

# CYBERTHREAT

LONDON\_2024

## SPONSOR PACK



National Cyber  
Security Centre  
a part of GCHQ

**SANS**

**GIAC**  
CERTIFICATIONS

## CYBERTHREAT 2024

### 9-10 DECEMBER 2024

CyberThreat is the largest SANS Summit in EMEA and is unparalleled in the quality of the audience and event content.

The conference is organised by the UK's National Security Centre (NCSC) and the SANS Institute. Designed to bring together the UK and global's technical cyber security community, the event is focused solely on enabling organisations and security practitioners to build effective cyber threat intelligence capabilities. Spanning forensics and offensive and defensive disciplines, the Summit has a strong technical focus, encouraging the sharing of bleeding edge techniques, case studies from the field and new security tools.

It features presentations from top speakers and world-renowned industry experts, and lightning talks from talented newcomers and rising industry stars. Sponsorship options are on offer giving organisations the opportunity to be front of mind and will benefit from brand exposure in digital collateral before, during and after the event.

Sponsors are able to showcase their brand, products, demos and service ideas to the Summit community whilst knowledge sharing from a technical perspective that allows your technical team to engage with the attendees and speakers. This event is an inspiring showcase of what can be collectively achieved in the field of cyber security and the implementation of new technology.

*"ThreatQuotient has been sponsoring SANS CyberThreat events since 2019 and we have seen a tremendous value in taking part in this event. CyberThreat events are very relevant to our business: it covers cyber security's actual big challenges, and brings together a powerful community that shows an interest in collaborating and sharing information. ThreatQuotient is committed to sharing its own insight based on our recent research and experience on the field, into the topic and how it can drive efficiency and productivity. We are looking forward to the next CyberThreat edition and again make our contribution to the SecOps market."*

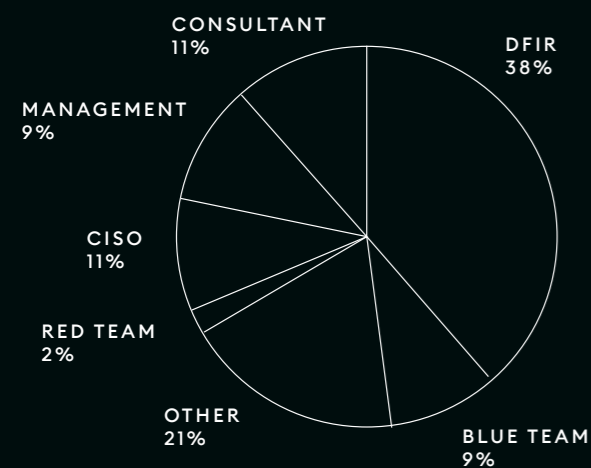
**ThreatQuotient**



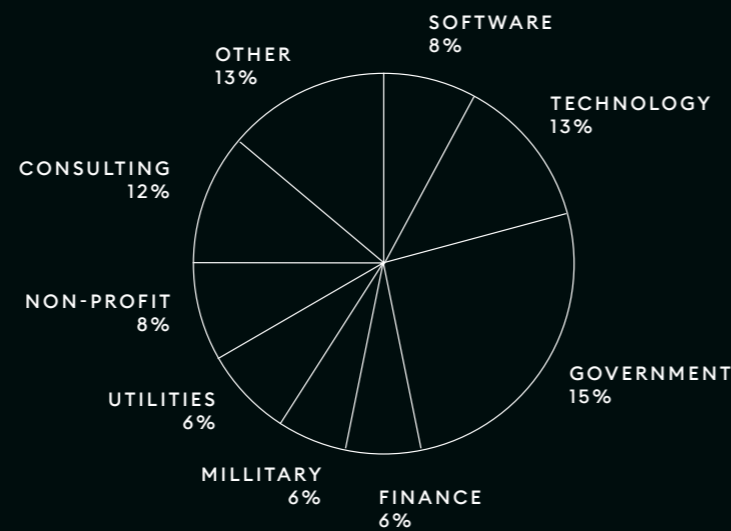
## REASONS TO EXHIBIT

- Be seen by thousands of online viewers and hundreds of in-person attendees; the highest quality and most targeted delegation of specialists in the cyber security industry
- Meet the National Cyber Security Centre team and hear the very latest news and successes
- Promote your brand, products and services through live demonstrations to high level security practitioners and cyber security decision makers
- Receive free passes to the event
- Cutting edge and interactive tech features, including hackable electronic badges, IoT hacking, critical control sys-tem forensics and a game with retro and modern consoles for some relaxation and networking
- Interact with top speakers, cyber geeks and gurus, and other exciting, cutting edge organisations
- Enjoy a mix of high impact plenary talks, themed streams and interactive engagement, centring on informal networking areas
- Be at the heart of this interactive event, where delegates and sponsors alike can have their say.

