

The SANS logo is rendered in a white, serif typeface. The letters are closely spaced, and the 'S' characters feature a distinctive horizontal bar across their middle. The background of the entire page is a dark teal color, decorated with several large, thin, concentric circles in a lighter teal shade that create a subtle pattern.

2027

Sponsorship Calendar

**UPCOMING EVENTS AND
RESEARCH PROJECTS**

“SANS programs connect our sponsors to high-intent professionals trusted to make strategic decisions for their organizations on the implementation of new technologies.”

Reach the people shaping cybersecurity decisions.

WHY YOUR BRAND BELONGS HERE

SANS connects your brand with an engaged community of practitioners and leaders who invest in advanced training and protect real-world infrastructure.



01

HIGH-INTENT AUDIENCE

Reach professionals actively building, buying, and defending — not passive impressions.

02

EXPERT-AUTHORED CONTENT

SANS instructors create the content, combining deep expertise with firsthand field experience.

03

STRONGER CONVERSATIONS

Build immediate credibility that supports higher quality engagement and faster sales cycles.

Trusted experts. Real-world experience. A quality audience.

SANS helps your brand earn attention by placing it alongside expertise people already trust.

2027 SANS Events & Forums

Flagship Summits, conferences, and topic forums — your stage to lead the conversation.

JANUARY

JAN 26 SOC/SIEM/SOAR
VIRTUAL FORUM

FEBRUARY

FEB 1-2 Cyber Threat Intelligence
VIRTUAL & IN-PERSON SUMMIT |
ALEXANDRIA, VA

FEB 1-2 OSINT
VIRTUAL & IN-PERSON SUMMIT |
ALEXANDRIA, VA

FEB 25 Utilities & Critical Infrastructure
VIRTUAL FORUM

MARCH

MAR 9-11 Spring Cyber Solutions Fest
VIRTUAL EVENT

APRIL

APR 13-15 SANS 2027
IN-PERSON EVENT | ORLANDO, FL

APR 27-28 AI Cybersecurity Spring
VIRTUAL & IN-PERSON SUMMIT |
DENVER, CO

MAY

MAY 18 Cyber Innovations Showcase — Spring
VIRTUAL FORUM

JUNE

JUN 7-9 ICS Security
VIRTUAL & IN-PERSON SUMMIT |
ORLANDO, FL

JULY

JUL 13-15 SANSFIRE 2027
IN-PERSON EVENT |
WASHINGTON, DC

JUL 16 Banking & Finance
VIRTUAL FORUM

AUGUST

AUG 23-24 DFIR
VIRTUAL & IN-PERSON SUMMIT |
WASHINGTON, DC

SEPTEMBER

SEP 2 Offensive Security
VIRTUAL FORUM

SEP 23 Cyber Innovations Showcase
VIRTUAL FORUM

SEP 28-30 Network Security 2027
IN-PERSON EVENT | LAS VEGAS, NV

OCTOBER

OCT 26-27 AI Cybersecurity Fall
VIRTUAL & IN-PERSON SUMMIT |
ALEXANDRIA, VA

NOVEMBER

NOV 16-18 Fall Cyber Solutions Fest
VIRTUAL EVENT

DECEMBER

DEC 7-9 CDI 2027
IN-PERSON EVENT |
WASHINGTON, DC

VIRTUAL SPONSORSHIP BENEFITS

Branding on Event Website and In-Person Event	✓
Discussion Channel on Slack Workspace	✓
Speaking Session at Virtual Event	✓
MP4 Recording of Speaking Session	✓
Virtual Opt-In 500+ Lead Guarantee	✓

IN-PERSON SPONSORSHIP BENEFITS

Tabletop in Summit Expo Hall	✓
Sponsorship of Summit @Night event	✓
Tabletop During First Day of Classes and Lunch Presentation for 30-50 people	✓

For more information, contact
sponsorships@sans.org



Ready to reach the decision makers?



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2027 Cyber Solutions Fest

Two high-intensity virtual events

The most efficient way to reach a concentrated, self-selected audience of cybersecurity practitioners — all in one place, all in buying mode.

SPRING | MARCH 9-11 | VIRTUAL

MAR 9 Emerging Technologies

MAR 10 Cloud/Kubernetes & CNAPP

MAR 10 Detection & Response

MAR 11 Exposure Management

MAR 11 Ransomware & Malware

FALL | NOVEMBER 16-18 | VIRTUAL

NOV 16 Emerging Technologies

NOV 17 SOC

NOV 17 Identity Security/Zero Trust

NOV 18 Threat Intelligence

NOV 18 AI Track

What Your Sponsorship Includes

✓ Virtual Speaking Slot

Present your solution to ~1,500 viewers per track in a 20-, 30-, or 40-minute slot (based on your package).

✓ Seat on Track Panel Discussion

Join a panel with other experts to share insights and thought leadership.

✓ MP4 Recording of Session

Get a recording of your session for future use, sharing, or internal reference.

✓ Opt-in Lead Guarantee

Receive 750–1,000 opt-in leads for post-event sales and follow-up.

✓ Discussion Channel on Slack

Engage directly with attendees directly via dedicated channel to foster interaction and networking.

✓ Branding on Event Website

Gain visibility on the event website, to increase brand recognition and reach.



Ready to reach the decision makers?



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2027 SANS Research Program

Sponsor Industry-Defining Research

Build your brand's authority through co-branded SANS surveys and thought leadership designed for a highly targeted cybersecurity audience.

Each survey and insights event gives your organization a credible, research-backed voice in the market. SANS manages the methodology, analysis, and editorial integrity—while your brand gains visibility, qualified leads, and valuable market intelligence.

2027 Research Calendar

FEB 11	AI Security Maturity Model Benchmarking Survey
MAR 24	Identity Threat Survey
APR 21	Government Security Survey
MAY 12	CTI Survey
MAY 26	Cyber Resilience & Ransomware Recovery Survey
JUN 23	SOC Survey

JUL 21	AI Survey
AUG 25	Threat Hunting Survey
OCT 6	Cloud/CNAPP Survey
OCT 20	Exposure Management Survey
NOV 10	ICS/OT Survey
DEC 3	Detection & Response Survey

Sponsorship Deliverables (based on your package)

SANS Research Surveys Offer Our Most Comprehensive Sponsorship Package

-  **Branded Paper**
Co-branded content distributed to a targeted audience, boosting visibility and credibility
-  **Custom Product Brief**
Co-branded with SANS
-  **Inclusion in Panel Discussion**
Increase visibility and establish yourself as a thought leader
-  **MP4 Recording**
Repurpose the speaking session for marketing content or promotion
-  **Opt-In Lead Guarantee**
500+ for surveys
-  **Speaking Session**
Share thought leadership and insights with a highly targeted audience
-  **Anonymized-Survey Results Data**
Receive insights into overall survey responses to help tailor effective strategies



Ready to reach the decision makers?



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