANS Institute.

### **Authorized Exhibitor Representative**

Name (printed): \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### **SANS Authorized Representative**

Name (printed): \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_