SANS | GIAC CERTIFICATIONS

2026 SANS

SOC-Focused Sponsorship Opportunities

Why Partner with SANS?

Sponsoring a SANS SOC-focused program delivers high-value ROI through direct access to SOCleaders actively seeking modern detection, SIEM, and SOAR solutions. Sponsors gain trustedbrand alignment, high-intent leads, and accelerated pipeline impact through multi-channelvisibility across webcasts, surveys, and expert content—driving stronger engagement,credibility, and measurable revenue outcomes.

Five Reasons to Sponsor a SANS SOC Program

✓ **Reach engaged SOC buyers** actively evaluating tools, services, and strategies for modernizing detection, response, SIEM, and SOAR capabilities.

✓ **Align your brand with SANS' trusted expertise,** elevating credibility and accelerating prospect confidence in your SOC-focused solutions.

✓ **Generate high-intent leads** through direct access to SOC managers, analysts, architects, and decision makers seeking actionable improvements.

✓ **Increase pipeline velocity** with multi-touch exposure across SANS webcasts, surveys, and thought-leadership channels that drive ongoing engagement.

✓ **Influence SOC maturity conversations** by showcasing expertise, positioning your organization as a strategic partner in improving operational resilience.

ROI Opportunities

By aligning with SANS, your organization invests in brand visibility, customer acquisition, and long-term thought-leadership—making this one of the highest-ROI opportunities in the cybersecurity market. SANS' robust and diverse offerings allow us to align perfectly with your strategic direction. Whether you are looking for in-person events, speaking opportunities or research content, SANS has an offering that will place your solutions directly in front of your target audience. Sponsors routinely report 7–10 times their investment in high-qualified opportunities specifically with decision makers or decision influencers.

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FEB 27 VIRTUAL	**SOC | SIEM | SOAR Forum**	**FORUM**
JUN 17 VIRTUAL	**SOC Survey**	**SURVEY**
NOV 18 VIRTUAL	**Fall Cyber Solutions Fest** SOC Track	**CYBER FEST**

Custom Content Offerings:

In addition to these programs, SANS offers the unique opportunity to collaborate with a highly respected SANS instructor, who authors custom materials informed by your priorities and areas of interest. These include:

- ✓ **White Papers**
- ✓ **Surveys**
- ✓ **Third-Party Product Reviews**
- ✓ **Evaluation Guides**
- ✓ **Webcasts**

Cyber Fest Deliverables

- ✓ **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- ✓ **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- ✓ **Discussion channel on Slack:** Engage directly with attendees via dedicated channel to foster interaction and networking.

- ✓ **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- ✓ **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.

Research Survey Deliverables

- ✓ **Opt-in lead guarantee:** Receive opt-in leads for post-event sales and follow-up
- ✓ **Branding on survey webcast page:** Gain visibility on the event website to increase brand recognition and reach
- ✓ **Custom product brief:** A SANS-authored, custom-content asset highlighting the importance of your solution backed by SANS research
- ✓ **Inclusion in panel discussion:** Join a panel with other experts to share insights and thought leadership

- ✓ **Co-branded survey insights report:** Gain prominent visibility alongside widely recognized, data-driven findings that the cybersecurity community relies on to guide strategy, validate decisions, and shape industry best practices
- ✓ **Speaking session:** Share thought leadership and insights with a highly targeted audience*
- ✓ **Anonymized-survey results data:** Empowering deeper insights, custom analysis, and data-driven content that elevates your thought leadership and sharpens your market strategy
- ✓ **MP4 recording:** Repurpose the speaking session for marketing content or promotion

Forum Deliverables

- ✓ **Opt-in lead guarantee:** Receive opt-in leads for post-event sales and follow-up.
- ✓ **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- ✓ **Inclusion in panel discussion:** Join a panel with other experts to share insights and thought leadership.

