

# 2024 Research Projects

Align with the world's leading base of  
trusted cybersecurity professionals by developing  
a SANS research project.

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

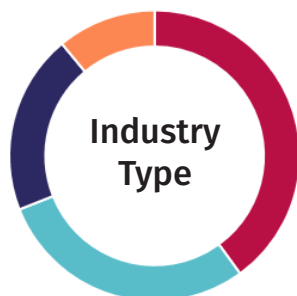


# Research Sponsorships

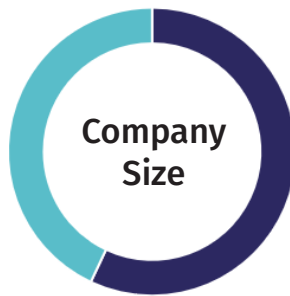
Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today



## SANS Audience Demographics



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



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



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

# Research Survey Offerings

SANS | Research Program

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

## Threat Hunting

March 20

### Authors:

Mathias Fuchs & Josh Lemon



## CTI

May 22

### Authors:

Rebekah Brown & Andreas Sfakianakis



## Application Security & API

June 5

### Author:

David Hazar



## SOC

July 11

### Author:

Chris Crowley



## Artificial Intelligence

September 11

### Author:

Matt Edmondson



## ICS/OT

October 9

### Author:

Jason Christopher



## Detection & Response

November 20

### Author:

Josh Lemon



## Multicloud

December 4

### Author:

Kenneth G. Hartman



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

SANS | Research Program

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

## 2024 Top New Attacks & Threats

July 31

Author:  
Lee Crognale



## 2024 Multi-Sponsored Reports

## New 2024 Report Coming Soon!

Date TBD

Author:  
TBD

### 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

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

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](mailto:sponsorships@sans.org) to collaborate on a strategy to best utilize our programs to meet your organizational goals.



# Custom Research Offerings

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

## 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

## SPONSORSHIP PACKAGE

## PLATINUM

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

### Newsletter Ad Inclusions

- NewsBites & @RISK
  - Upper Ads: 55 words + URL + Logo
  - Lower Ads: 25 words + URL

# Previous Event Sponsors

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today



# Previous Event Sponsors

Contact [sponsorships@sans.org](mailto:sponsorships@sans.org) to reserve your Sponsorship today

