

SANS

2026

Sponsored Events

SPONSORSHIP OPPORTUNITIES

“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 today.

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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SANS Training Events Sponsorship Opportunities

MAR 30-31
Orlando, FL
& Virtual

SANS 2026
Expo Date: Mar 31

JUL 14-16
Washington, DC
& Virtual

SANSFIRE
Expo Date: Jul 15

DEC 15-17
Washington, DC
& Virtual

SANS CDI
Expo Date: Dec 16

BENEFITS	SILVER	GOLD
Signage and Branding at In-Person Event	✓	✓
Tabletop at In-Person Event Expo	✓	✓
Badge Scanner Application	✓	✓
Inclusion in Passport to Prizes	✓	✓
Lunchtime Presentation in Classroom for 40-50 Attendees		✓
Boxed Lunch for 40-50 Attendees		✓

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Solutions Forums Sponsorship Opportunities

JAN 15
Virtual

Kubernetes &
CNAPP Forum

FEB 27
Virtual

SOC/SIEM/SOAR
Forum

JUN 24
Virtual

Demo Day

BENEFITS	SILVER	GOLD
30-Minute Speaking Session and MP4 Recording		✓
Slack Workspace Participation	✓	✓
500+ Opt-In Leads	✓	✓



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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

BENEFITS	SILVER	GOLD	PLATINUM
Branding on Event Website	✓	✓	✓
Discussion Channel on Slack	✓	✓	✓
Opt-In Lead Guarantee	500 Leads	750 Leads	1,000 Leads
MP4 Recording of Session		All Sessions	All Sessions
Speaking Slot on Track		30 Minutes	40 Minutes
Seat on Track Panel Discussion			✓



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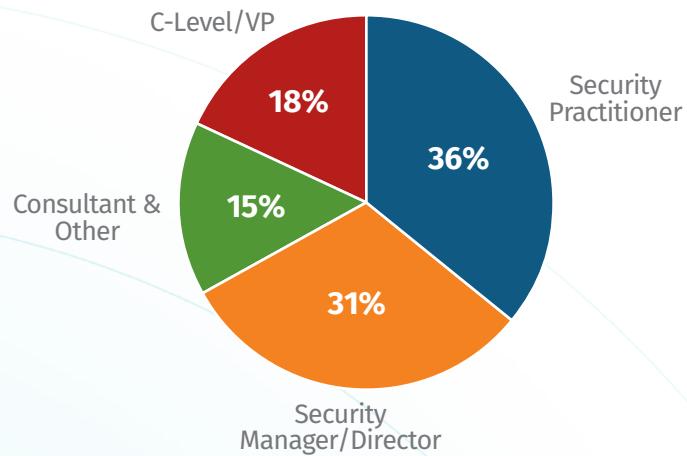
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Charting Success Together

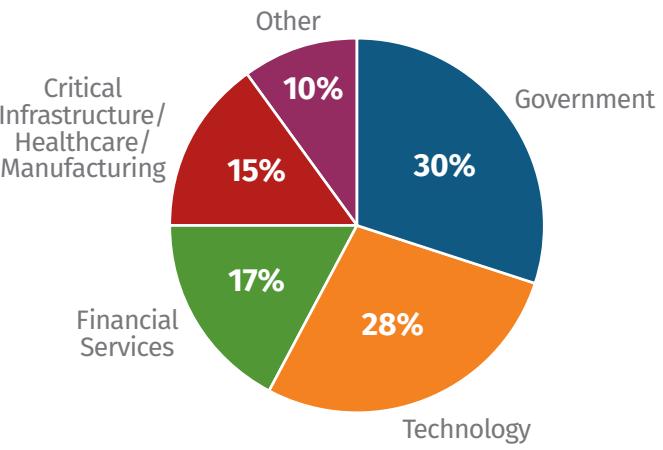
SANS has a base of over **500,000** cybersecurity professionals.

2026 Demographics

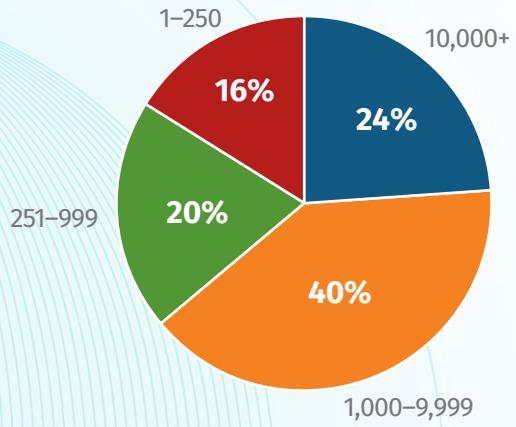
JOB FUNCTION



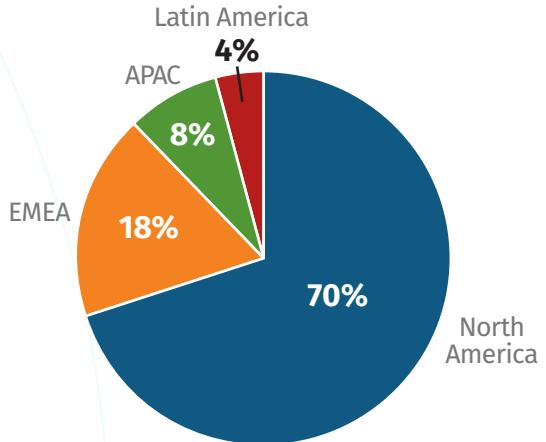
INDUSTRY TYPE



EMPLOYEES



REGION



Previous Event Sponsors



Google Cloud



netwrix



OPSWAT.



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NETWORKS



RAPID7



SWIMLANE



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