2022
Sponsorship Brochure

SANS
SPONSORSHIP PROGRAM

About the SANS Sponsorship Program

The SANS Sponsorship Program helps position your products and services directly to cybersecurity and infosec professionals. Our 340,000+ community ranges from security practitioners to C-level directors who are looking to improve their security systems against the most dangerous threats. Through our events, custom research and content, product reviews, advertising, and more, we are committed to connecting solution providers like you with our community.

"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

"The staff at SANS tirelessly helps our company achieve maximum exposure and success during SANS event through creative and cost-effective exhibiting options. Their full-service approach makes for stress-free booth experience and allows us to focus on connecting with highly qualified attendees."
- VMRay

About SANS

SANS Institute was established in 1989 as a cooperative research and education organization. Trusted and known for providing the highest quality information, SANS is revered as the global leader in cybersecurity training, certification and research. Security professionals are the foundation of the SANS community, sharing lessons and information and jointly finding solutions to the challenges they face. With a community of over 340,000 security professionals, SANS provides opportunities for information security vendors to position their products directly in the sight of technology-focused decision makers and influencers with purchasing power.

Demographics

340,000+ North America

70+ Cybersecurity Courses

137,000+ Certifications Issued

Industries

29%	Government
19%	Other
17%	Finance/Banking
16%	Technology
6%	Healthcare
5%	Manufacturing
4%	Education
4%	Utilities

Company Size

25%	1-50
8%	51-250
12%	251-1,000
17%	1,001-5,000
17%	5,001-10,000
21%	10,001+

Job Function

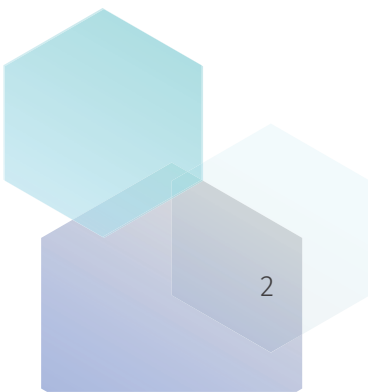|	
43%	Security Practitioner
29%	Senior Practitioner/Supervisor
12%	C-Level Director
11%	Consultant
5%	Other

155,200+ Twitter Followers

187,800+ LinkedIn Followers

416,000+ Newsletter Subscribers *(includes EMEA and APAC)*

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Events Sponsorship Packages

Align your company by sponsoring an upcoming SANS Event. Ranging from full-day virtual and hybrid events to more intimate roundtables, these events aim to showcase today's cybersecurity solutions and techniques and connect you with your audience.

SANS Solutions Forums

SANS Solutions Forums are individual half-day virtual-only events that showcase solutions, techniques, and trends in a particular focus area. Sponsors will collaborate with a certified SANS instructor and assist in building the event's agenda.

February	March
SOAR Solutions Forum Feb. 25th | Virtual Only	**XDR / EDR Solutions Forum** Mar. 25th | Virtual Only

May	June
IAM, MFA, & Password Security Solutions Forum May 20th | Virtual Only	**Insider Threat, Phishing, & Malware Solutions Forum** Jun. 17th | Virtual Only

August	November
Kubernetes and Container Security Solutions Forum Aug. 26th | Virtual Only	**Zero Trust Solutions Forum** Nov. 18th | Virtual Only

SANS Solutions Forum Sponsorship	SILVER	PLATINUM
Branding (on-site and website) Personal chat workspace via Slack	✔	✔
Speaking session		30-minute Presentation Virtual Audience
MP4 recording of session		✔
Opt-in lead guarantee	300	500

Events Sponsorship Packages

SANS Summit Solutions Tracks and Bonus Sessions

SANS Summits are one- to two-day events that bring together practitioners and leading experts to share and discuss case studies, lessons learned, new tools, and innovative strategies to improve cybersecurity and overcome challenges in a particular focus area or industry.

