



SANS

# SPONSORSHIP OPPORTUNITIES

Lead Generation  
Brand Awareness  
Vendor Expos  
Webcasts  
Newsletters

Engage With The SANS Community



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# Sponsorship Opportunities

## Engage with the SANS Community - Lead Generation and Brand Enhancement

SANS hosts cyber security events that are unparalleled in the quality of the audience and event content.

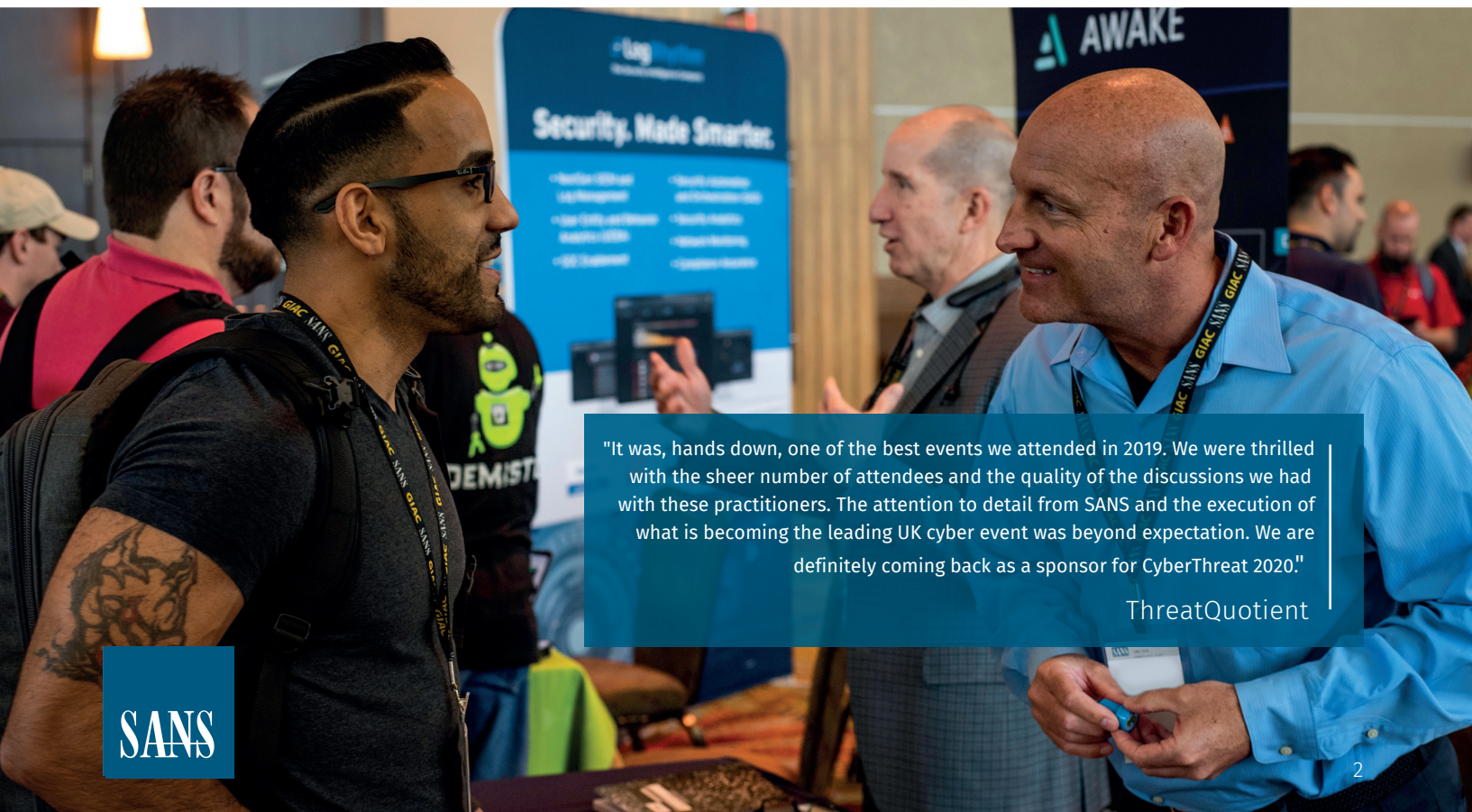
Sponsor a SANS Training Event or Summit and generate quality leads whilst aligning your brand with SANS, the world's leading authority in security skills development.