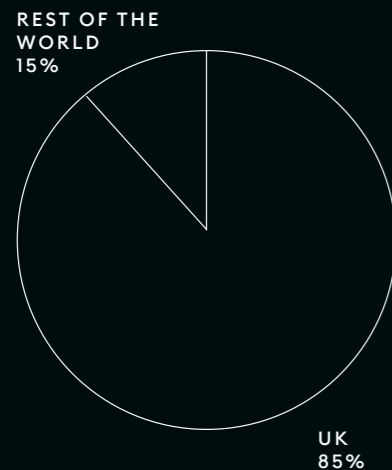
## PREVIOUS ATTENDEE PROFILING



## INDUSTRY



## GEOGRAPHY



## BRONZE PARTNER PACKAGE

£5,000 +VAT (\$6.5K USD)

### PRE-EVENT

- Company logo and description on website
- Link from event website to your organisation's website

### ONSITE ATTENDANCE

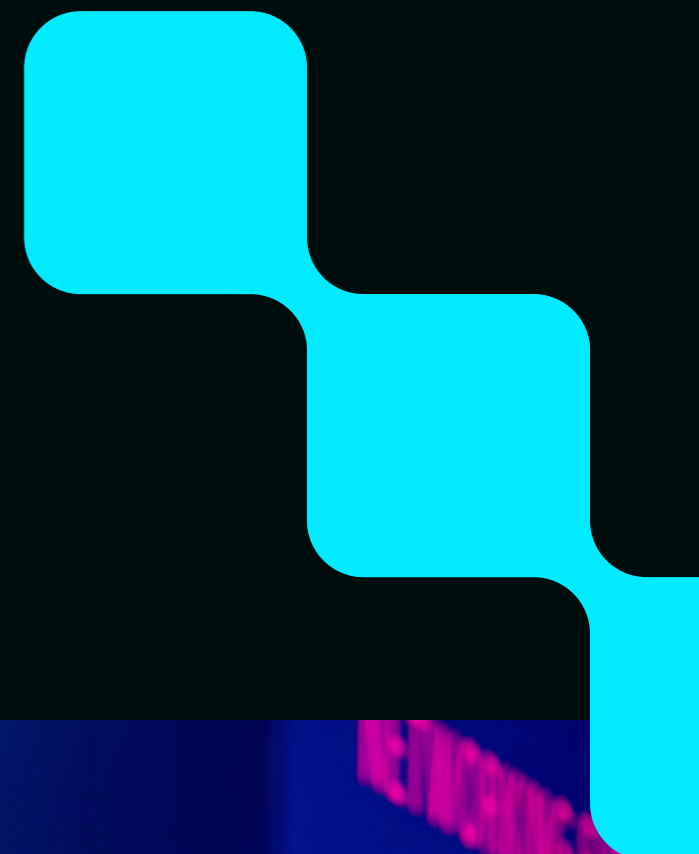
- One complimentary pass for representatives from the sponsor organisation for the full duration of the summit (including buffet lunch)

### EVENT BRANDING

- Bronze tier positioning of logo on welcome signage
- ¼ page advertisement in attendee brochure
- Inclusion in list

### SPONSOR COMMITMENT

- Dedicated thank you post on SANS social media channels



## SILVER PARTNER PACKAGE

### £12,000 +VAT (\$15.5K USD)

#### PRE-EVENT

- Company logo and description on website
- Link from event website to your organisation's website

#### ONSITE ATTENDANCE

- Two complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)

#### EVENT BRANDING

- Half-page colour advertisement in attendee brochure
- Silver tier positioning of logo and 50-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure
- Logo added to sponsors break slide

#### EXHIBITOR AREA

- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

#### ADDITIONAL BENEFITS

- Option to provide a prize gift

#### SPONSOR COMMITMENT

- Promote your attendance at the event via customer database and social media
- Dedicated thank you post on SANS social media channels

## GOLD PARTNER PACKAGE

### £15,000 +VAT (\$19K USD)

#### PRE-EVENT

- Company logo and description on website
- Link from event website to your organisation's website

