2021

Sponsorship Opportunities

Connecting Solution Providers with Cybersecurity Professionals

www.sans.org | vendor@sans.org

Important Notice

In response to the escalation of the COVID-19 outbreak, SANS has made the decision to convert all 2021 live events to virtual. To accommodate our sponsors, SANS is now offering virtual sponsorship options.

About Us

The [SANS Sponsorship Program](#) helps position your products and services directly to your targeted audience. Our community of over 340,000 cyber security professionals range from security practitioners to C-level directors who are looking to improve their security systems against the most dangerous threats. Through our virtual events, webcasts, Analyst Program, WhatWorks Program, and our newsletters, 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 cyber security 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 375,000 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.

Meet Our SANS Experts

John Pescatore
Director of Emerging Security Trends

Matt Bromiley
Certified Instructor
Digital Forensics & Incident Response

Ismael Valenzuela
Certified Instructor
Cyber Defense / Blue Team Ops

Dave Shackleford
Senior Instructor
Cloud

Heather Mahalik
Senior Instructor
Digital Forensics and Incident Response

Robert M. Lee
Senior Instructor
Industrial Control Systems

Mathias Fuchs
Certified Instructor
Digital Forensics and Incident Response

Frank Kim
Fellow
Cloud

Kyle Dickinson
Instructor
Cloud

Christopher Crowley
Senior Instructor
Security Operations Center

Lodrina Cherne
Certified Instructor
Digital Forensics and Incident Response

Josh Lemon
Certified Instructor
Digital Forensics and Incident Response

Eric Johnson
Senior Instructor
DevSecOps

Justin Henderson
Certified Instructor
Cyber Defense / Blue Team Ops

View all of our SANS experts by visiting **sans.org/profiles/instructors**

SANS at a Glance

340,000+ North America

65+ 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% 10,000+

Job Function

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

141,700+ Twitter Followers

156,800+ LinkedIn Followers

385,000+ Newsletter Subscribers *(includes EMEA and APAC)*

Solutions Forums & Tracks

SANS Solutions Forums and Tracks are full day virtual events that provide sponsors a platform to showcase their products and solutions to high level security practitioners and cybersecurity decision makers. In partnership with a SANS expert, sponsors will help develop a compelling agenda and contribute to the exchange of ideas based on the Solutions Forum/Track theme.

Average 2020 Opt-in Leads: 675 (leads only include North America)

Event Name	Event Date	Event Chairperson
CTI Summit Solutions Track	Fri, Jan 22	Robert M. Lee
Mobile Security Solutions Forum	Fri, Feb 19	Heather Mahalik
ICS Summit Solutions Track	Fri, Mar 5	Don Weber
Artificial Intelligence Forum	Fri, Mar 19	Jake Williams
Endpoint Protection Forum	Fri, Apr 9	Jake Williams
Password & Access Management Solutions Forum	Fri, Apr 23	Chris Dale
Cloud Summit Solutions Track	Fri, Jun 4	Ken Hartman
SOAR Solutions Forum	Fri, Jun 18	Chris Crowley
DFIR Summit Solutions Track	Fri, Jul 23	TBA
Malware & Ransomware Solutions Forum	Fri, Aug 20	Jake Williams
SOC Solutions Track	Fri, Sep 10	Chris Crowley
Energy Solutions Forum	Fri, Sep 24	Justin Searle
THIR Summit Solutions Track	Fri, Oct 8	Lodrina Cherne
Cyber Solutions Fest 2021	Thu, Oct 21 - Fri, 22	TBA
Data Security Solutions Forum	Fri, Nov 12	Ben Wright

Platinum Sponsor

- 35 minute session or panel speaking slot
- 400 opt-in leads from virtual session and archive viewings
- Receive edited and full mp4 recording of the sessions
- Logo included in marketing information

Silver Sponsor

- Branding only
- 200 opt-in leads from virtual session and archive viewings
- Logo included in marketing information

Dates are subject to change

Solutions Tracks are tied to a SANS Summit

Live Online Bonus Sessions

Live Online Bonus Sessions gives our sponsors the ability to present their capabilities virtually to both infosec professionals attending a SANS Live Online national event as well as to the overall SANS community of 340,000+ cybersecurity professionals.