Sponsors are able to showcase their brand, products and service to an engaged audience, safe in the knowledge that technical demonstrations will be seen by a technically-skilled and influential community of SANS students and instructors.

SANS also delivers webcasts and newsletters directly to thousands of opt-in subscribers. Sponsorship of these thought-leading media properties is available for organisations keen to communicate with a broader SANS audience. The following packages and prices apply to the EMEA and APAC regions for the most part, however if you are interested in sponsoring US events, please visit the [vendor page](#) on the SANS website.

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"It was, hands down, one of the best events we attended in 2019. We were thrilled with the sheer number of attendees and the quality of the discussions we had with these practitioners. The attention to detail from SANS and the execution of what is becoming the leading UK cyber event was beyond expectation. We are definitely coming back as a sponsor for CyberThreat 2020."

ThreatQuotient

SANS



# SANS

## AT A GLANCE

### GLOBAL REACH

SANS Community **375,000+**  
GIAC Security Certifications **115,000**  
Newsletter Subscribers **340,000+**  
Training Courses **65**

### EMEA AND APAC EVENTS

	Events	Attendees (avg per 2019 event)
Major Training Events	<b>36</b>	<b>195</b>
Regional Training Events	<b>84</b>	<b>100</b>
Summits 2020	<b>11</b>	<b>140</b>

### GLOBAL SOCIAL MEDIA FOLLOWING

Twitter **164k**  
LinkedIn **133k**  
Facebook **21k**

### DEMOGRAPHICS

#### Industries

**29%** Government/Military  
**19%** Other  
**17%** Banking/Financial  
**16%** Technology  
**6%** Healthcare  
**5%** Manufacturing  
**4%** Education  
**4%** Utilities

#### Job Titles

**43%** Security Practitioner  
**29%** Senior practitioner  
**12%** C-Level Director  
**11%** Consultant  
**5%** Other

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# Summit Sponsorship Packages 2020

SANS Summits focus on specific cyber security disciplines or geographies. They take the form of a series of keynote speeches, presentations and panel discussions, led by respected thought-leaders and industry practitioners. Often a SANS Summit precedes or follows a week of SANS training.

Every year, security professionals from around the world attend SANS Summits to learn the latest skills and techniques, share proven methods and strategies and to network with and learn from fellow practitioners.

Spanning many areas of cyber security from digital forensics, industrial control systems and offensive and defensive disciplines, SANS Summits have a strong technical and business focus, encouraging the sharing of bleeding edge techniques, case studies from the field and new security tools.

Summit agendas are carefully compiled by our Advisory Boards to include presentations from top speakers and world-renowned industry experts alongside lightning talks from talented newcomers and rising industry stars.



“The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS events through creative and cost effective exhibiting options. Their full-service approach makes for stress-free both experience, and allows us to focus on connecting with highly qualified attendees.”

TIFFINI, VMRAY



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# Summit Sponsorship Packages 2020

## SUMMIT SPONSORSHIP PACKAGES 2020

Sponsorship includes a presence at the event's Summit Vendor Expo, providing the opportunity to showcase products and services and run technical demonstrations to the Summit attendees. The sponsor's onsite team are able to fully engage with attendees and speakers during the scheduled networking breaks, lunch and evening functions. Summit attendees are keen to learn about new technology and to discuss developments in the field of cyber security with sponsors and fellow practitioners alike.

### PREMIUM SPONSORSHIP PACKAGE

\$15,000 USD + VAT

#### Pre-Event

- Company Logo and 30-word description on webpage
- Link from event website to your organisations website

#### Onsite Attendance

- Three representatives from sponsor organisation for the full duration of the summit (including buffet lunch)

#### Event Branding

- Premium positioning of Logo on welcome signage
- Premium Positioning of Full-Page advertisement in attendee brochure
- Premium positioning of Logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure

#### Exhibitor Area

- Exclusive first choice of positioning in vendor area
- Table Top
- One Power Socket
- Furniture Package (one table and two chairs)

#### Additional Benefits

- Two complimentary one day summit passes
- Option to provide collateral for the attendee registration bag
- Option to provide a prize gift

#### Sponsor Commitment

- Promote your attendance at the event via customer database and social media

Speaking opportunities at SANS Summits and Training Events are also available.

