

The SANS logo is rendered in a white, serif, all-caps font. The letters are closely spaced, with the 'S' and 'A' being particularly prominent. The background is a dark teal with faint, concentric circular patterns in a lighter teal shade.

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.*

# Why Partner with SANS?



### 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](mailto:sponsorships@sans.org) today.**

2026

# SANS Training Events Calendar

JAN 15

Virtual

SANS 2026

Kubernetes &  
CNAPP Forum

JAN 26-27

Arlington, VA & Virtual

SANS 2026

CTI Summit  
In-Person Tabletop and  
Virtual Solutions Track

FEB 11-12

Virtual

SANS 2026

Winter Cyber  
Solutions Fest

FEB 27

Virtual

SANS 2026

SOC/SIEM/SOAR  
Forum

MAR 16

Arlington, VA & Virtual

SANS 2026

OSINT Summit  
In-Person Tabletop and  
Virtual Solutions Track

MAR 17

Arlington, VA & Virtual

SANS 2026

Leadership Summit  
In-Person Tabletop and  
Virtual Solutions Track

MAR 30-31

Orlando, FL

SANS 2026

Lunch & Learns and  
Solutions Expo (Mar 31)

APR 20-21

Arlington, VA & Virtual

SANS 2026

AI Summit  
In-Person Tabletop and  
Virtual Solutions Track

MAY 5-7

Virtual

SANS 2026

Spring Cyber  
Solutions Fest

JUN 8-10

Orlando, FL & Virtual

SANS 2026

ICS Summit

In-Person Tabletop and  
Virtual Solutions Track

JUN 24

Virtual

SANS 2026

Demo Day

JUL 14-16

Orlando, FL & Virtual

SANSFIRE 2026

Lunch & Learns and  
Solutions Expo (Jul 15)

AUG 17-18

San Francisco, CA & Virtual

SANS 2026

Cloud Summit

In-Person Tabletop and  
Virtual Solutions Track

AUG 27-28

Las Vegas, NV & Virtual

SANS 2026

Awareness Summit

In-Person Tabletop and  
Virtual Solutions Track

OCT 15-16

Arlington, VA & Virtual

SANS 2026

DFIR Summit

In-Person Tabletop and  
Virtual Solutions Track

NOV 17-19

Virtual

SANS 2026

Fall Cyber  
Solutions Fest

DEC 15-17

Washington, DC

SANS CDI 2026

Lunch & Learns and  
Solutions Expo (Dec 16)



[www.sans.org](http://www.sans.org)



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



2026

# SANS Cyber Solutions Fest

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

**FEB 11-12**  
Virtual

**WINTER**  
CYBER SOLUTIONS FEST



**Tracks:**

- **Feb 11** Banking & Finance
- **Feb 11** Healthcare
- **Feb 12** Utilities & Critical Infrastructure

**MAY 5-7**  
Virtual

**SPRING**  
CYBER SOLUTIONS FEST



**Tracks:**

- **May 5** Emerging Technology
- **May 6** Cloud Security
- **May 6** Detection & Response
- **May 7** Exposure Management
- **May 7** Insider Threat, Malware & Ransomware

**NOV 17-19**  
Virtual

**FALL**  
CYBER SOLUTIONS FEST



**Tracks:**

- **Nov 17** Emerging Technology
- **Nov 18** SOC
- **Nov 18** Identity Threat & Zero Trust
- **Nov 19** AI
- **Nov 19** Threat Intelligence & Threat Hunting

## Sponsorship Deliverables

- ✓ **Branding on Event Website**  
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 13 Virtual	SANS 2026 Identity & Threat 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 28 Virtual	SANS 2026 Government Survey & Forum	OCT 21 Virtual	SANS 2026 Cloud Survey & Forum
JUN 17 Virtual	SANS 2026 SOC Survey & Forum	NOV 10 Virtual	SANS 2026 ICS/OT 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)

