SANS

2027 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."

Reach the people shaping cybersecurity decisions.

WHY YOUR BRAND BELONGS HERE

SANS connects your brand with an engaged community of practitioners and leaders who invest in advanced training and protect real-world infrastructure.



01

HIGH-INTENT AUDIENCE

Reach professionals actively building, buying, and defending — not passive impressions.

02

EXPERT-AUTHORED CONTENT

SANS instructors create the content, combining deep expertise with firsthand field experience.

03

STRONGER CONVERSATIONS

Build immediate credibility that supports higher quality engagement and faster sales cycles.

Trusted experts. Real-world experience. A quality audience.

SANS helps your brand earn attention by placing it alongside expertise people already trust.

2027 SANS Events & Forums

Conferences and topic forums — your stage to lead the conversation.

JANUARY

JAN 26 — **SOC/SIEM/SOAR**
VIRTUAL FORUM

FEBRUARY

FEB 1–2 — **Cyber Threat Intelligence**
VIRTUAL & IN-PERSON SUMMIT | ALEXANDRIA, VA

FEB 1–2 — **OSINT**
VIRTUAL & IN-PERSON SUMMIT | ALEXANDRIA, VA

FEB 25 — **Utilities & Critical Infrastructure**
VIRTUAL FORUM

MARCH

MAR 9–11 — **Spring Cyber Solutions Fest**
VIRTUAL EVENT

APRIL

APR 13–15 — **SANS Orlando 2027**
IN-PERSON EVENT | ORLANDO, FL

APR 27–28 — **AI Cybersecurity Spring**
VIRTUAL & IN-PERSON SUMMIT | DENVER, CO

MAY

MAY 18 — **Cyber Innovations Showcase — Spring**
VIRTUAL FORUM

JUNE

JUN 7–9 — **ICS Security**
VIRTUAL & IN-PERSON SUMMIT | ORLANDO, FL

JULY

JUL 13–15 — **SANSFIRE 2027**
IN-PERSON EVENT | WASHINGTON, DC

JUL 16 — **Banking & Finance**
VIRTUAL FORUM

AUGUST

AUG 23–24 — **DFIR**
VIRTUAL & IN-PERSON SUMMIT | WASHINGTON, DC

SEPTEMBER

SEP 2 — **Offensive Security**
VIRTUAL FORUM

SEP 23 — **Cyber Innovations Showcase — Fall**
VIRTUAL FORUM

SEP 28–30 — **SANS Las Vegas 2027**
IN-PERSON EVENT | LAS VEGAS, NV

OCTOBER

OCT 26–27 — **AI Cybersecurity Fall**
VIRTUAL & IN-PERSON SUMMIT | ALEXANDRIA, VA

NOVEMBER

NOV 16–18 — **Fall Cyber Solutions Fest**
VIRTUAL EVENT

DECEMBER

DEC 7–9 — **SANS Washington D.C. 2027**
IN-PERSON EVENT | WASHINGTON, DC

VIRTUAL SPONSORSHIP BENEFITS

Branding on Event Website and In-Person Event	✔
Discussion Channel on Slack Workspace	✔
Speaking Session at Virtual Event	✔
MP4 Recording of Speaking Session	✔
Virtual Opt-In 500+ Lead Guarantee	✔

IN-PERSON SPONSORSHIP BENEFITS

Tabletop in Summit Expo Hall	✔
Sponsorship of Summit @Night event	✔
Tabletop During First Day of Classes and Lunch Presentation for 30–50 people	✔

