



# 2025 SPONSORSHIP CALENDAR

UPCOMING EVENTS &  
RESEARCH PROJECTS



[www.sans.org](http://www.sans.org)



[sponsorships@sans.org](mailto:sponsorships@sans.org)



## Who is SANS Institute?

SANS Institute is a global-leading provider of cybersecurity training, offering top-notch courses, expert instructors, and advanced research. We serve a community of over 400,000 cybersecurity professionals.

## What is SANS's Sponsorship Program?

Our Sponsorship program connects your organization with a targeted audience of cybersecurity professionals and decision makers through our events, classes, and webinars. *See previous sponsors on last page.*

## Why Partner with SANS?



### Direct Access to Key Decision Makers

With an average class investment of \$9,000, our attendees are typically company-sponsored and include key decision makers and influencers.



### Enhanced Brand Visibility and Credibility

Align with SANS to position your brand as a cybersecurity leader, enhancing your credibility and market presence.



### Meaningful Engagement with a Targeted Audience

Present your solutions to professionals seeking advanced cybersecurity tools and strategies.



### High-Quality Leads

Generate leads from professionals invested in improving their cybersecurity practices. *\*A sponsor from CyberFest 2024 secured a seven-figure deal from a lead obtained through the event, demonstrating the substantial business impact.*



### Premier Sponsorship Benefits

Premium event placement, branded content opportunities, and tailored sponsorship packages ensure maximum impact and ROI.

**Seize this opportunity to showcase your solutions to those who matter most and solidify your position as a leader in cybersecurity innovation.**

**Contact us at [sponsorships@sans.org](mailto:sponsorships@sans.org) today.**





## 2025 Events Schedule

|                         |   |  |                     |   |  |
|-------------------------|---|--|---------------------|---|--|
| <b>JAN</b><br>27-28     | SANS 2025<br><b>CTI Summit</b><br>Alexandria, VA   Westin Alexandria    |  | <b>JUN</b><br>16-17 | SANS 2025<br><b>ICS Summit</b><br>Orlando, FL   Disney Resort   |  |
| <b>FEB</b><br>24-25     | SANS 2025<br><b>OSINT Summit</b><br>Alexandria, VA                      |  | <b>JUL</b><br>13-17 | <b>SANSFIRE 2025</b><br>Washington, DC   Hilton                 |  |
| <b>MAR</b><br>2-6       | SANS 2025<br><b>Baltimore</b><br>Baltimore, MD   Hilton Baltimore       |  | <b>JUL</b><br>24-25 | SANS 2025<br><b>DFIR Summit</b><br>Salt Lake City, UT           |  |
| <b>MAR</b><br>18-20     | SANS 2025<br><b>Spring Cyber Solutions Fest</b><br>Virtual              |  | <b>AUG</b><br>14-15 | SANS 2025<br><b>Security Awareness Summit</b><br>Chicago, IL    |  |
| <b>MAR 31</b><br>-APR 1 | SANS 2025<br><b>AI Summit</b><br>Denver, CO                             |  | <b>SEP</b><br>21-25 | SANS 2025<br><b>Las Vegas</b><br>Las Vegas, NV   Caesars Palace |  |
| <b>APR</b><br>12-16     | SANS 2025<br><b>Orlando</b><br>Orlando, FL   Hyatt Regency              |  | <b>OCT</b><br>2-3   | SANS 2025<br><b>CloudSecNext Summit</b><br>Denver, CO           |  |
| <b>MAY</b><br>4-8       | SANS 2025<br><b>San Diego</b><br>San Diego, CA   Manchester Grand Hyatt |  | <b>OCT</b><br>28-29 | SANS 2025<br><b>Hack &amp; Defend Summit</b><br>Austin, TX      |  |
| <b>MAY</b><br>13-14     | SANS 2025<br><b>Emerging Threats Summit</b><br>Arlington, VA            |  | <b>NOV</b><br>4-6   | SANS 2025<br><b>Fall Cyber Solutions Fest</b><br>Virtual        |  |
| <b>MAY</b><br>30        | SANS 2025<br><b>Ransomware Summit</b><br>Virtual                        |  |                     |   |  |



