SANS 2025 SPONSORSHIP CALENDAR **UPCOMING EVENTS &** RESEARCH PROJECTS (🖂) sponsorships@sans.org (\mathref{m}) www.sans.org



Who is SANS Institute?

SANS Institute is a global-leading provider of cybersecurity training, offering top-notch courses, expert instructors, and advanced research. We serve a community of over 400,000 cybersecurity professionals.

What is SANS's Sponsorship Program?

Our Sponsorship program connects your organization with a targeted audience of cybersecurity professionals and decision makers through our events, classes, and webinars. See previous sponsors on last page.



Direct Access to Key Decision Makers

With an average class investment of \$9,000, our attendees are typically company-sponsored and include key decision makers and influencers.



Enhanced Brand Visibility and Credibility

Align with SANS to position your brand as a cybersecurity leader, enhancing your credibility and market presence.





Meaningful Engagement with a Targeted Audience

Present your solutions to professionals seeking advanced cybersecurity tools and strategies.



High-Quality Leads

Generate leads from professionals invested in improving their cybersecurity practices. *A sponsor from CyberFest 2024 secured a seven-figure deal from a lead obtained through the event, demonstrating the substantial business impact.



Premier Sponsorship Benefits

Premium event placement, branded content opportunities, and tailored sponsorship packages ensure maximum impact and ROI.

Seize this opportunity to showcase your solutions to those who matter most and solidify your position as a leader in cybersecurity innovation.

Contact us at sponsorships@sans.org today.





JAN 27–28	SANS 2025 CTI Summit Alexandria, VA Westin Alexandria	JUN 16-17	SANS 2025 ICS Summit Orlando, FL Disney Resort	Q
FEB 24-25	SANS 2025 OSINT Summit Alexandria, VA	JUL 13–17	SANSFIRE 2025 Washington, DC Hilton	<u>\$</u>
MAR 2-6	SANS 2025 Baltimore Baltimore, MD Hilton Baltimore	JUL 24-25	SANS 2025 DFIR Summit Salt Lake City, UT	%
MAR 18-20	SANS 2025 Spring Cyber Solutions Fest Virtual	AUG 14-15	SANS 2025 Security Awareness Summit Chicago, IL	S C
MAR 31 -APR 1	SANS 2025 Al Summit Denver, CO	SEP 21-25	SANS 2025 Las Vegas Las Vegas, NV Caesars Palace	S
APR 12-16	SANS 2025 Orlando Orlando, FL Hyatt Regency	ост 2–3	SANS 2025 CloudSecNext Summit Denver, CO	S
MAY 4-8	SANS 2025 San Diego San Diego, CA Manchester Grand Hyatt	OCT 28-29	SANS 2025 Hack & Defend Summit Austin, TX	S C
MAY 13-14	SANS 2025 Emerging Threats Summit Arlington, VA	NOV 4-6	SANS 2025 Fall Cyber Solutions Fest Virtual	·))
MAY 30	SANS 2025 Ransomware Summit Virtual			









Cyber Solutions Fest



((0)) Virtual Speaking Session



(KD) Hybrid (In-Person & Virtual) Speaking Session





2025 Research Schedule

MAR 13

SANS 2025 Threat Hunting Survey **WEBCAST**



SEP 4

SANS 2025 Al Survey **WEBCAST**





AUTHORS: Josh Lemon & Jess Garcia

MAY

SANS 2025 CTI Survey WEBCAST





SEP

SANS 2025 Attack Surface & Vulnerability Management Survey Webcast AUTHOR: Chris Dale



AUTHORS: Rebekah Brown & Andreas Sfakianakis

IUL 9

SANS 2025 SOC Survey WEBCAST



OCT 22

SANS 2025 ICS Survey WEBCAST



AUTHOR: Chris Crowley

IUL **23** **SANS 2025**

Top New Attacks Report

WEBCAST

AUTHOR: TBD

DEC

SANS 2025 Detection & **Response Survey** WEBCAST **AUTHOR: Josh Lemon**

AUTHOR: Jason Christopher



AUG 22

SANS 2025

Multicloud Survey WEBCAST

AUTHORS: Kenneth Hartman & Simon Vernon





Report

SPONSORSHIP DELIVERABLES



Two-Page Product Brief

Co-branded with SANS



Survey



Inclusion in Panel Discussion

Increase visibility and establish yourself as

Opt-In Lead Guarantee 500+ for Surveys and 300+ for Reports

a thought leader in your industry



Speaking Session



Repurpose the speaking session for



Showcase your products and solutions



marketing content or promotion

MP4 Recording





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Anonymized-Survey Results Data

Receive insights into attendees to help tailor effective strategies



Branded Paper

Showcase your expertise to a targeted audience and enhance credibility

directly to potential customers





Charting Success Together

SPONSORSHIP BENEFITS



Targeted Audience Access

Gain exposure to an audience of cybersecurity professionals and decision makers.



Brand Visbility

Enhance recognition at premier industry events through digital platforms.



Product Showcasing

Showcase your products and solutions directly to potential customers.



Networking Opportunities

Build valuable relationships with industry leaders, influencers, and potential clients.



Sales Opportunities

Turn your virtual connections with our highly qualified audience into potential sales.

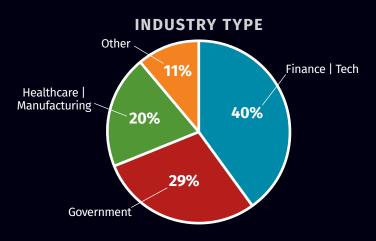


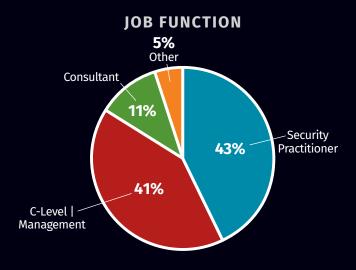
Thought Leadership

Present on the SANS virtual stage establishing your expertise in the field.

DEMOGRAPHICS

SANS has a base of over **400,000** cybersecurity professionals





Join us in shaping the future of cybersecurity.

We create unparalleled opportunities for growth, collaboration and innovation in cybersecurity by partnering sponsors with experts and industry-leading organizations.



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