For more information, contact
sponsorships@sans.org

2027 SANS Training Events



SANS Orlando

APR 13–15 | VIRTUAL & IN-PERSON | ORLANDO, FL

SANS Las Vegas

SEP 28–30 | VIRTUAL & IN-PERSON | LAS VEGAS, NV

SANSFIRE

JUL 13–15 | VIRTUAL & IN-PERSON | WASHINGTON, DC

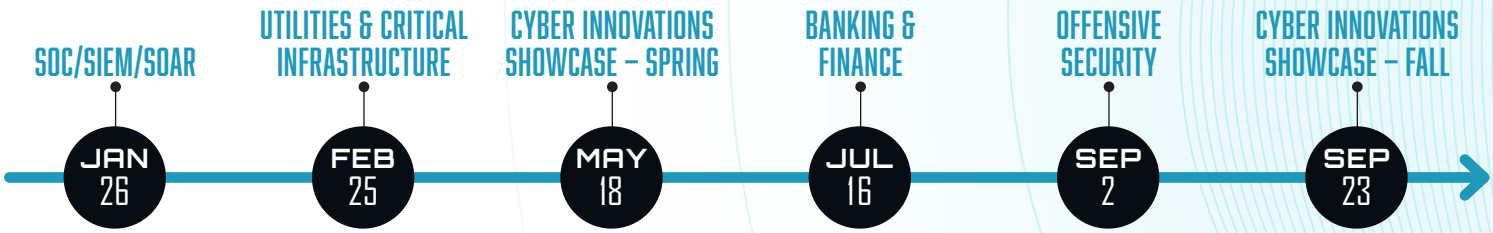
SANS Washington, DC

DEC 7–9 | VIRTUAL & IN-PERSON | WASHINGTON, DC

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

Ready to reach the decision makers? sans.org/sponsorship sponsorships@sans.org

2027 SANS Forums



SOC/SIEM/SOAR

JAN 26 | VIRTUAL

Utilities & Critical Infrastructure

FEB 25 | VIRTUAL

Cyber Innovations Showcase – Spring

MAY 18 | VIRTUAL

Banking & Finance

JUL 16 | VIRTUAL

Offensive Security

SEP 2 | VIRTUAL

Cyber Innovations Showcase – Fall

SEP 23 | VIRTUAL

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

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2027 Cyber Solutions Fest

Two high-intensity virtual events

The most efficient way to reach a concentrated, self-selected audience of cybersecurity practitioners — all in one place, all in buying mode.



Cyber Solutions Fest Spring
MARCH 9–11 | VIRTUAL

MAR 9	Emerging Technologies
MAR 10	Cloud/Kubernetes & CNAPP
MAR 10	Detection & Response
MAR 11	Exposure Management
MAR 11	Ransomware & Malware

Cyber Solutions Fest Fall
NOVEMBER 16–18 | VIRTUAL

NOV 16	Emerging Technologies
NOV 17	SOC
NOV 17	Identity Security/Zero Trust
NOV 18	Threat Intelligence
NOV 18	AI Track

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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2027 SANS Summits

All Summits offer both In-Person and Virtual opportunities

Put your brand in front of the practitioners and decision-makers actively shaping their organizations' security strategy.



Cyber Threat Intelligence

FEB 1–2 | VIRTUAL & IN-PERSON | ALEXANDRIA, VA

ICS Security

JUN 7–9 | VIRTUAL & IN-PERSON | ORLANDO, FL

OSINT

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AI Cybersecurity Spring

APR 27–28 | VIRTUAL & IN-PERSON | DENVER, CO

AI Cybersecurity Fall

OCT 26–27 | VIRTUAL & IN-PERSON | ALEXANDRIA, VA

VIRTUAL SPONSORSHIP BENEFITS	SILVER	PLATINUM
Branding on Event Website and In-Person Event	✔	✔
Discussion Channel on Slack Workspace	✔	✔
Speaking Session at Virtual Event		✔
MP4 Recording of Speaking Session		✔
Virtual Opt-In 500+ Lead Guarantee	✔	✔

IN-PERSON SPONSORSHIP BENEFITS	
Tabletop in Summit Expo Hall	✔
Sponsorship of Summit @Night event	✔
Tabletop During First Day of Classes and Lunch Presentation for 30–50 people	✔

