

2024 Sponsored Events

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

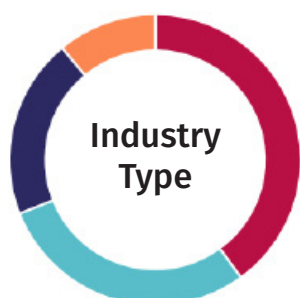
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Event Sponsorship Offerings

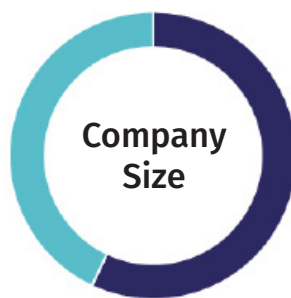
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SANS Audience Demographics



- 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%

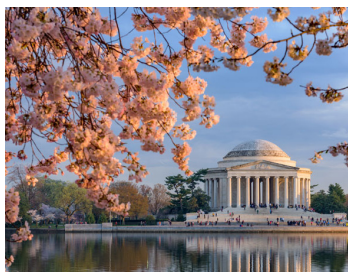
Training Events Sponsorship Offerings

Contact sponsorships@sans.org to reserve your sponsorship today



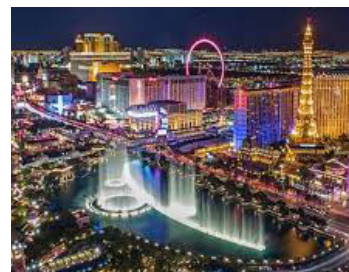
SANS 2024

March 25 - 27
Orlando, FL



SANSFIRE 2024

July 16 - 18
Washington, D.C.



Network Security

September 4 - 6
Las Vegas, NV

SPONSORSHIP PACKAGES	SILVER	GOLD
Signage and Branding at Live Event	✓	✓
Tabletop at Live Event Expo Breakfast and Lunch * 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

SPONSORSHIP PACKAGES	SILVER	PLATINUM
Branding on Event Website and In-Person Event	✓	✓
Discussion Channel on Slack Workspace	✓	✓
30 Minute Speaking Slot on Solutions Track		✓
MP4 Recording of Speaking Session		✓
Virtual Opt-in Lead Guarantee	500	500

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

SPONSORSHIP PACKAGES	SILVER	PLATINUM
Branding on Event Website	✓	✓
Discussion Channel on Slack Workspace	✓	✓
30 Minute Speaking Slot on Solutions Track		✓
MP4 Recording of Speaking Session		✓
Virtual Opt-in Lead Guarantee	500	500

“
Going to SANS was eye opening for us. I think our standards for what constitutes a good worth-while 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

SPONSORSHIP PACKAGES	SILVER	NEW TECH	GOLD	PLATINUM
Branding on Event Website	✓	✓	✓	✓
Discussion Channel on Slack	✓	✓	✓	✓
30 Min Speaking Slot on Track		✓	✓	
40 Min Speaking Slot on Track				✓
MP4 Recording of Session		Individual Session	Individual Session	All Sessions
20 Min Tech Talk on Track				✓
Seat on Track Panel Discussion				✓
30 Min Planning Call w/ Chairperson				✓
Opt-in Lead Guarantee	500	200	750	1,000

Cyber Solutions Fest 2024

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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:



Previous Event Sponsors

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NETWORKSoktaorca
securitypaloalto®
NETWORKSpantherPhosphorus[■]PolymerRandori
an IBM CompanyRAPID7Recorded
Future®REVERSING
LABSSIEMENSsnyksonrai
SECURITYSOPHOSsplunk>sumo logic | awsSWIMLANEsysdig
SECURE
EVERY
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