Opt-in Lead Guarantee: 200+ | **Average 2020 Opt-in Lead:** 235 (leads only include North America)

SANS Live Online Bonus Sessions events:

- SANS 2021 | March 22 - 25, 2021
- SANS Security West 2021 | May 10 - 13, 2021
- SANSFIRE 2021 | July 12 - 15, 2021
- SANS Network Security 2021 | September 20 - 23
- SANS Cyber Defense Initiative 2021 | December 13 - 16

Sponsor

- 45-minute virtual presentation for up to 50 Live Online event attendees
- Attendees who register for the Live Online Bonus Session will receive:
  - Information about the sponsor (provided by sponsor)
- Bonus Session will also be available for registration to the entire SANS community on the SANS Upcoming Webcast page

- Upon conclusion, a recording of the session will be added to the SANS Webcast Archive page where it will continue to generate residual leads
- Sponsor will receive all leads from both Live Online attendees and registrants from SANS community
- Sponsor will also receive a copy of the Bonus Session in mp4 format

Virtual Roundtable

SANS Virtual 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 of your cybersecurity solutions in front of an audience who can provide valuable feedback on your product or services. Virtual 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.

Format

- Introduction from SANS expert (if included)

- Sponsor Opening - Introduce company, product, and main discussion topic(s) or goals

- Attendee Introduction - Have participants introduce themselves to the group

- Sponsor / SANS Expert Facilitated Discussion - Provide a set of 4-5 questions to be discussed

- Final Comments / Closing Remarks

Platinum Sponsor

- 60-90 minute virtual discussion between you and your audience

- SANS will provide 12-15 director level and above individuals. Invitees may be targeted per sponsor according to company size and industry

- Sponsor will receive contact information from potential attendees who accept invitation and from those who attended the virtual roundtable

- SANS to provide a SANS expert to join as a co-host

Gold Sponsor

- 60-90 minute virtual discussion between you and your audience

- SANS will provide 12-15 manager level individuals. No segmentation.

- Sponsor will receive contact information from potential attendees who accept invitation and from those who attended the virtual roundtable

Analyst Program

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-Sponsor Survey	SANS will run a 20-25 question survey on a trending security topic that can be sponsored. A SANS Analyst will develop a whitepaper based on the survey results. The paper includes an associated webcast presented by the author(s). Surveys include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topics. **Opt-in Lead Guarantee:** 300+ | **2020 Opt-in Lead:** 427 (leads only include North America)
Multi-Sponsor Report	SANS experts will develop papers on trending security topics, with actionable take-aways, that can be sponsored. The paper includes an associated webcast presented by the author(s). Whitepapers include leads from the associated webcast. Sponsors may purchase additional webcasts with or without a SANS expert to expand further on the topic. **Opt-in Lead Guarantee:** 300+ | **2020 Opt-in Lead:** 816 (leads only include North America)
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. **Opt-in Lead Guarantee:** 200+ | **2020 Opt-in Lead:** 449 (leads only include North America)
Product Review	Third-party product reviews provide strong support to marketing efforts. A SANS Analyst wlil 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. **Opt-in Lead Guarantee:** 200+ | **2020 Opt-in Lead:** 343 (leads only include North America)
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. **Opt-in Lead Guarantee:** 200+ | **2020 Opt-in Lead:** 467 (leads only include North America)
Spotlight Paper	These 1,500 word papers, written by a SANS Analyst, are quick-hitters to introduce a concept to the SANS community. Spotlight papers do not include a webcast and can be developed as a series or with a research project.