“With a very limited marketing budget and a new business on the market SANS provided our company with direct exposure to our target audience and immediately extended our reach beyond what we expected.”

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# Summit Sponsorship Packages 2020

## STANDARD SPONSORSHIP PACKAGE

\$12,500 USD + VAT

### Pre-Event

- Company Logo and 30-word description on webpage
- Link from event website to your organisations website

### Onsite Attendance

- Two attendees from company for the full duration of the Summit including buffet lunch

### Event Branding

- Standard positioning of Logo on welcome signage
- Standard positioning of Full-Page advertisement in attendee brochure
- Standard positioning of Logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure

### Exhibitor Area

- Table Top
- One Power Socket
- Furniture Package (one table and two chairs)

### Additional Benefits

- One complimentary one day summit pass
- Option to provide collateral for the attendee registration bag
- Option to provide a prize gift

### Sponsor Commitment

- Promote your attendance at the event via customer database and social media

Speaking opportunities at SANS Summits and Training Events are also available. To discuss this further please contact your account manager or email [emea-sponsors@sans.org](mailto:emea-sponsors@sans.org).

"One of the best  
organized events we've  
participated in. SANS  
Staff is outstanding to  
work with"

ANOMALI

SANS

### Security. Made Smarter.

- NextGen SIEM and Log Management
- User Entity and Behavior Analytics (UEBA)
- SOC Enablement
- Automation and Orchestration (SAO)
- Analytics Monitoring
- Assurance

Rhythm®  
The Security Intelligence Company



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# Summit Sponsorship Packages 2020

## SUMMIT SPONSORSHIP OPPORTUNITIES

SUMMIT	DATE	EXPECTED ATTENDEES	LOCATION
Threat Hunting & IR Europe Summit 2020	13 Jan 2020	120	London
CISO UK Summit 2020	4 June 2020	75	London
ICS Europe Summit 2020	8 June 2020	120	Munich
Pen Test Hackfest Europe Summit 2020	19 July 2020	100	Berlin
DFIR Europe Summit 2020	4 Oct 2020	100	Prague
CyberThreat 2020*	TBC	600	TBC
Purple Team Europe Summit 2020	26 Oct 2020	75	Amsterdam
ICS Asia Pacific Summit 2020	13 Nov 2020	100	Singapore
European Security Awareness Summit 2020	18 Nov 2020	200	London
Security Operations London Summit 2020	29 Nov 2020	75	London

\*Due to the special format of the CyberThreat 2020, special sponsorship packages apply to this Summit. To learn more about sponsorship opportunities for CyberThreat 2020, please contact [emea-sponsors@sans.org](mailto:emea-sponsors@sans.org).



“SANS continuously delivers quality events and highly-desirable prospects for our lead generation program”

INFOARMOR

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# Event Sponsorships SANS TRAINING EVENTS

SANS is the world's largest provider of cyber security training. For over twenty-five years, we've provided cutting edge training to over 200,000 people from governments and organisations across the world.

Sponsoring a SANS Training Event provides a unique opportunity to reach a targeted audience across a broad range of disciplines, including Cyber Defence, Digital Forensics and Incident Response, Penetration Testing and Management. In 2020 SANS is hosting more than 100 training events in major cities across EMEA and APAC, allowing sponsors to communicate with thousands of cyber security professionals who are motivated to learn and are keen to engage with peers and sponsors alike.

SANS Training Events represent a highly effective means for reaching a broad audience in multiple locations in order to generate leads and build brand awareness.