Day 1 of Summit includes individual bonus sessions where sponsors can present a topic of choice. Day 2 of Summit features SANS Solutions Tracks, which are full-day hybrid events that showcase solutions, techniques, and trends in a particular focus area. Sponsors will collaborate with a certified SANS instructor and assist in building the event's agenda. Summits also have individual bonus sessions

January

Cyber Threat Intelligence Summit
Bethesda, MD | In-Person & Virtual

Jan. 27th - Expo Day 1 & Bonus Sessions
Jan. 28th - Expo Day 2 & Solutions Track

May

CloudSecNext Summit
San Diego, CA | In-Person & Virtual

May 3rd - Expo Day 1 & Bonus Sessions
May 4th - Expo Day 2 & Solutions Track

August

DFIR / Threat Hunting Summit
Denver, CO | In-Person & Virtual

Aug. 15th - Expo Day 1 & DFIR Solutions Track
Aug. 16th - Expo Day 2 & Threat Hunting Solutions Track

April

OSINT Summit
Apr. 8th | Virtual Only

June

ICS / Oil & Gas Summit
Orlando, FL | In-Person & Virtual

Jun. 2nd - Expo Day 1 & Bonus Sessions
Jun. 3rd - Expo Day 2 & Solutions Track

October

Blue Team Summit
Scottsdale, AZ | In-Person & Virtual

Oct. 3rd - Expo Day 1 & Bonus Sessions
Oct. 4th - Expo Day 2 & Solutions Track

SANS Summit Sponsorship	SILVER	GOLD	PLATINUM Solutions Track	BONUS SESSION
Branding (on-site and website) Personal chat workspace via Slack	✓	✓	✓	✓
10 x 10 tabletop on-site		✓	✓	
Speaking session			30-minute Presentation Live & Virtual Audience	30-minute Presentation Virtual Audience
MP4 recording of session			✓	✓
Opt-in lead guarantee	200	300	500	500 (exclusive)

Events Sponsorship Packages

SANS National Events

Every year SANS hosts five national events that offer high-quality cybersecurity training and networking opportunities. Attracting hundreds of seasoned security practitioners, SANS National Events are ideal for connecting with a large audience in one place.

April

SANS 2022
Orlando, FL | In-Person

Apr. 12th-14th - Lunch & Learns and Roundtable
Apr. 13th - Expo Day

May

SANS Security West 2022
San Diego, CA | In-Person

May 5th - Expo Day, Lunch & Learns and Roundtable
May 6th - Lunch & Learns and Roundtable

July

SANSFIRE 2022
Washington, D.C. | In-Person

Jul. 12th-14th - Lunch & Learns and Roundtable
Jul. 13th - Expo Day

September

SANS Network Security 2022
Las Vegas, NV | In-Person

Sep. 7th-9th - Lunch & Learns and Roundtable
Sep. 8th - Expo Day

December

SANS Cyber Defense Initiative 2022
Washington, D.C. | In-Person

Dec. 13th-15th - Lunch & Learns and Roundtable
Dec. 14th - Expo Day

Bonus Sessions Only

Aug. 3rd-4th - **Security Awareness Summit**
Nov. 14th-15th - **Pen Test HackFest Summit**

SANS National Events Sponsorship	SILVER	GOLD	PLATINUM Lunch & Learns	PLATINUM Executive Roundtable
Branding (On-site and website)	✓	✓	✓	✓
10 x 10 tabletop on-site	✓	✓	✓	✓
Lunchtime Presentation (For live audience, *lunch is arranged and paid directly by sponsor*)		Live Audience	Live and Virtual Audience	
Live Executive Roundtable (Includes lunch)				12-15 Live Attendees
MP4 recording of session			✓	
Opt-in lead guarantee	200	200	350	200

Events Sponsorship Packages

SANS Custom Solutions Forum

SANS Custom Solutions Forums are personalized half-day virtual events that are built in partnership with the sponsor and a SANS expert. Sponsors can tailor their own customized event and develop an agenda on a cybersecurity topic of choice.

There is limited availability of Custom Solutions Forums in 2022 and they must be built 12 weeks prior to the event date.