- ✓ **Speaking session:** Share thought leadership and insights with a highly targeted audience.*
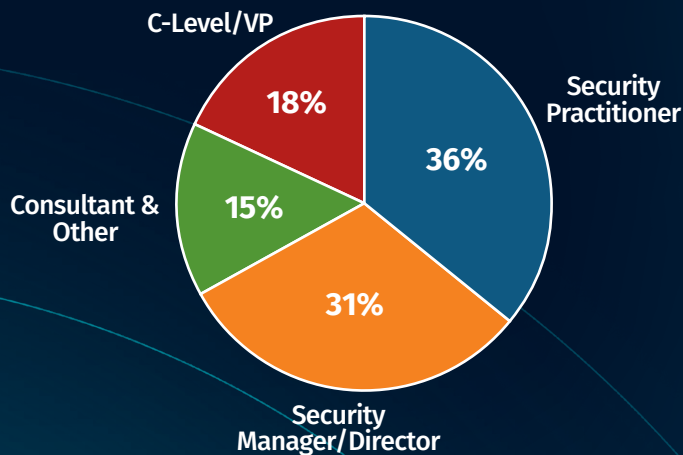- ✓ **MP4 recording:** Repurpose the speaking session for marketing content or promotion.

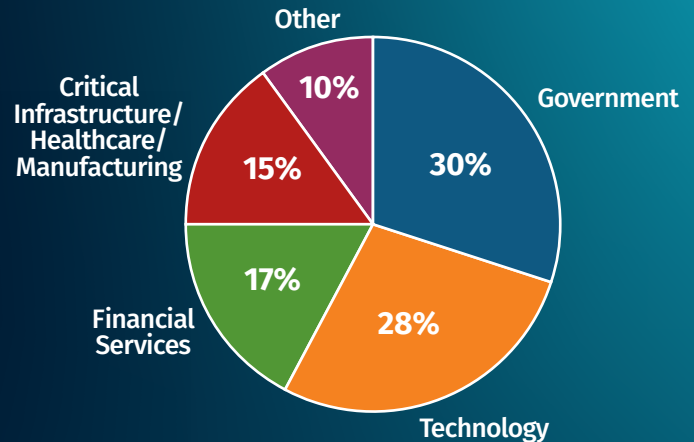*Based on your package

Charting Success Together

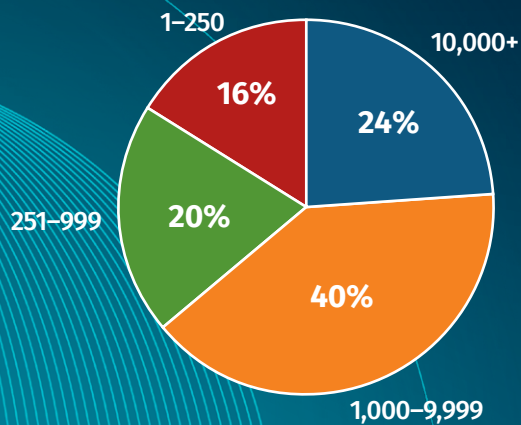**SANS has a base of over 500,000 cybersecurity professionals.**
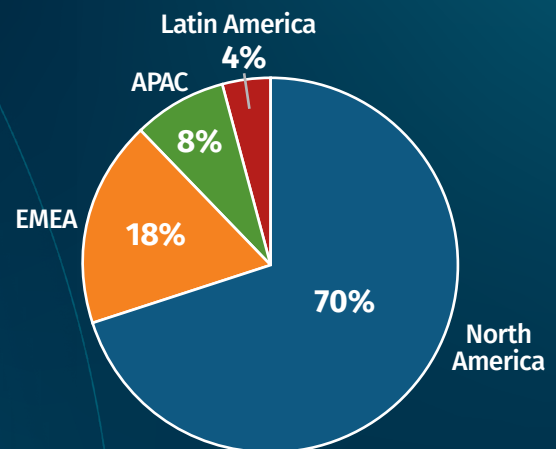
2026 Demographics

JOB FUNCTION

- C-Level/VP **18%**
- Security Practitioner **36%**
- Consultant & Other **15%**
- Security Manager/Director **31%**

INDUSTRY TYPE

- Other **10%**
- Critical Infrastructure/Healthcare/Manufacturing **15%**
- Government **30%**
- Financial Services **17%**
- Technology **28%**

EMPLOYEES

- 1–250 **16%**
- 10,000+ **24%**
- 251–999 **20%**
- 1,000–9,999 **40%**

REGION

- Latin America **4%**
- APAC **8%**
- EMEA **18%**
- North America **70%**

SANS | Research Program