## Training Event Sponsorship Package 2020 \$7,500 USD + VAT

### Pre-Event

- Company Logo and 30-word description on webpage
- Link from event website to your organisations website

### Onsite

- Two Executives from company are allowed access to the SANS Training event for the duration of **ONE** full day including buffet lunch. SANS will select the day sponsors are allowed access to the Live Training Event

### Event Branding

- Standard positioning of Logo on welcome signage

### Exhibitor Area

- Table Top
- One Power Socket
- Furniture Package (one table and two chairs)

### Sponsor Commitment

- Promote your attendance at the event via customer database and social media

Speaking opportunities at SANS Summits and Training Events are also available. To discuss this further please contact your account manager or email [emea-sponsors@sans.org](mailto:emea-sponsors@sans.org).

You can find more information on our [full list](#) of confirmed events on the SANS website.

For more information and to confirm your place, please contact [emea-sponsors@sans.org](mailto:emea-sponsors@sans.org)





# Webcasts Sponsorship

**Led by SANS experts, webcasts are a valuable marketing tool for security vendors to establish a presence in the security community, be recognised as an expert in their field, and to gain valuable, qualified leads.**

SANS offers several types of webcasts to appeal to each business's goals and objectives:

- **Ask The Expert Webcasts:** SANS Experts bring current and timely information on relevant topics in IT Security. These webcasts are the go-to online format to obtain actionable information to help you in your security goals.
- **Custom Webcasts:** Custom webcasts allow the vendor to choose the topic of discussion and collaborate with SANS Experts on content.

## What's included

- Opportunity to sponsor topics that align with your business focus
- Minimum 150 lead guarantee (for EMEA region)
- Promotion in weekly SANS Webcast Email to all SANS alumni leading up to webcast launch Listing on SANS Webcast webpage - [www.sans.org/webcasts](http://www.sans.org/webcasts)
- Promotion via social media channels to promote attendance
- Continued lead generation on SANS Archive Webcast site

## Sample Projects

"The New Reality: Centralizing Security when Your Network is Decentralizing"



"Five Lessons Learned from Petya and WannaCry"



"Hunting and Farming : Concepts and Strategies to Improve Your Cyber Defenses"



### ASK THE EXPERT (EMEA FOCUS)

\$11,500 USD + VAT

- 1 Hour Presentation & Q/A
- Includes SANS Expert
- Mp4 recording
- 150 lead guarantee

### CUSTOM WEBCAST (EMEA FOCUS)

\$9,500 USD + VAT

- 1 Hour Presentation & Q/A
- Mp4 recording
- 150 lead guarantee



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# Newsletter Sponsorship

**SANS weekly newsletters provide security vendors the opportunity to engage with 340,000+ subscribers through our global database.**

**Upper and Lower advertisement space is available. Don't miss the opportunity to connect with the largest group of security professionals!**

## SANS NewsBites

**Subscription: 330,000+**

**Delivery: Tuesday and Friday**

A semi-weekly high-level executive summary of the most important news articles that have been published on computer security during the last week. Each news item is very briefly summarised and includes a reference on the web for detailed information, if possible. Archive versions see an additional 15K–50K views each month.

## SANS @RISK

**Subscription: 170,000+**

**Delivery: Thursday**

A reliable weekly summary of newly discovered attack vectors, vulnerabilities with active new exploits, insightful explanations of how recent attacks worked, and other valuable data. A key purpose of @RISK is to provide the data that will ensure that the Critical Security Controls continue to be the most effective defences for all known attack vectors.

### NEWSLETTER UPPER AD – NEWSBITES

**\$5,000 USD + VAT**

- 55 words
- URL
- Logo

### NEWSLETTER LOWER AD – NEWSBITES

**\$2,500 USD + VAT**

- 15 words
- URL

### NEWSLETTER UPPER AD – AT RISK

**\$5,000 USD + VAT**

- 55 words
- URL
- Logo

### NEWSLETTER LOWER AD – AT RISK

**\$2,500 USD + VAT**

- 15 words
- URL

## Volume Discount Guidance (Accumulated Price of items purchased minus %)

Total spend greater than \$30,000 = 10%

Total spend greater than \$50,000 = 12.5%

Total spend greater than \$75,000 = 15%

May include any vendor products

Must be included in a single contract, retroactive discounts will not be applied







Visit [sans.org](https://sans.org) for the full list  
of upcoming Summits and Training Events.

For more information and to confirm your place,  
please contact [emea-sponsors@sans.org](mailto:emea-sponsors@sans.org)