#### ONSITE ATTENDANCE

- Three complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)
- 10 minute presentation

#### EVENT BRANDING

- Full-page colour advertisement in attendee brochure
- Gold tier positioning of logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure
- Logo added to sponsors break slide

#### EXHIBITOR AREA

- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

#### ADDITIONAL BENEFITS

- Option to provide collateral for the attendee registration bag
- Option to provide a prize gift
- MP4 recording of session
- Option for sponsor to generate up to 5 in-person CtF challenges

#### SPONSOR COMMITMENT

- Dedicated thank you post on SANS social media channels
- Promote your attendance at the event



## PLATINUM PARTNER PACKAGE

### £20,000 +VAT (\$25.5K USD)

#### PRE-EVENT

- Company logo and description on website
- Link from event website to your organisation's website

#### ONSITE ATTENDANCE

- Four complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)
- 20 minute presentation

#### EVENT BRANDING

- Full-page colour advertisement in attendee brochure
- Platinum tier positioning of logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure
- Logo added to sponsors break slide

#### EXHIBITOR AREA

- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

#### ADDITIONAL BENEFITS

- Option to provide collateral for the attendee registration bag
- Option to provide prize gift and present on main stage to competition winner
- Prioritised choice of stand location within the floorplan of the exhibition area (these will be allocated on a 'first come, first served' basis)
- MP4 recording of session
- Option for sponsor to generate up to 5 in-person CtF challenges

#### SPONSOR COMMITMENT

- Promote your attendance at the event via customer database and social media
- Dedicated thank you post on SANS social media channels

## ADDITIONAL SPONSORSHIP OPTIONS

THERE ARE MANY ADDITIONAL OPTIONS AVAILABLE TO MAXIMISE YOUR PRESENCE AT CYBERTHREAT 2024.

If you wish to enquire about additional sponsorship options please email your request to [cyberthreatsponsors@sans.org](mailto:cyberthreatsponsors@sans.org).

#### ADDITIONAL PACKAGES

- Lanyard Sponsor
- Registration bag sponsor
- Networking reception sponsor Day 1
- Live Online sponsor

#### ADDITIONAL EQUIPMENT RENTAL

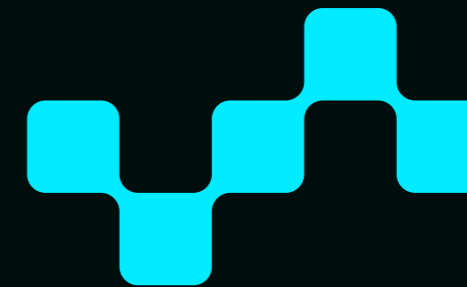
- Additional AV equipment rental (available on request)

#### ADDITIONAL TICKETS

- CyberThreat 2024 Ticket: these can be purchased depending on availability. Please contact [cyberthreatsponsors@sans.org](mailto:cyberthreatsponsors@sans.org)



	Platinum £20,000 +VAT	Gold £15,000 +VAT	Silver £12,000 +VAT	Bronze £5,000 +VAT
<b>Pre-Event</b>				
Company logo and description on website	✓	✓	✓	✓
Link from event website to your organisation's website	✓	✓	✓	✓
<b>Onsite Attendance</b>				
Number complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)	4	3	2	1
Lightning talk	20 minutes	10 minutes		
<b>Event Branding</b>				
Tier positioning of logo on welcome signage	Platinum	Gold	Silver	Bronze
Colour advertisement in attendee brochure	Full Page	Full Page	Half Page	Quarter Page
Logo and company description in attendee brochure	100 words	100 words	50 words	30 words
Inclusion in the list of exhibitors in attendee brochure	✓	✓	✓	✓
<b>Exhibitor Area</b>				
Tabletop onsite – approx. 6ft x 3ft	✓	✓	✓	
Exclusive first choice positioning	✓			
Power sockets	1	1	1	
Option to provide company own pop up banner and table cloth	✓	✓	✓	
<b>Additional Benefits</b>				
Option to provide collateral for the attendee registration bag	✓	✓		
Option to provide a prize gift	✓	✓	✓	
MP4 recording of session	✓	✓		
Option for sponsor to generate up to 5 in-person CTF challenges	✓	✓		



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For further information on any sponsorship opportunities, please contact [cyberthreatsponsors@sans.org](mailto:cyberthreatsponsors@sans.org).