2024 Sponsored Events

Align with the world’s leading base of cybersecurity professionals by Sponsoring a SANS event.

Contact sponsorships@sans.org to reserve your sponsorship today
Event Sponsorship Offerings
Contact sponsorships@sans.org to reserve your sponsorship today

Why Sponsor a SANS Event?

- Educate the SANS audience of decision-makers and practitioners
- Unparalleled ROI from our virtual and hybrid events due to cost effective CPL
- Thought leadership: Dedicated speaking session at SANS event
- Showcase your cutting-edge solutions to our constantly evolving SANS community
- Increase your brand awareness by aligning with SANS

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%
Training Events Sponsorship Offerings
Contact sponsorships@sans.org to reserve your sponsorship today

SANS 2024
March 25 - 27
Orlando, FL

SANSFIRE 2024
July 16 - 18
Washington, D.C.

Network Security
September 4 - 6
Las Vegas, NV

SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>SILVER</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Signage and Branding at Live Event</td>
<td>✔</td>
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<tr>
<td>Tabletop at Live Event Expo Breakfast and Lunch</td>
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</table>
  * 6 ft. draped table + 2 chairs + electric + Wi-Fi | ✔      | ✔    |
| Badge Scanner Application | ✔      | ✔    |
| Inclusion in Passport to Prizes (Or similar activity during expo) | ✔      | ✔    |
| Lunchtime Presentation in Classroom |
  * 50 attendees targeted based upon industry focus |  ✔    |
| Boxed Lunch for 50 Attendees |
  * SANS billed back to Sponsor without markup | ✔    |

Additional Sponsorship Opportunities

**Hospitality Suite**
- Evening event
- Special invitation to targeted attendees
- Suite and F&B billed back to Sponsor without markup

**Roundtable Dinner**
- 2 hour dinner meeting
- 15+ in-person targeted attendees
- Location and F&B cost billed back to Sponsor without markup

**Roundtable Lunch**
- 45 minute lunch meeting
- 15+ in-person targeted attendees
- F&B billed back to Sponsor without markup
In-Person Summit Sponsorship Offerings
Contact sponsorships@sans.org to reserve your sponsorship today

ICS Summit
June 17 - 18
Orlando, FL
Disney Contemporary

DFIR Summit
August 22 - 23
Salt Lake City, UT
Hilton Salt Lake

Cloud Summit
Sep 30 - Oct 1
Denver, CO
Sheraton Denver Downtown

HackFest Summit
Oct 28 - 29
Hollywood, CA
TBD

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<tbody>
<tr>
<td>Branding on Event Website and In-Person Event</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Discussion Channel on Slack Workspace</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>30 Minute Speaking Slot on Solutions Track</td>
<td></td>
<td>✓</td>
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<tr>
<td>MP4 Recording of Speaking Session</td>
<td></td>
<td>✓</td>
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<tr>
<td>Virtual Opt-in Lead Guarantee</td>
<td>500</td>
<td>500</td>
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Additional Sponsorship Opportunities

Tabletop
- Signage at In-Person Event and Brochure
- Tabletop at Expo Breakfast and Lunch
- Badge Scanner Application
- Invitation to Attend SANS Evening Event
- 2 FREE Summit Passes

Evening Event Sponsorship
- Signage or Inclusion on Event Marquee
- Dedicated Sponsor Area at Event
Virtual Summit Sponsorship Offerings
Contact sponsorships@sans.org to reserve your sponsorship today

Ransomware Summit
May 31
Matt Bromiley

Blue Team/SOC Summit
November 14
Mark Orlando

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Going to SANS was eye opening for us. I think our standards for what constitutes a good worthwhile conference with excellent organization, participation and relevant content has changed forever.
- Dispel

We have been working with SANS for the past three years on custom marketing programs and could not be happier! They go above and beyond, helping us execute high quality events and getting us in front of the right people. They have an outstanding, detail-oriented team that make the process easy.
- Carahsoft
Cyber Solutions Fest 2024
Contact sponsorships@sans.org to reserve your sponsorship today

What’s In It For You?

- Thought leadership presentation on the SANS virtual stage to an average of 2,000 attendees per track
- Access to SANS Instructor to help align messaging to SANS Community
- Demonstrate your solution to SANS’ technical audience of practitioners and decision-makers
- Brand awareness tied to SANS flagship event - Our largest solutions-focused event of the year
- Turn your virtual connections with our highly-qualified audience into a sales opportunity

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<tr>
<th>SPONSORSHIP PACKAGES</th>
<th>SILVER</th>
<th>NEW TECH</th>
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<td>20 Min Tech Talk on Track</td>
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<td>Seat on Track Panel Discussion</td>
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<td>30 Min Planning Call w/ Chairperson</td>
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<td>200</td>
<td>750</td>
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We’re celebrating 5 years! In 2024, we will host two Cyber Solutions Fest events featuring 10 highly technical tracks. Check out our Spring and Fall tracks below:

**SPRING 2024**
- **NEW TRACK - Emerging Technologies/Start-Ups**
  - Showcase your latest technologies
  - **Wed, April 17**
- **Insider Threat & Identity Access Management**
  - Thu, April 18
  - Chris Dale
- **DevSecOps & Application Security**
  - Fri, April 19
  - Moses Frost
- **Cloud Security**
  - Thu, April 18
  - Dave Shackleford
- **SOC & SOAR**
  - Thu, November 7
  - Chris Crowley
- **Detection & Response**
  - Thu, November 7
  - Megan Roddie
- **Threat Hunting & Intelligence**
  - Fri, November 8
  - Terrence Williams
- **Zero Trust**
  - Fri, November 8
  - Ismael Valenzuela

**FALL 2024**
- **NEW TRACK - Emerging Technologies/Start-Ups**
  - Showcase your latest technologies
  - **Wed, November 6**
- **SOC & SOAR**
  - Thu, November 7
  - Chris Crowley
- **Detection & Response**
  - Thu, November 7
  - Megan Roddie
- **Threat Hunting & Intelligence**
  - Fri, November 8
  - Terrence Williams
- **Zero Trust**
  - Fri, November 8
  - Ismael Valenzuela
- **Attack Surface & Vulnerability Management**
  - Fri, April 19
  - Matt Bromiley
- **Cloud Security**
  - Thu, April 18
  - Dave Shackleford
- **Insider Threat & Identity Access Management**
  - Thu, April 18
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