SANS | GIAC CERTIFICATIONS

2026 SANS

AI-Focused Sponsorship Opportunities

Why Partner with SANS?

Sponsoring a SANS AI Security program delivers strong ROI by aligning your organization with the leading authority on both securing AI systems and using AI to strengthen cybersecurity operations. You gain targeted visibility with practitioners and decision makers seeking solutions for AI risk, model governance, and AI-powered detection, response, and automation. This investment accelerates qualified pipeline growth, elevates your credibility across the AI-security and AI-for-security markets, and positions your brand at the center of one of the fastest-evolving areas in cybersecurity.

Five Reasons to Sponsor a SANS AI Security Program

- **Reach a highly targeted audience of AI-focused security leaders:** Engage directly with practitioners and decision makers responsible for securing AI models, governing AI risk, and evaluating AI-powered defensive tools.

- **Position your brand at the center of AI security innovation:** Align with SANS—the most trusted authority in cybersecurity—to elevate your credibility in both AIsecurity and AI-driven security operations.

- **Accelerate pipeline growth with high-intent buyers:** Gain access to organizations actively investing in AI governance, model security, and AI-powered detection/response technologies, driving sustained lead generation.

- **Influence industry education and emerging best practices:** Showcase yourexpertise and help shape conversations around securing AI workflows, automating SOC functions, reducing analyst workload, and mitigating AI-based threats.

- **Expand long-term visibility through multi-channel thought leadership:** Benefit from exposure across SANS webcasts, papers, events, and communities—extending your brand presence well beyond a single campaign.

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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APR 20–21 **HYBRID**	AI Summit	**SUMMIT**
JUN 15 **VIRTUAL**	AI Survey	**SURVEY**
NOV 19 **VIRTUAL**	Fall Cyber Solutions Fest **AI 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**
- ✓ **Evaluation Guides**
- ✓ **Surveys**
- ✓ **Webcasts**
- ✓ **Third-Party Product Reviews**

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

Summit Deliverables

Virtual & In-Person

- ✓ **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.

Virtual

- ✓ **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- ✓ **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- ✓ **MP4 recording of session:** Get a recording of your session for future use, sharing, or internal reference.

In-Person (Based on Your Package)

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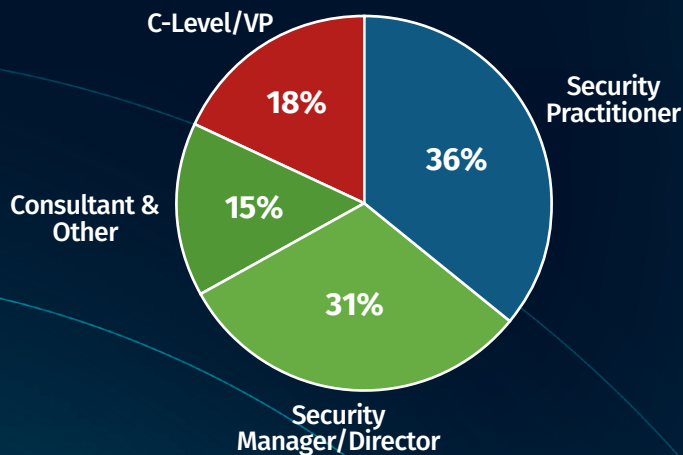- ✓ **Tabletop during first day of classes and lunch presentation for 30–50 people**

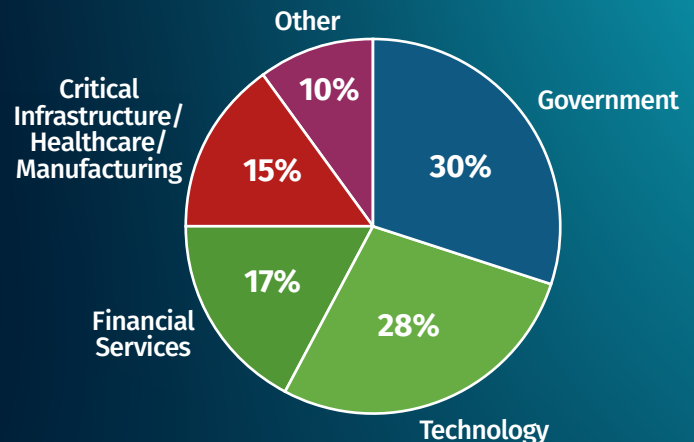*Based on your package

Charting Success Together

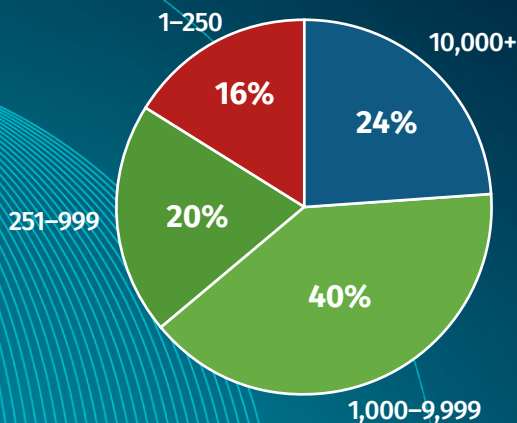**SANS has a base of over 500,000 cybersecurity professionals.**
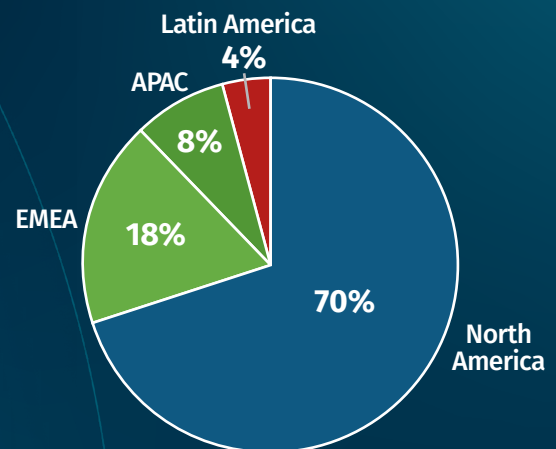
2026 Demographics

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