2021 Multi-Sponsored Surveys & Research Opportunities

Survey / Report	Description
A SANS 2021 Survey | Cyber Threat Intelligence Survey	This survey seeks to understand the role of cyber threat intelligence in organization's cybersecurity practices, identify use cases across intel generation and consumption, and guide best practices for the community Publication Date: January 2021 | **Author:** Robert M. Lee
A SANS 2021 Report | SD-Wan Report	This SANS report goes through the security baseline of SD WAN technology and standards and then drills down into the security and manageability tradeoffs for the most common implementation options. The report will be useful for security teams at enterprises that have already chosen a deployment method as well as those that are still evaluating alternatives Publication Date: March 2021 | **Author:** Dave Shackleford
A SANS 2021 Survey | Endpoint Monitoring in a Dispersed Workforce	This survey will explore the importance of endpoint monitoring in modern enterprises and how endpoint monitoring contributes to asset identification, incident response, containment, resolution and more. Publication Date: March 2021 | **Author:** Matt Bromiley
A SANS 2021 Survey | Cloud Security Survey	This survey will explore the types of services organizations are using, what types of controls and tools provide the most value, and how effective cloud security brokering is for a range of use cases. Publication: April 2021 | **Author:** Dave Shackleford
A SANS 2021 Report | Top Skills Analysts Need to Master	This report will discuss the top skills security analysts need to master to be effective at defending organizations across endpoints, networks, and the cloud. Publication Date: April 2021 | **Author:** Ismael Valenzuela
A SANS 2021 Survey | Password Management and 2 Factor Authentication Methods	This survey will explore how organizations are managing their passwords across users, apps and devices. Publication Date: May 2021 | **Author:** Chris Dale
A SANS 2021 Survey | Cloud Security Survey	This survey will explore the types of services organizations are using, what types of controls and tools provide the most value, and how effective cloud security brokering is for a range of use cases. Publication: May 2021 | **Author:** Dave Shackleford
A SANS 2021 Report | Avoiding or Minimizing Ransomware Impact to the Bottom Line: When Does Cyber Insurance Make Sense?	This report will provide cybersecurity practitioners with the tools to make strategic recommendations on the critical areas to improve security, to avoid or mitigate ransomware attacks and to enable them to participate in decisions around the use and value of various forms of cyber insurance. Publication Date: May 2021 | **Authors:** John Pescatore & Benjamin Wright
A SANS 2021 Report | Making Visibility Definable and Measurable	This survey will capture best practices in defining and achieving business-relevant levels of security visibility. Publication Date: June 2021 | **Authors:** Barbara Filkins & John Pescatore (Advisor)

Description	Author(s)
A SANS 2021 Survey | Rethinking the Sec in DevSecOps: Security as Code	Building on what SANS has learned in previous years, this survey will explore what the shift to security as code means for the modern enterprise and its security program and will provide valuable guidance both for the enterprise and the security professional. **Publication Date:** June 2021 | **Authors:** Jim Bird & Eric Johnson
A SANS 2021 Survey | Digital Forensics Essentials and Why Foundations Matter	This survey will provide guidance on creating a solid digital forensics foundation. **Publication Date:** July 2021 | **Author:** Jason Jordaan
A SANS 2021 Report | Top New Attacks and Threat Report	This report will provide deeper insight into the threats highlighted during the SANS panel discussion at the 2021 RSA Conference. **Publication Date:** July 2021 | **Author:** John Pescatore
A SANS 2021 Report | Securing Cell Phones	This report will explore how users are protecting their phones at a device and/or application level and gain insights on how organizations secure their company-provided, enterprise devices. **Publication Date:** August 2021 | **Authors:** Heather Mahalik and Domenica Crognale
A SANS 2021 Survey | MITRE ATT&CK® for ICS Framework	This survey and analysis will inform the SANS audience on the adoptions and experiences of the recently released ATT&CK for ICS framework. **Publication Date:** August 2021 | **Author:** Mark Bristow
A SANS 2021 Survey | Threat Hunting in Uncertain Times	This survey will look at how businesses' cybersecurity defense teams are handling the challenges that the changing economic conditions bring and how organizations can defend against network threats that are yet to be discovered. **Publication Date:** September 2021 | **Authors:** Mathias Fuchs and Joshua Lemon
A SANS 2021 Report | Making Revolutionary Gains in Security on Your Endpoints	This report will detail a decision framework that security managers can use to map their existing IT management and security operations capabilities to the best mix of endpoint security tools and products. **Publication Date:** September 2021 | **Author:** John Pescatore
A SANS 2021 Survey | Security Operations Center (SOC)	This survey will have a special focus around changes in budgets and the impact of the explosion of both remote work and the use of cloud-based systems on critical SOC functions and team operations. **Publication Date:** October 2021 | **Authors:** John Pescatore & Chris Crowley
A SANS 2021 Report | DFIR Cloud Report: Partly Cloud with a Bunch of DFIR	This report will break down all you need to know about cloud data and why it matters in digital forensics and incident response. **Publication Date:** October 2021 | **Author:** Heather Mahalik
A SANS 2021 Survey | Vulnerability Management - Impacts on Cloud and the Remote Workforce	This survey will highlight trends in vulnerability management based on data SANS has gathered over the last two years. The survey will also look into how cloud and the expanding remote workforce are affecting vulnerability management. **Publication Date:** November 2021 | **Author:** David Hazar

