

**2026 SANS**  
Summit  
Sponsorship  
Opportunities

**Where Cybersecurity Buyers  
Meet Their Next Solution**

# Why Sponsor a SANS Summit?

Sponsoring a SANS Summit delivers direct, high-impact-sales results by putting your team in front of cybersecurity professionals who are actively evaluating new technologies and are ready to buy. SANS Summits attract decision makers with budget authority, giving your sales organization immediate access to high-intent prospects and live conversations that accelerate pipeline creation.



## **Direct access to buyers:**

Meet security leaders and practitioners who influence or control purchasing decisions—and are actively looking for new solutions.

## **High-intent lead generation:**

Engage with prospects already motivated to improve their security posture, resulting in stronger leads and accelerated pipeline.

## **Brand authority and credibility:**

Align your organization with SANS, one of the most trusted names in cybersecurity, to elevate brand perception and credibility.

## **Deal Acceleration Opportunities:**

Create meaningful, in-person conversations that move stalled opportunities forward and shorten the sales cycle.

## **ROI Opportunities**

In 2025, on average, a SANS Summit attracted 275 in-person attendees and 5,800+ virtual registrants. Sponsored Summit Solutions Tracks averaged 2,500+ registrants and delivered an average of 1,800+ opt-in leads. 40–50% of registrants were mid- to senior-level practitioners who had either direct or indirect influence on budgetary decisions. Sponsors who had in-person table-tops at summit events reported numerous conversations with attendees who fit their target audience, which led to future sales opportunities. Sponsors who spoke at our Summit Solutions Tracks reported 7–10 times their investment in qualified opportunities.

**Contact Us to Reserve Your Spot**

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

# 2026

# SANS Summits

All Summits offer both **IN-PERSON** and **VIRTUAL** opportunities

JAN 26-27 Arlington, VA & Virtual	CTI SUMMIT	JUN 8-10 Orlando, FL & Virtual	ICS SUMMIT
MAR 16 Arlington, VA & Virtual	OSINT SUMMIT	AUG 17-18 San Francisco, CA & Virtual	Cloud SUMMIT
MAR 17 Arlington, VA & Virtual	Leadership SUMMIT	AUG 27-28 Las Vegas, NV & Virtual	Security Awareness SUMMIT
APR 20-21 Arlington, VA & Virtual	AI SUMMIT	OCT 15-16 Arlington, VA & Virtual	DFIR & Ransomware SUMMIT

## Virtual Sponsorship Opportunities

BENEFITS	SILVER	PLATINUM
Branding on Event Website and In-Person Event	✓	✓
Discussion Channel on Slack Workspace	✓	✓
30-Minute Speaking Slot at Solutions Track		✓
MP4 Recording of Speaking Session		✓
Virtual Opt-In Lead Guarantee	500 Leads	500 Leads

## In-Person Sponsorship Opportunities

- ✓ Tabletop in Summit Expo Hall
- ✓ Sponsorship of Summit @Night event
- ✓ Tabletop during first day of classes and lunch presentation for 30–50 people

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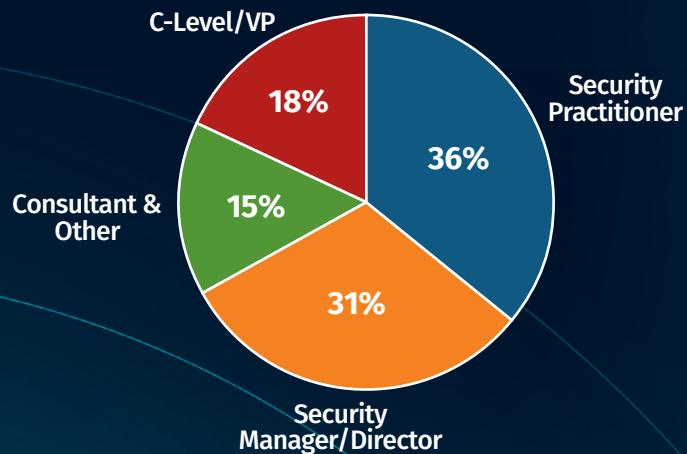
 [sponsorships@sans.org](mailto:sponsorships@sans.org)

# Charting Success Together

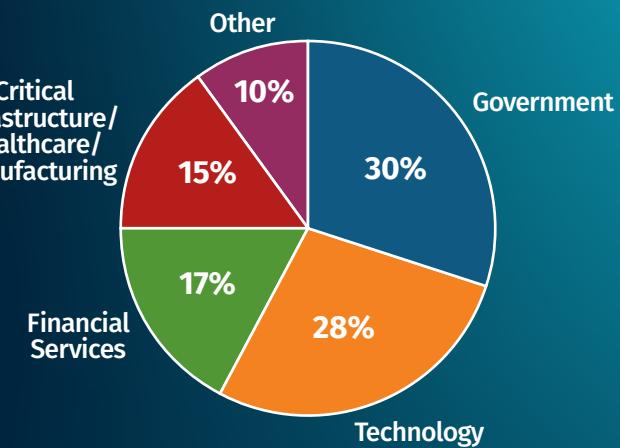
SANS has a base of over 500,000 cybersecurity professionals.

## 2026 Demographics

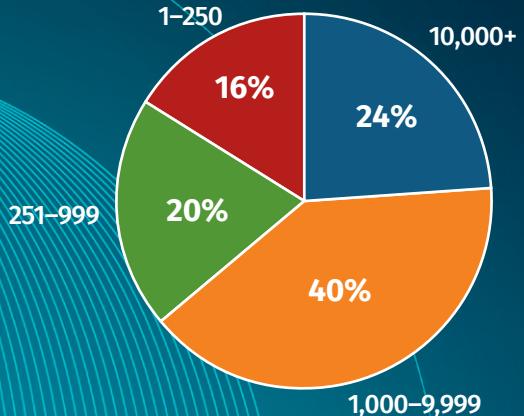
### JOB FUNCTION



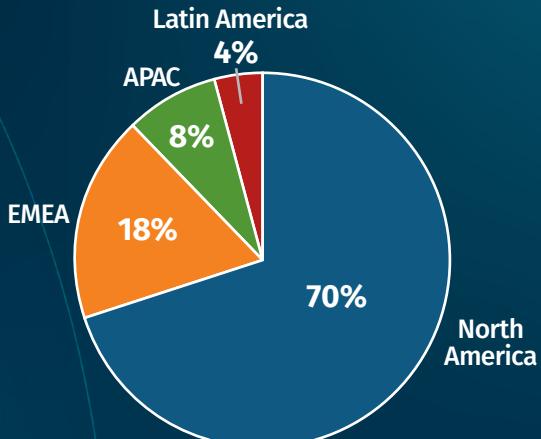
### INDUSTRY TYPE



### EMPLOYEES



### REGION



**SANS** | Research Program

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