

The SANS logo is displayed in white, serif, all-caps font on a dark blue rectangular background.

EVENT DATES: May 9-18, 2017

VENDOR EXPO: May 12, 2017

Manchester Grand Hyatt Hotel

www.sans.org/security-west

EXPECTED ATTENDANCE: 750

Join us at **SANS Security West 2017**

SANS Security West 2017 offers 31 courses in five disciplines, all taught by the industry's top instructors. Connect with the highly qualified attendees who are looking for the tools to help them enable the skills gained in class. SANS attendees are seasoned cybersecurity professionals who often influence buying decisions in their organizations.

Vendor Sponsorship Opportunities

Gold
\$11,500

Tabletop

- Prime TABLETOP location in the Vendor Expo area, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Lunch & Learn

- A one-hour presentation slot providing you time to present any information of your choice (product demo, expert briefing, case study, etc.) to SANS attendees. Projector and Screen provided. Lunch & Learn may align to a specific class or discipline.

Lunch Leads

- SANS will scan attendees receiving a Lunch Voucher for lunch during the Vendor Expo. You will receive this list of scanned attendees.

Get in the Bag

- Opportunity to place one item in the registration bag provided to ALL attendees

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral

Silver
\$7,900

Tabletop

- Prime TABLETOP location in the Vendor Expo area, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Lunch Leads

- SANS will scan attendees receiving a Lunch Voucher for lunch during the Vendor Expo. You will receive this list of scanned attendees.

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral

Bronze
\$5,750

Tabletop

- Prime TABLETOP location in the Vendor Expo area, the SANS TABLETOP provides you with the opportunity to meet and build relationships with SANS attendees.

Brand Awareness

- Logo/Link placement on event webpage and applicable marketing/event collateral

www.sans.org | vendor@sans.org

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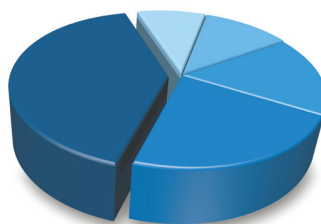
Vendor Sponsorship Opportunities

ADDITIONAL SPONSORSHIP OPPORTUNITIES	PRICE
Executive Networking Dinner An invitation-only dinner for approximately 30 C-level and senior management attendees. <i>Food and beverages Included – SANS will handle all logistics</i>	\$12,500
SANS Experts Dinner Network with SANS experts at this invitation-only dinner. SANS will provide select group of senior SANS Experts to network with vendor representatives. <i>Food and beverages Included – SANS will handle all logistics</i>	\$12,500
Focus Group Roundtable Opportunity to obtain valuable feedback about your company's products and market position from a targeted group of SANS training attendees. It includes full dinner, SANS logistics, list of title/organizations to target invitees, and any pre-event setup to ensure invitees provide meaningful feedback.	\$10,000
Board of Advisors Breakfast Roundtable (1 SPONSOR/BOARD) Breakfast roundtable access to one of several market or industry-focused board of advisors consisting of hand-picked, upper-level attendees. It provides the vendor with an opportunity to engage in dialogue with a high-level focus group to obtain product, market, and/or industry feedback. Sample boards include: healthcare, threat intelligence, SOC, incident response, etc. <i>Food and beverages Included</i>	\$5,000
Welcome Reception & Pre-Registration Tabletop Tabletop near conference registration <i>Food and beverages NOT Included</i>	\$5,000
Lunch & Learn Presentation Lunch hour content presentation to attendees <i>Food and beverages NOT Included</i>	\$5,000
Evening Product Brief & Demo Opportunity to network with attendees and provide information and/or a hands-on demo of the vendor's products <i>Food and beverages NOT Included</i>	\$4,500
SANS@Night Sponsorship Branding opportunity for a SANS@Night presentation. Intro topic. No leads.	\$4,500
SANS NetWars Sponsorship Branding opportunity for SANS NetWars. No leads.	\$4,500
SANS Industry Reception Sponsorship (1 SPONSOR/RECEPTION) Branding opportunity for SANS vertical market industry sponsorship (ICS, finance, healthcare, etc.). No leads.	\$4,500
Tabletop Outside Class (DAY OF CHOICE) Position your table outside the class of your choice. Add-on item to Gold/Silver/Bronze	\$2,000

SANS National Events Demographics

Attendees by Industry

29% Government/Military
17% Banking/Financial
16% Technology
11% Manufacturing/Healthcare
8% Education/Utilities



Attendees by Job Function

43% Security practitioner
29% Senior practitioner/Supervisor
12% C-Level/Director/Manager
11% Other
5% Consultant

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03/17