

SANS

SPONSORSHIP PROGRAM

# 2021

## Sponsorship Opportunities

---

Connecting Solution  
Providers with  
Cybersecurity  
Professionals

[www.sans.org/sponsorship](http://www.sans.org/sponsorship) | [sponsorships@sans.org](mailto:sponsorships@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 Shackelford**  
Senior Instructor  
Cloud Security



**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 Security



**Shaun McCullough**  
Instructor  
Cloud Security



**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](https://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



401,000+ 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.

Event Name	Event Date	Event Chairperson
<a href="#">CTI Summit Solutions Track</a>	Fri, Jan 22	Robert M. Lee
<a href="#">Mobile Security Solutions Forum</a>	Fri, Feb 19	Heather Mahalik
<a href="#">ICS Summit Solutions Track</a>	Fri, Mar 5	Don Weber
<a href="#">Endpoint Protection Forum</a>	Fri, Apr 9	Jake Williams
<a href="#">Password &amp; Access Management Solutions Forum</a>	Fri, Apr 23	Chris Dale
<a href="#">Cloud Summit Solutions Track</a>	Fri, Jun 4	Ken Hartman
<a href="#">SOAR Solutions Forum</a>	Fri, Jun 18	Chris Crowley
<a href="#">DFIR Summit Solutions Track</a>	Fri, Jul 23	Mari Degrazia
<a href="#">Malware &amp; Ransomware Solutions Forum</a>	Fri, Aug 20	Jake Williams
<a href="#">SOC Solutions Track</a>	Fri, Sep 10	Chris Crowley
<a href="#">Industrial Solutions Forum</a>	Fri, Sep 17	Justin Searle
<a href="#">THIR Summit Solutions Track</a>	Fri, Oct 8	Lodrina Cherne
<a href="#">Cyber Solutions Fest 2021</a>	Thu, Oct 21 - Fri, Oct 22	Jake Williams Chris Crowley Chloé Messdaghi Shaun McCullough
<a href="#">Data Security Solutions Forum</a>	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.

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, 2021
- SANS Cyber Defense Initiative 2021 | December 13 - 16, 2021

## 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

# 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

## SANS Research and Content



[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.

<b>Multi-Sponsor Survey</b>	<p>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.</p> <p><b>Opt-in Lead Guarantee:</b> 300+   <b>2020 Opt-in Lead:</b> 427 (leads only include North America)</p>
<b>Multi-Sponsor Report</b>	<p>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.</p> <p><b>Opt-in Lead Guarantee:</b> 300+   <b>2020 Opt-in Lead:</b> 816 (leads only include North America)</p>
<b>Custom Survey</b>	<p>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.</p> <p><b>Opt-in Lead Guarantee:</b> 200+   <b>2020 Opt-in Lead:</b> 449 (leads only include North America)</p>
<b>Product Review</b>	<p>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.</p> <p><b>Opt-in Lead Guarantee:</b> 200+   <b>2020 Opt-in Lead:</b> 343 (leads only include North America)</p>
<b>Whitepaper</b>	<p>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.</p> <p><b>Opt-in Lead Guarantee:</b> 200+   <b>2020 Opt-in Lead:</b> 467 (leads only include North America)</p>
<b>Spotlight Paper</b>	<p>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.</p>

## 2021 Multi-Sponsored Content Calendar

Survey / Report	Description
<b>A SANS 2021 Survey   Cyber Threat Intelligence Survey</b>	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 <b>Publication Date:</b> January 2021   <b>Author:</b> Robert M. Lee
<b>A SANS 2021 Report   SD-Wan Report</b>	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 <b>Publication Date:</b> March 2021   <b>Author:</b> Dave Shackelford
<b>A SANS 2021 Survey   Endpoint Monitoring in a Dispersed Workforce</b>	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. <b>Publication Date:</b> March 2021   <b>Author:</b> Matt Bromiley
<b>A SANS 2021 Survey   Cloud Security Survey</b>	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. <b>Publication:</b> April 2021   <b>Author:</b> Dave Shackelford
<b>A SANS 2021 Report   Top Skills Analysts Need to Master</b>	This report will discuss the top skills security analysts need to master to be effective at defending organizations across endpoints, networks, and the cloud. <b>Publication Date:</b> April 2021   <b>Author:</b> Ismael Valenzuela
<b>A SANS 2021 Survey   Password Management and 2 Factor Authentication Methods</b>	This survey will explore how organizations are managing their passwords across users, apps and devices. <b>Publication Date:</b> May 2021   <b>Author:</b> Chris Dale
<b>A SANS 2021 Survey   Cloud Security Survey</b>	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. <b>Publication:</b> May 2021   <b>Author:</b> Dave Shackelford
<b>A SANS 2021 Report   Avoiding or Minimizing Ransomware Impact to the Bottom Line: When Does Cyber Insurance Make Sense?</b>	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. <b>Publication Date:</b> May 2021   <b>Authors:</b> John Pescatore & Benjamin Wright
<b>A SANS 2021 Report   Making Visibility Definable and Measurable</b>	This survey will capture best practices in defining and achieving business-relevant levels of security visibility. <b>Publication Date:</b> June 2021   <b>Authors:</b> 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. <b>Publication Date:</b> June 2021   <b>Authors:</b> 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. <b>Publication Date:</b> July 2021   <b>Author:</b> 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. <b>Publication Date:</b> July 2021   <b>Author:</b> John Pescatore
A SANS 2021 Survey   Automation and Integration	This survey will provide an overview of where organizations are in their automation/integration journey. <b>Publication Date:</b> August 2021   <b>Author:</b> Matt Bromiley
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. <b>Publication Date:</b> August 2021   <b>Authors:</b> Heather Mahalik and Domenica Crognale
A SANS 2021 Survey   OT/ICS Cybersecurity	This survey will ask critical questions about current threats and challenges for OT security. <b>Publication Date:</b> August 2021   <b>Author:</b> 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. <b>Publication Date:</b> September 2021   <b>Authors:</b> 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. <b>Publication Date:</b> September 2021   <b>Author:</b> 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. <b>Publication Date:</b> October 2021   <b>Authors:</b> 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. <b>Publication Date:</b> October 2021   <b>Author:</b> 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. <b>Publication Date:</b> November 2021   <b>Author:</b> 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 401,000 subscribers. Upper and Lower advertisement space is available.

## Newsletters

### **SANS NewsBites**

**Subscription: 401,000 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 55 words, URL link and logo)

Lower Ad: Includes up to 15 words and URL link)

### **SANS @RISK**

**Subscription: 279,000 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 15 words and URL link)

A grayscale background image of a crowded conference or trade show. People are seen from behind or in profile, looking towards various booths. In the background, there are banners for 'BARKLY ENDPOINT PROTECTION' and 'CROWDSTRIKE'. The CrowdStrike banner includes the text 'REPLACE YOUR AV WITH FALCON PREVENT', 'Powerful, Proven Prevention', and a table with 'PROTECTION ATTACK TYPES' and 'PERFORMANCE' columns. The text 'AE TO VALUE IN SECONDS' is also visible on the CrowdStrike banner.

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

[sponsorships@sans.org](mailto:sponsorships@sans.org) | [www.sans.org/sponsorship](http://www.sans.org/sponsorship)