SANS Custom Solutions Forum Sponsorship
4 hour custom event with a SANS expert (6 hour event available for additional cost)
Up to 2 additional SANS speakers
MP4 recording of session
Branding (On event website)
300 opt-in lead guarantee

SANS Roundtables

SANS Roundtables provide sponsors the opportunity to network with a select group of executive-level and senior management decision makers. These roundtables allow you to get the right information about your cybersecurity solutions in front of an audience who can provide valuable feedback on your product or services. Roundtables also allow your target audience to share their security needs and pain points, giving you the ability to help them make the right decision for their organization.

There is limited availability of Roundtables in 2022 and they must be built 10 weeks prior to the event date.

SANS Roundtable Sponsorship
60 - 90 minute virtual discussion between sponsor and audience
SANS to assign a SANS expert to join as co-host
Targeted invitation per sponsor according to company size and industry
12 - 15 attendees

SANS Cyber Solutions Fest 2022

Coming Soon: October 13 & 14, 2022
Sponsorship Information Coming Soon

Entering its third year, SANS Cyber Solutions Fest 2022 provides sponsors the platform to share their products and solutions through case studies, demos, and discussions revolving around their tools. This virtual event is packed with two full days of thought-leading content covering a variety of security topics, giving cybersecurity professionals of all levels access to the tools and techniques needed to protect their organization from today's threats.

Join SANS' largest event of the year and discover what can be achieved in the field of cybersecurity and the implementation of new technology.

Threat Hunting & Intelligence	Security Operations Center (SOC)

Tracks

Cloud Security	Ransomware

SPEAKER OPPORTUNITIES

Platinum sponsors have multiple speaking opportunities per track, allowing them to present a variety of topics related to their mission. Gold sponsors can speak on one of our track's agenda and deliver a thought leadership session to their target audience.

AUDIENCE

As the largest and most respected cybersecurity training organization in the world, our community consists of highly qualified security practitioners who are on the front lines actively fighting today's threats. Their companies invest heavily in their training and skills with SANS.

NETWORKING LIVE

Sponsors can chat live with chairpersons, speakers, and attendees throughout the event. Discuss your presentation and answer questions in real time and interact with security professionals seeking more information on your products and services.

Research & Content – Analyst Program

[SANS Research & Content](), led by the SANS Analyst Program, produces leading analyst reports on emerging and mission-critical topics. These reports are developed by SANS instructors and subject matter experts with their own followings in the SANS community. Sponsors can help drive topic awareness to a qualified audience of decision makers and influencers who are seeking objective data to help their organizations invest resources in successful IT security operations.

Multi-sponsored Surveys and Reports

SANS has six annual surveys and a dozen trending reports that focus on key security topics and provide actionable takeaways for security teams looking to further improve their organization's security posture. SANS surveys consist of data collected based on questions posed to the SANS audience presented via an associated whitepaper and webcast developed by a SANS expert. SANS reports (including our new SANS Protect series) are topical thought leadership papers written by a SANS expert and presented via associated webcast. Both surveys and reports offer sponsors branding and speaking opportunities depending upon their level of sponsorship.

Custom Survey

Do you have an issue or topic you want to explore in the cybersecurity world? The Analyst Research Team will work with you to develop the mission statement, design the instrument to capture the required data, and promote it to the SANS community. A SANS Analyst will analyze the data and write a whitepaper based on the results. Custom surveys include a related webcast and all leads from webcast.

Product Review

Third-party product reviews provide strong support to marketing efforts. A SANS Analyst will put your product through its paces, focus on agreed-upon features, and share insights about the experience. Product reviews include a related webcast and all leads from webcast.

Whitepaper

Establish your position as a thought leader with a SANS-expert-written whitepaper that provides insight into a key cybersecurity topic of interest. Whitepapers include participation in a related webcast and all leads from webcast.

WhatWorks

The SANS WhatWorks Program allows your end user to give a testimonial on their selection, deployment, and experience using your product. Having a valid assessment of your product and a success story will position your brand as a trusted leader in the cybersecurity industry.

