2023 SANS Multi-sponsored Surveys

SANS

Why sponsor a SANS Multi-sponsored Survey

- 500+ leads guaranteed
- Partner with SANS instructors
- Build brand awareness
- Gain valuable assets
- Participate in the Live Event

- 121 countries represented in 2022 registrations
- Co-branded report lives on-demand to SANS community
- Engage with the live audience in Slack
- Co-branding on SANS Survey Insights Report
- Inclusion in 30-minute panel
- 15-minute presentation opportunity
- Drive credibility for your company
- 5,500+ registrants for 2022 surveys
- Redistribution rights to event MP4
- Co-branding on survey event registration page
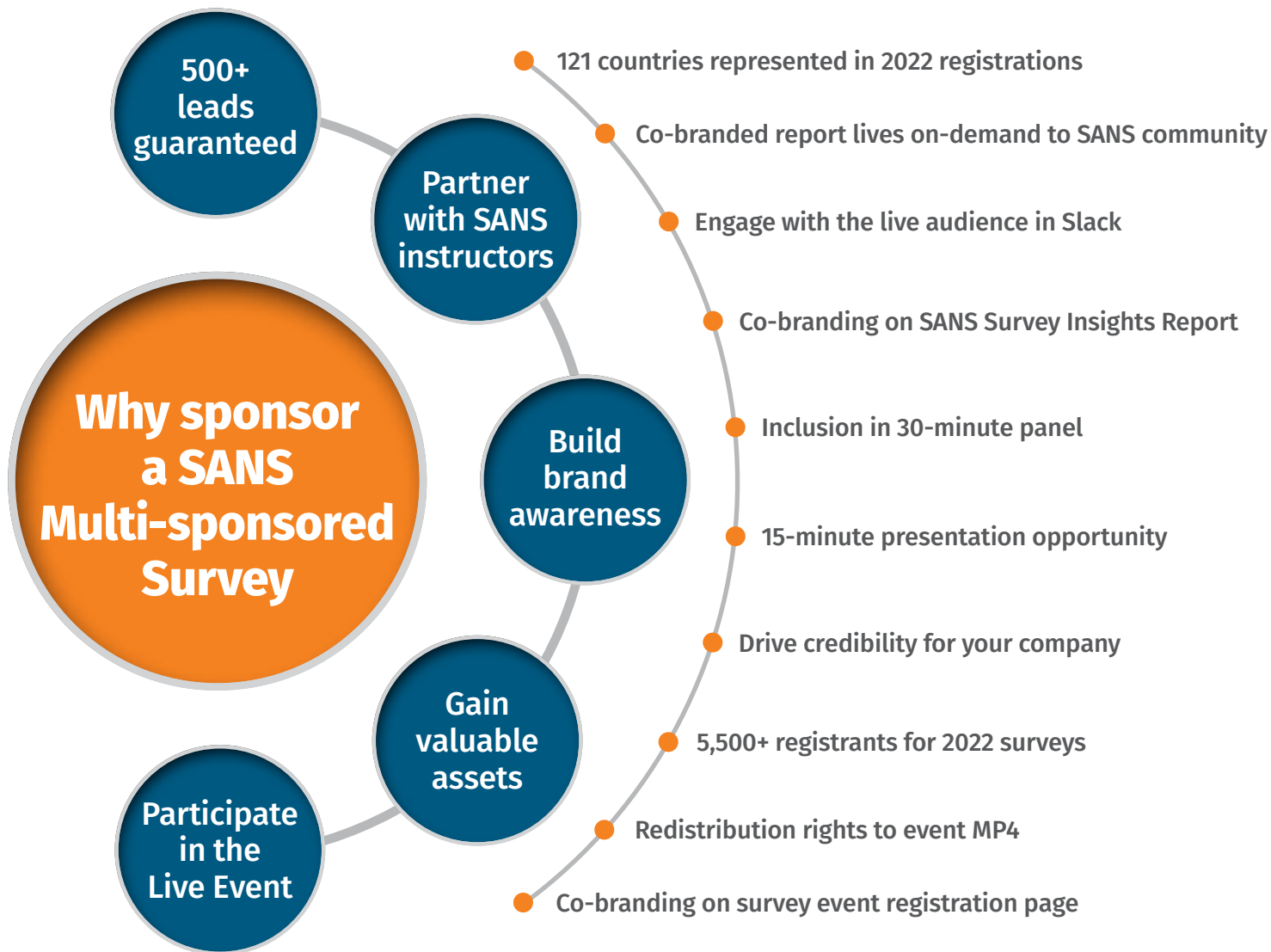
Hear What Attendees are Saying

"Great session. Enjoyed the war stories and recommendations.

