SANS

2026 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."



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.



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 today.

SANS Training Events Calendar

JAN 15 Kubernetes & Virtual **CNAPP Forum SANS 2026** JAN 26-27 **CTI Summit Arlington, VA & Virtual** In-Person Tabletop and Virtual Solutions Track **SANS 2026** FEB 11-12 Winter Cyber Virtual Solutions Fest **SANS 2026 FEB 27** SOC/SIEM/SOAR Virtual Forum **SANS 2026 MAR 16** OSINT Summit **Arlington, VA & Virtual In-Person Tabletop and SANS 2026 MAR 17** Leadership Summit In-Person Tabletop and Virtual Solutions Track **Arlington, VA & Virtual SANS 2026** MAR 30-31 Lunch & Learns and Solutions Expo (Mar 31) Orlando, FL APR 20-21 **AI Summit** Arlington, VA & Virtual In-Person Tabletop and Virtual Solutions Track **SANS 2026** MAY 5-7 Spring Cyber **Virtual** Solutions Fest

SANS 2026 JUN 8-10 ICS Summit In-Person Tabletop and Virtual Solutions Track Orlando, FL & Virtual **JUN 24 SANS 2026** Demo Day Virtual SANSFIRE 2026 JUL 14-16 Lunch & Learns and Solutions Expo (Jul 15) Orlando, FL & Virtual **SANS 2026 AUG 17-18 Cloud Summit** San Francisco, CA & Virtual In-Person Tabletop and Virtual Solutions Track **SANS 2026** AUG 27-28 Awareness Summit Las Vegas, NV & Virtual In-Person Tabletop and **SANS 2026** OCT 15-16 **DFIR Summit** In-Person Tabletop and Virtual Solutions Track Arlington, VA & Virtual **SANS 2026** NOV 17-19 Fall Cyber **Virtual** Solutions Fest SANS CDI 2026 **DEC 15-17** Lunch & Learns and Solutions Expo (Dec 16) Washington, DC

SANS Cyber Solutions Fest

Three VIRTUAL annual events bringing together experts and practitioners to tackle the most pressing challenges in cybersecurity.







Sponsorship Deliverables

- Gain visibility on the event website, to increase brand recognition and reach.
- Discussion Channel on Slack

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

networking.

Opt-in Lead Guarantee

Receive 750–1,000 opt-in leads for post-event sales and follow-up. (On avg. 2,000+)

Speaking Slot on Track

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.

2026

SANS Research Program Schedule

MAR 11 Virtual	SANS 2026 Identity Threats Survey & Forum	SEP 16 Virtual	SANS 2026 Threat Hunting Survey & Forum
	\		
APR 15 Virtual	SANS 2026 CTI Survey & Forum	OCT 7 Virtual	SANS 2026 Exposure Management Survey & Forum
MAY 13 Virtual	SANS 2026 Government Security Survey & Forum	OCT 21 Virtual	SANS 2026 Cloud Security Survey & Forum
JUN 17 Virtual	SANS 2026 SOC Survey & Forum	NOV 10 Virtual	SANS 2026 OT/ICS Survey & Forum
JUL 15 Virtual	SANS 2026 AI Survey & Forum	DEC 9 Virtual	SANS 2026 Detection & Response Survey & Forum

Sponsorship Deliverables (based on your package)

- **Custom Product Brief**
 - Co-branded with SANS
- Opt-In Lead Guarantee
 - 500+ for surveys
- Speaking Session Share thought leadership and insights with a

highly targeted audience

MP4 Recording

Repurpose the speaking session for marketing content or promotion

- Inclusion in Panel Discussion
 - Increase visibility and establish yourself as a thought leader
- Branded Paper
 - Co-branded content distributed to a targeted audience, boosting visibility and credibility
- **Anonymized-Survey Results Data**

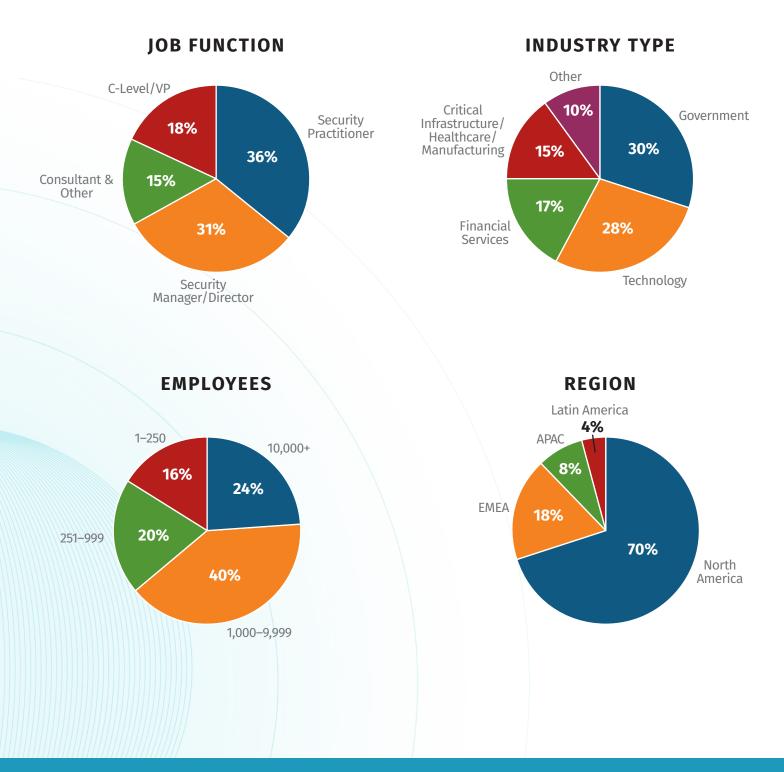
Receive insights into overall survey responses to help tailor effective strategies



Charting Success Together

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

2026 Demographics



Previous Event Sponsors



















infoblox

Google Cloud

netwrix

OPSWAT.



RAPIDI





THREATL@CKER®









SANS



www.sans.org



sponsorships@sans.org