Spotlight Paper

These 1,500-word papers, written by a SANS Analyst, are quick-hitters to introduce a concept to the SANS community. They can be developed as a series or with a research project. Spotlight papers do not include a webcast.

Research & Content – Analyst Program

Multi-sponsored Survey and Report Calendar

Paper	Description
SANS ATT&CK and D3FEND Report	Presentation Date: January 19, 2022	Author: Matt Bromiley This report will show security teams how to utilize ATT&CK and D3FEND together to detect and counter attacker tactics and techniques.
SANS 2022 Cyber Threat Intelligence Survey	Presentation Date: February 23, 2022	Authors: Pasquale Stirparo and Rebekah Brown This annual survey will track the changes in both the world and in cyber threat intelligence work in general.
SANS Ransomware Defense in 2022 Report	Presentation Date: March 9, 2022	Author: Matt Bromiley This report will look at how ransomware defenses have changed from 2020 through 2022.
SANS 2022 Cloud Security Survey	Presentation Date: March 15, 2022	Author: Dave Shackleford This annual survey will explore various cloud services and the effectiveness of cloud security brokering.
SANS Protects: File Storage	Presentation Date: March 23, 2022	Author: Matt Bromiley This report will examine current, prevalent threats to file storage solutions and steps organizations can take to mitigate these threats.
SANS 2022 Top New Attacks and Threat Report	Presentation Date: April 6, 2022	Author: John Pescatore This annual report will give a deeper insight into the threats highlighted during the SANS panel discussion at the 2022 RSA Conference.
SANS Protects: The Endpoint	Presentation Date: April 20, 2022	Author: Matt Bromiley This report will examine prevalent endpoint threats and provide an actionable checklist on what security teams can do to mitigate those threats.
SANS 2022 Security Operations Center Survey	Presentation Date: May 18, 2022	Authors: Christopher Crowley and John Pescatore This annual survey will look at optimizing an existing security operations center and the escalating movement to the cloud.
SANS Protects: Web Applications	Presentation Date: June 1, 2022	Author: Matt Bromiley This report will provide a checklist of essential mitigation tips organizations can implement to their security posture.
SANS Securing Containers in Your Ops Workflow Report	Presentation Date: June 15, 2022	Author: Matt Bromiley This report will examine containers from the perspective of information security and will explore tools and solutions available for organizations.

Research & Content – Analyst Program

Multi-sponsored Survey and Report Calendar (Continued)

Paper	Description
SANS Protects: Email-Based Attacks	Presentation Date: July 6, 2022 | Author: Matt Bromiley This report will look at threats specific to enterprise emails and how organizations can mitigate these threats.
SANS 2022 Threat Hunting Survey	Presentation Date: July 20, 2022 | Authors: Mathias Fuchs and Josh Lemon This annual survey will look back at how organizations have progressed over time with threat hunting and where our industry currently lies.
SANS Moving to a State of Zero Trust Report	Presentation Date: August 17, 2022 | Author: Matt Bromiley This report will explore the concept of zero trust and what it means to security teams and the organization's overall security posture.
SANS Protects: The Network	Presentation Date: August 31, 2022 | Author: Matt Bromiley This report will examine current network threats and provide actionable steps organizations can take to strengthen their security posture.
SANS 2022 DevSecOps Survey	Presentation Date: September 21, 2022 | Authors: Ken Hartman and Roger O'Farril This annual survey will examine indicators of secure DevOps maturity in the context of historical survey responses.
SANS Mitigating Supply Chain Attacks Report	Presentation Date: October 19, 2022 | Author: Matt Bromiley This report will look at how security teams can improve their network's security and keeping watch on all the integrations within the environment.
SANS 2022 OT/ICS Cybersecurity Survey	Presentation Date: November 9, 2022 | Author: Dean Parsons This survey will ask key questions on current threats and challenges that OT security professionals face.
SANS Protects: Cloud Assets	Presentation Date: December 7, 2022 | Author: Matt Bromiley This report will examine current, prevalent threats to cloud assets, how adversaries abuse them, and steps organizations can take to mitigate these threats.

