

EVENT DATES: May 9-18, 2017

VENDOR EXPO: May 12, 2017

Manchester Grand Hyatt Hotel

[www.sans.org/security-west](http://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

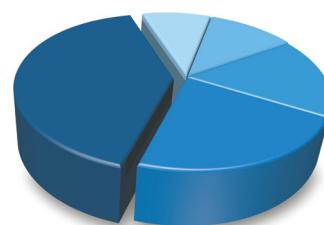
# Vendor Sponsorship Opportunities

ADDITIONAL SPONSORSHIP OPPORTUNITIES	PRICE
<b>Executive Networking Dinner</b> 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
<b>SANS Experts Dinner</b> 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
<b>Focus Group Roundtable</b> 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
<b>Board of Advisors Breakfast Roundtable (1 SPONSOR/BOARD)</b> 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
<b>Welcome Reception &amp; Pre-Registration Tabletop</b> Tabletop near conference registration <i>Food and beverages NOT Included</i>	\$5,000
<b>Lunch &amp; Learn Presentation</b> Lunch hour content presentation to attendees <i>Food and beverages NOT Included</i>	\$5,000
<b>Evening Product Brief &amp; Demo</b> 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
<b>SANS@Night Sponsorship</b> Branding opportunity for a SANS@Night presentation. Intro topic. No leads.	\$4,500
<b>SANS NetWars Sponsorship</b> Branding opportunity for SANS NetWars. No leads.	\$4,500
<b>SANS Industry Reception Sponsorship (1 SPONSOR/RECEPTION)</b> Branding opportunity for SANS vertical market industry sponsorship (ICS, finance, healthcare, etc.). No leads.	\$4,500
<b>Tabletop Outside Class (DAY OF CHOICE)</b> 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