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 organizations goals and objectives.

Opt-in Lead Guarantee: 200+ | **Average 2020 Opt-in Lead:** 393 (leads only include North America)

Types of Webcasts

Ask The Expert Webcasts
SANS experts bring current and timely information on relevant topics in cyber security. These webcasts are the go-to online format to obtain actionable information to help you in your security goals.

Custom
Sponsor can choose the topic of discussion and collaborate with SANS experts on the content.

Sponsor

- Minimum 200 leads over 12 months guarantee with no cap
- Opportunity to sponsor topics that align with your business focus
- Promotion in weekly SANS Webcast email to all SANS opt-in audience
- Continued lead generation on SANS Archive Webcast webpage

Webcast Samples

Webcast: [Take Back Control of Your DNS Traffic](#)
Sponsored by **Palo Alto Networks**

Webcast: [Visibility for Incident Response: A Review of Forescout 8.1](#)
Sponsored by **Forescout**

Webcast: [Lessons Learned from Over a Thousand Threat Hunting Workshops](#)
Sponsored by **Cisco**

WhatWorks Program

Led by SANS Director of Emerging Security Trends John Pescatore, the SANS WhatWorks Program allows your end-user to give a testimonial on their selection, deployment and experience of your product for their organization. Having a valid assessment of your product and a success story will position your brand to the SANS community as a trusted leader in the cybersecurity industry.

Opt-in Lead Guarantee: 200+ | **Average 2020 Opt-in Lead:** 269 (leads only include North America)

Sponsor

- Interview by John Pescatore with the end-user/customer
- Branded written case study
- Q&A with the end-user in a live WhatWorks webcast
- Promotions in weekly SANS Webcast email to all SANS opt-in audience and social media channels
- Leads from all opt-in listeners to live and archived webcasts (minimum guarantee 200 leads with no cap)

WhatWorks Samples

WhatWorks in SOC/NOC Integration: Improving Time to Detect, Respond and Contain with ExtraHop Reveal(x)
Sponsored by ExtraHop

WhatWorks in Application Security: How to Detect and Remediate Application Vulnerabilities and Block Attacks with Contrast Security
Sponsored by Contrast Security

WhatWorks in Endpoint Security: Surviving Advanced Targeted Attacks by Augmenting (or Replacing) Legacy AV with enSilo
Sponsored by enSilo

"SANS WhatWorks is a direct link to the mind and heartbeat of the security industry. There is no better way to identify, understand, and ultimately satisfy the security needs of the security marketplace."
- David Scott, SVP Sales & Marketing, Lucid Security

John Pescatore has over 35 years of experience in computer, network and information security. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He holds a BSEE from the University of Connecticut and is an NSA Certified Cryptologic Engineer.

Newsletters

SANS weekly newsletters provide cybersecurity solution providers the opportunity to engage with over 385,000 subscribers. Upper and Lower advertisement space is available.

Newsletters

SANS NewsBites
Subscription: 387,000 Delivery: Tuesday and Friday
A semiweekly high-level executive summary of the most important news articles that have been published on computer security during the last week. Each news item is very briefly summarized and includes a reference on the web for detailed information, if possible. Archive versions see an additional 15K–50K views each month.

Upper Ad: Includes up to 44 words, URL link and logo)
Lower Ad: Includes up to 15 words and URL link)

SANS @RISK
Subscription: 260,000 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 55 words and URL link)

For pricing information and additional sponsorship opportunities, contact a SANS representative at:

vendor@sans.org | www.sans.org/vendor/contact