Research & Content - Analyst Program Sponsorship Packages

Multi-sponsored Survey Sponsorship	GOLD	PLATINUM
Paper		
Branded survey results whitepaper PDF	✓	✓
Survey Analysis & Discussion (120 - 150 minute virtual presentation)		
Branding on the survey presentation registration page	✓	✓
15 - 20 minute speaking slot		✓
Included in 20 - 30 minute panel discussion with the survey author(s) and platinum sponsors		✓
MP4 recording of session		✓
Opt-in lead guarantee	**300**	**500**

Multi-sponsored Report Sponsorship	GOLD	PLATINUM
Paper		
Branded whitepaper PDF	✓	✓
Report Analysis & Discussion (90-minute virtual presentation)		
Branding on the report presentation registration page	✓	✓
5-minute introduction on presentation		✓
Included in 25 - 30 minute panel discussion with the report author(s) and platinum sponsors		✓
MP4 recording of session		✓
Opt-in lead guarantee	**300**	**300**

Research & Content - Analyst Program Sponsorship Packages

Custom Survey Sponsorship

Development of custom survey with a SANS Analyst

Receive draft of the survey results for review and a final, branded survey results whitepaper PDF

Co-presented results webcast and branding on survey results registration page

MP4 recording of session

300+ opt-in lead guarantee

Product Review Sponsorship

Have a neutral third-party review of your product by a SANS expert

Branded whitepaper PDF

Speaking opportunity and branding on presentation registration page

MP4 recording of session

200+ opt-in lead guarantee

Whitepaper Sponsorship

Development of topical whitepaper with a SANS Analyst

Branded whitepaper PDF

Speaking opportunity and branding on presentation registration page

MP4 recording of session

200+ opt-in lead guarantee

Research & Content - Analyst Program Sponsorship Packages

WhatWorks Sponsorship

Interview by a SANS expert with an end user/customer of your product

Branded whitepaper PDF

SANS Expert Q&A with the end user in a SANS webcast

150+ opt-in lead guarantee

Spotlight Paper Sponsorship

Development of a thought leadership paper with a SANS Analyst

Branded whitepaper PDF

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Webcasts

Led by SANS experts, SANS Webcasts are a valuable marketing tool for solution providers to establish a presence in the security community, be recognized as an expert in their field, and gain valuable, qualified leads. With several types of webcasts to choose from, sponsors can select a style that appeals to their organization's goals and objectives.

Types of Webcasts

Ask the Expert Webcasts
Sponsor will collaborate with a SANS expert to bring current and timely information on relevant topics in cybersecurity. These webcasts are the go-to format to deliver your message to the SANS community.

Opt-in Lead Guarantee: 250

Custom
Sponsor can choose the topic of discussion. A SANS expert is not included.

Opt-in Lead Guarantee: 125

Newsletters

SANS Weekly Newsletters offer cybersecurity solution providers the opportunity to promote their message to our SANS community. Upper and lower advertisement space is available.

SANS NewsBites   Subscription: 416,000+ | Delivery: Tuesday and Friday

A semiweekly high-level executive summary of the most important news articles that have been published on security during the last week.

Upper Ad: *Includes up to 55 words, URL link, and logo*
Lower Ad: *Includes up to 25 words and URL link*

SANS @RISK   Subscription: 301,000+ | Delivery: Thursday

A reliable weekly summary of newly discovered attack vectors, vulnerabilities with active new exploits, insightful explanations of how recent attacks worked, and other valuable data. A key purpose of the SANS @RISK is to provide the data that will ensure that the CIS Critical Security Controls continue to be the most effective defenses for all known attack vectors.

Upper Ad: *Includes up to 55 words and URL link*
Lower Ad: *Includes up to 25 words and URL link*

Connect with a SANS representative and learn more about sponsoring with the SANS Sponsorship Program.

sponsorships@sans.org | www.sans.org/sponsorship

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