"I appreciate all of the panelists and the SANS TEAM for this event, I've learned a lot!

"Awesome event! Lots of great insights from all the speakers and great interacting with attendees. Looking forward to the next one.

SANS 2023 Multicloud Survey:
Navigating the Complexities of Multiple Clouds

SURVEY RELEASE DATE:
12/6/2023
11:00 AM–3:00 PM (ET)
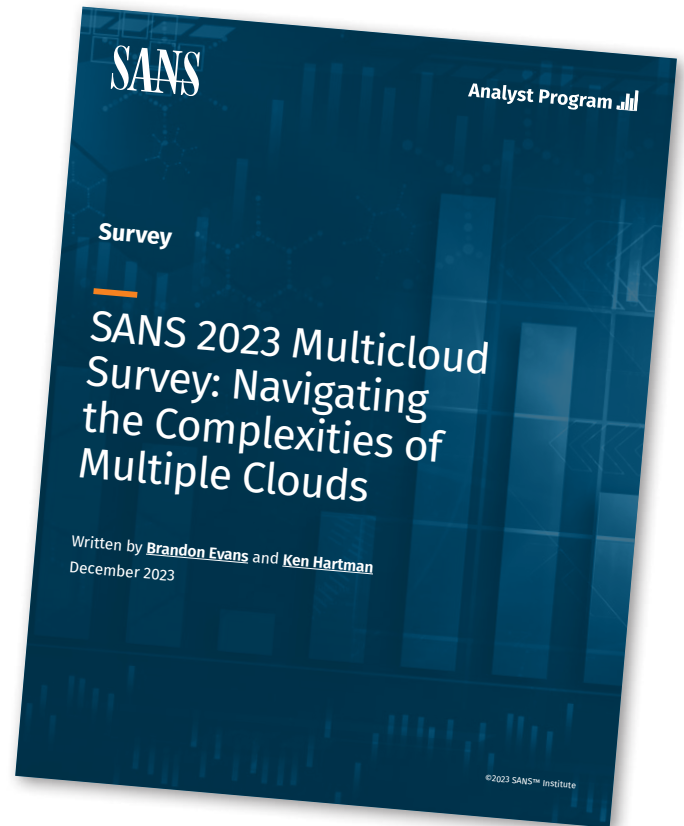
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According to market data, more businesses than ever before are utilizing several cloud service providers. The first SANS Multicloud Survey, performed in 2022, indicated that the forces behind the tendency to adopt multiple cloud solutions was driven by a variety of factors, including mergers and acquisitions and concerns around ensuring business continuity. It is also clear that the major cloud service providers continue to innovate and differentiate their services in the face of intense competition. This study takes a fresh look at multicloud adoption trends, in the face of a looming recession, tech layoffs, and the excitement about the advancements of artificial technologies.

Topics to be explored include:

- Measuring the rate of adoption of specific cloud services such as virtual machines, containers, serverless, and cloud storage, as well as determining how well this growth is managed from a security standpoint

- Assessing the capacity and readiness of the security team to protect data stored in these technologies

- Investigating the adoption rate and efficacy of various third-party and cloud-native security tools, technologies, and services

2023 Sponsorship Package

	Platinum	Gold	Silver
Survey and Report			
Branded survey insights report	✔	✔	✔
Survey Insights Event			
Branding on survey event registration page	✔	✔	✔
15 minute thought leadership presentation	✔		
Inclusion in event expert panel discussion	✔	✔	
Event MP4	✔	✔	✔
Audience engagement in event interactive Slack workspace	✔	✔	✔
500 minimum lead guarantee	✔	✔	✔

Event Format

- SANS survey authors insights review
- Platinum-sponsored presentations
- Platinum-sponsored panel discussion
- Break
- Platinum-sponsored presentations
- Platinum-sponsored panel discussion
- Gold-sponsored panel discussion
- Slack workspace interaction
- Content-related contests and prizes throughout event