Training



Summit



Cyber Solutions Fest



Virtual Speaking Session



Hybrid (In-Person & Virtual) Speaking Session



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## 2025 Research Schedule

|               |  |   |               |   |   |
|---------------|--|---|---------------|---|---|
| <b>MAR 13</b> | SANS 2025<br><b>Threat Hunting Survey</b><br>WEBCAST<br>AUTHORS: <b>Josh Lemon &amp; Jess Garcia</b>   |     | <b>SEP 4</b>  | SANS 2025<br><b>AI Survey</b><br>WEBCAST<br>AUTHORS: <b>Brandon Evans &amp; Ahmed Abugharbia</b>              |   |
| <b>MAY 21</b> | SANS 2025<br><b>CTI Survey</b><br>WEBCAST<br>AUTHORS: <b>Rebekah Brown &amp; Andreas Sfakianakis</b>   |     | <b>OCT 22</b> | SANS 2025<br><b>Attack Surface &amp; Vulnerability Management Survey Webcast</b><br>AUTHOR: <b>Chris Dale</b> |    |
| <b>JUL 9</b>  | SANS 2025<br><b>SOC Survey</b><br>WEBCAST<br>AUTHOR: <b>Chris Crowley</b>                              |    | <b>NOV 19</b> | SANS 2025<br><b>ICS Survey</b><br>WEBCAST<br>AUTHOR: <b>Jason Christopher</b>                                 |    |
| <b>AUG 22</b> | SANS 2025<br><b>Multicloud Survey</b><br>WEBCAST<br>AUTHORS: <b>Kenneth Hartman &amp; Simon Vernon</b> |   | <b>DEC 3</b>  | SANS 2025<br><b>Detection &amp; Response Survey</b><br>WEBCAST<br>AUTHOR: <b>Josh Lemon</b>                   |   |



Survey



Report

### SPONSORSHIP DELIVERABLES



**Two-Page Product Brief**  
Co-branded with SANS



**Opt-In Lead Guarantee**  
500+ for Surveys and 300+ for Reports



**Speaking Session**  
Showcase your products and solutions directly to potential customers



**Branded Paper**  
Showcase your expertise to a targeted audience and enhance credibility



**Inclusion in Panel Discussion**  
Increase visibility and establish yourself as a thought leader in your industry



**MP4 Recording**  
Repurpose the speaking session for marketing content or promotion



**Anonymized-Survey Results Data**  
Receive insights into attendees to help tailor effective strategies





# Charting Success Together

## SPONSORSHIP BENEFITS



### Targeted Audience Access

Gain exposure to an audience of cybersecurity professionals and decision makers.



### Brand Visibility

Enhance recognition at premier industry events through digital platforms.



### Product Showcasing

Showcase your products and solutions directly to potential customers.



### Networking Opportunities

Build valuable relationships with industry leaders, influencers, and potential clients.



### Sales Opportunities

Turn your virtual connections with our highly qualified audience into potential sales.



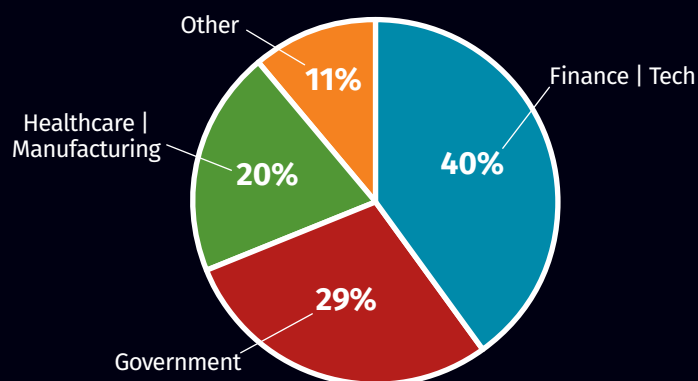
### Thought Leadership

Present on the SANS virtual stage establishing your expertise in the field.

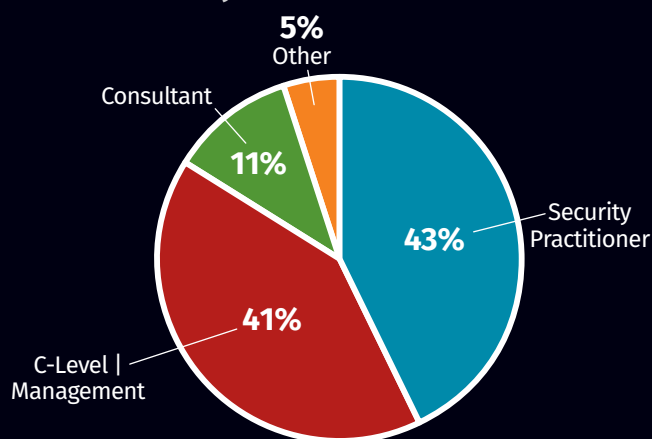
## DEMOGRAPHICS

SANS has a base of over **400,000** cybersecurity professionals

### INDUSTRY TYPE



### JOB FUNCTION



**Join us in shaping the future of cybersecurity.**

We create unparalleled opportunities for growth, collaboration and innovation in cybersecurity by partnering sponsors with experts and industry-leading organizations.