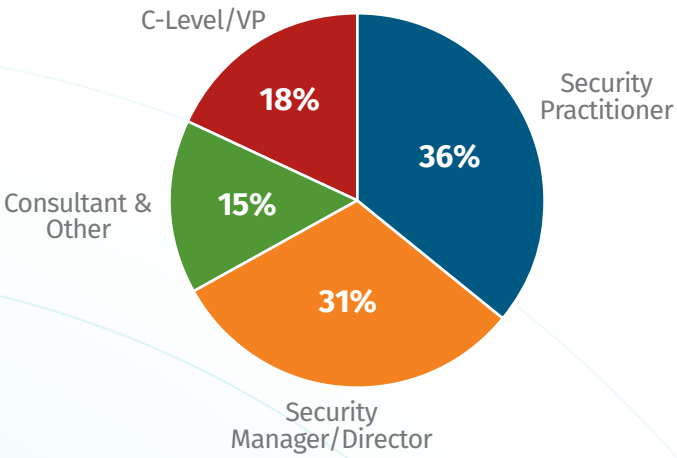
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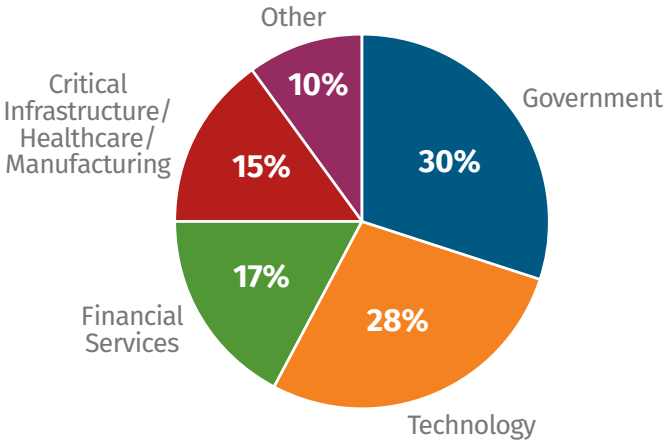
2027 Demographics — Charting Success Together

Reach the professionals and decision-makers driving cybersecurity budgets worldwide.

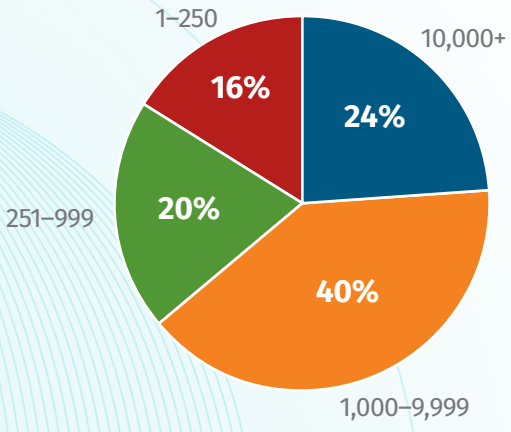
JOB FUNCTION



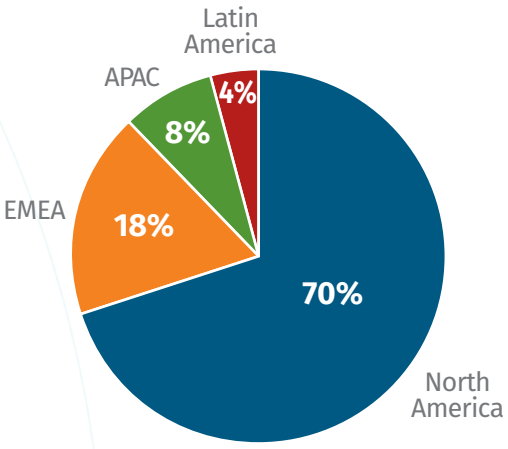
INDUSTRY TYPE



EMPLOYEES



REGION



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