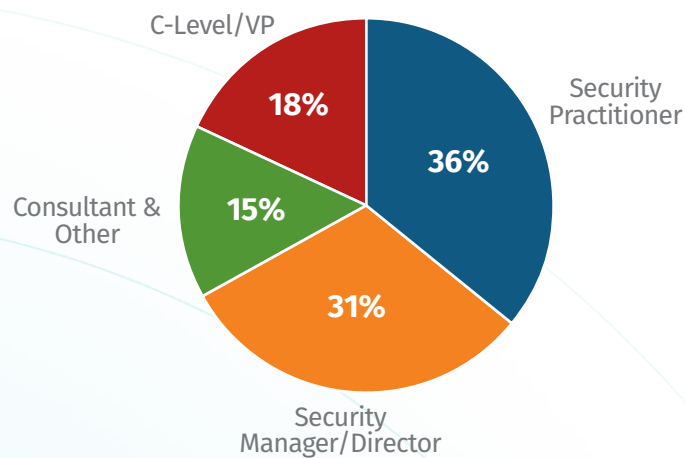
- ✓ **Custom Product Brief**  
Co-branded with SANS
- ✓ **Opt-In Lead Guarantee**  
500+ for surveys
- ✓ **Speaking Session**  
Share thought leadership and insights with a highly targeted audience
- ✓ **MP4 Recording**  
Repurpose the speaking session for marketing content or promotion
- ✓ **Inclusion 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

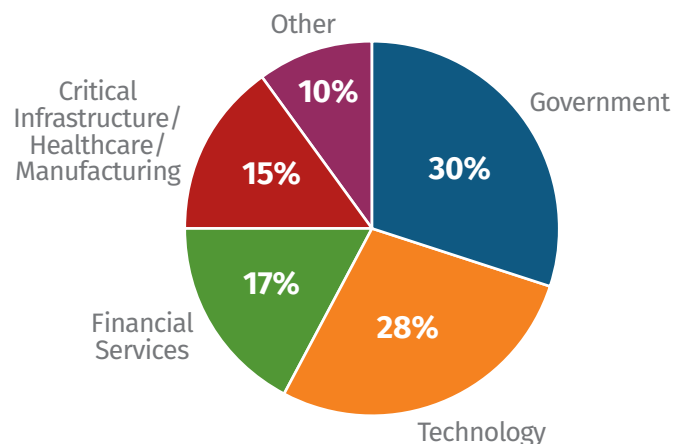
SANS has a base of over **500,000** cybersecurity professionals.

## 2026 Demographics

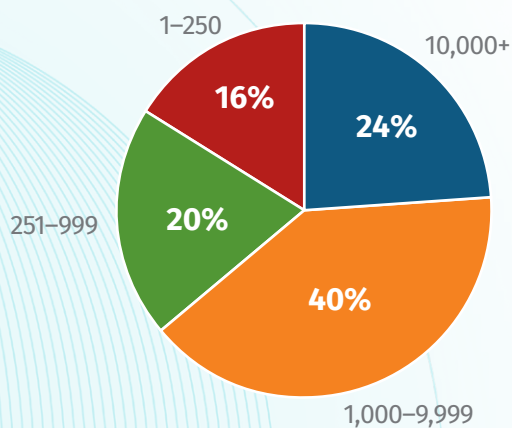
**JOB FUNCTION**



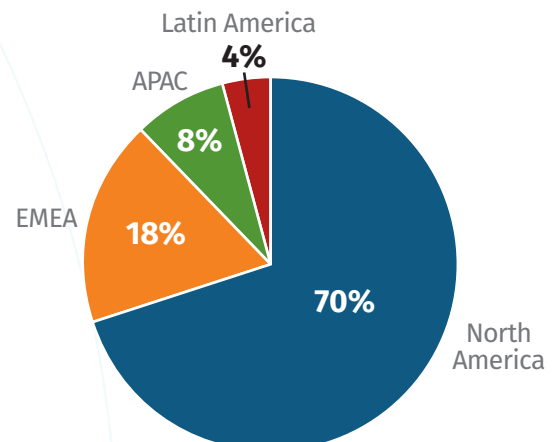
**INDUSTRY TYPE**



**EMPLOYEES**



**REGION**



# Previous Event Sponsors



# SANS



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