2024 Research Projects

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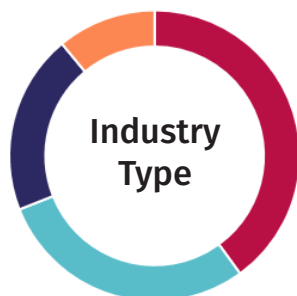
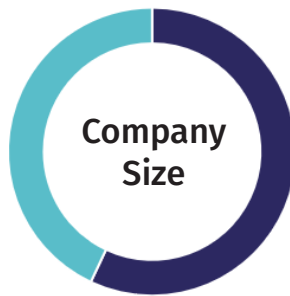Contact sponsorships@sans.org to reserve your sponsorship today

Why Sponsor a SANS Research Project?

Educate the SANS audience of decision-makers and practitioners of your latest research developments

Develop valuable content to be utilized by your sales and marketing organizations

Dedicated thought leadership speaking session to showcase your solutions and speakers

Build brand awareness: Partner with SANS Instructors to drive credibility for your company

Receive valuable assets to reuse: Redistribution and co-ownership rights to all content

SANS Audience Demographics

Industry Type
- Finance, Technology 40%
- Government 29%
- Healthcare, Manufacturing 20%
- Other 11%

Company Size
- >1,000 57%
- <1,000 43%

Job Function
- Security Practitioner 43%
- C-Level, Management 41%
- Consultant 11%
- Other 5%

Research Survey Offerings

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Threat Hunting

March 20

Authors:
Mathias Fuchs &
Josh Lemon

CTI

May 22

Authors:
Rebekah Brown &
Andreas Sfakianakis

Application Securtiy & API

June 5

Author:
David Hazar

SOC

July 12

Author:
Chris Crowley

Multicloud

August 28

Authors:
Kenneth G. Hartman
& Simon Vernon

Artificial Intelligence

September 11

Author:
Matt Edmondson

ICS/OT

October 9

Author:
Jason Christopher

Detection & Response

November 20

Author:
Josh Lemon

SPONSORSHIP PACKAGES	SILVER	GOLD	PLATINUM
Branded Survey Paper	✓	✓	✓
Branded Presentation MP4	✓	✓	✓
Participation in Slack Workspace	✓	✓	✓
Inclusion in Panel Discussion		✓	✓
Two-Page Product Briefing			✓
15 Minute Presentation			✓
Opt-in Lead Guarantee	500	500	500

Research Report Offerings

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SANS | Research Program

2024 Top New Attacks & Threats
July 31

Author:
Lee Crognale

2024 Multi-Sponsored Reports

2024 Cloud Security Convergence
June 14

Author:
Dave Shackleford

SPONSORSHIP PACKAGES	SILVER	PLATINUM
Branded Report Paper	✓	✓
Branded Presentation MP4	✓	✓
Participation in Slack Workspace	✓	✓
Inclusion in Panel Discussion		✓
15 Minute Introduction on Webcast		✓
Two-Page Product Briefing		✓
Opt-in Lead Guarantee	300	300

" SANS continuously delivers quality events and highly-desirable prospects for our lead generation program.
- VMRay

" 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

Custom Research Offerings

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The SANS Research & Content Program provides cybersecurity organizations the ability to align their brand with SANS experts, by conducting research and producing compelling and timely content on a cyber topic of your choosing. **Learn more about our custom offerings:**

Custom Surveys

• Highly skilled community for Market Research

• Helps shape your go-to market strategy

• Work directly with a SANS Research Analyst

SPONSORSHIP PACKAGE	PLATINUM
Sponsor Defined Survey Written by SANS SME	✓
Branded Survey Paper	✓
Co-Presented Survey Results Recording	✓
Branded Recording MP4	✓

SPONSORSHIP PACKAGE	PLATINUM
Thought Leadership Paper Written by SANS Analyst	✓
Branded White Paper	✓
Recorded Content Presentation (45 Minute)	✓
Branded Recording MP4	✓

White Papers

• Establish your position as a thought leader

• Partner with a SANS expert to create insightful content on a topic of your choice

The SANS Research Program aims to leverage resources to further develop your go-to market strategy. Reach out to your Account Manager today at sponsorships@sans.org to collaborate on a strategy to best utilize our programs to meet your organizational goals.

Custom Research Offerings

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Product Reviews

• Third-party, unbiased analysis of your tool or product performed by a SANS Analyst

• Highlight your tool's capabilities to an audience of highly technical cybersecurity experts

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Neutral Third-Party Review Written by SANS Analyst	✓
Branded White Paper	✓
Recorded Content Presentation (45 Minute)	✓
Branded Recording MP4	✓

SPONSORSHIP PACKAGE	PLATINUM
2-3 Page Executive Summary on Product Written by SANS SME	✓
Branded White Paper	✓
30 Minute Presentation or Interview Recording	✓
Branded Recording MP4	✓

First Looks

• Introduce your cutting-edge technology to the SANS community

• Increase your brand visibility within an over-populated market

Additional Sponsorship Opportunities

Spotlight Paper
- 2-3 Page Co-Branded Thought Leadership paper written by a SANS Subject Matter Expert

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    - Upper Ads: 55 words + URL + Logo
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AXONIUS

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Blumira

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