

**SANS** | Research  
Program

**2026**

# Research Projects

**COLLABORATE WITH THE WORLD'S  
LEADING CYBERSECURITY EXPERTS  
THROUGH A SANS RESEARCH PROJECT**



## 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.

## Why Partner with SANS?

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 Research Program Schedule

**MAR 11**  
Virtual

**Identity & Threat**  
Survey & Forum  
SURVEY AUTHOR: Rich Greene



**SEP 23**  
Virtual

**Threat Hunting**  
Survey & Forum  
SURVEY AUTHOR: Josh Lemon



**MAY 21**  
Virtual

**CTI**  
Survey & Forum  
SURVEY AUTHORS:  
Rebekah Brown | Andreas Sfakianakis



**OCT 7**  
Virtual

**Exposure Management**  
Survey & Forum  
SURVEY AUTHOR: Jonathan Risto



**MAY 28**  
Virtual

**Government**  
Survey & Forum  
SURVEY AUTHOR: Ryan Nicholson



**OCT 21**  
Virtual

**Cloud**  
Survey & Forum  
SURVEY AUTHOR: Serge Borso



**JUN 17**  
Virtual

**SOC**  
Survey & Forum  
SURVEY AUTHOR: Chris Crowley



**NOV 10**  
Virtual

**ICS/OT**  
Survey & Forum  
SURVEY AUTHOR: Jason Christopher



**JUL 15**  
Virtual

**AI**  
Survey & Forum  
SURVEY AUTHOR: Foster Nethercott



**DEC 9**  
Virtual

**Detection & Response**  
Survey & Forum  
SURVEY AUTHOR: Josh Lemon



| BENEFITS                            | BRONZE    | SILVER    | GOLD      | PLATINUM  |
|-------------------------------------|-----------|-----------|-----------|-----------|
| Opt-In Lead Guarantee               | 500 Leads | 500 Leads | 500 Leads | 500 Leads |
| Branded Survey Paper                | ✓         | ✓         | ✓         | ✓         |
| Branded MP4                         | ✓         | ✓         | ✓         | ✓         |
| Event Web Page Branding             | ✓         | ✓         | ✓         | ✓         |
| Anonymized Data Set                 | ✓         | ✓         | ✓         | ✓         |
| Inclusion in Panel Discussion       |           | ✓         | ✓         | ✓         |
| Custom Product Brief or Infographic |           |           | ✓         | ✓         |
| 15-Minute Speaking Slot             |           |           |           | ✓         |

Contact Us to Reserve Your Spot

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

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# Custom SANS Research Program Offerings

The SANS Research Program provides cybersecurity organizations the ability to align their brand with SANS experts, by conducting research and producing compelling and timely content on a cyber topic of your choosing. Learn more about our custom offerings:

## Custom Surveys

Partner with SANS to survey its highly skilled cybersecurity community on key industry topics. Work directly with a SANS Research Analyst to gain insights that inform your go-to-market strategy and position your brand through a trusted, data-driven report and promotional campaign.

### Benefits

- ✓ Sponsor-defined survey written by a SANS subject-matter-expert
- ✓ Branded survey insights report
- ✓ Co-presented survey insights webcast (60 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

## White Papers

Establish your position as a thought leader by partnering with a SANS expert to create a custom white paper on a topic of your choice. This insightful, expert-driven content educates the SANS community and supports your go-to-market strategy with trusted, high-impact messaging.

### Benefits

- ✓ Branded thought leadership paper written by a SANS subject-matter-expert
- ✓ Co-presented webcast (60 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

## Product Reviews

Gain third-party, unbiased analysis of your product through a hands-on review by a SANS expert. This in-depth evaluation highlights your tool's capabilities, use cases, and differentiators—providing trusted validation and exposure to a highly technical cybersecurity audience.

### Benefits

- ✓ Branded product review paper written by a SANS subject-matter-expert
- ✓ Co-presented webcast (60 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

## First Looks

Introduce your cutting-edge technology to the SANS community with an independent, expert overview by a SANS analyst. This trusted “first look” boosts your brand visibility in an overcrowded market and highlights your solution's key capabilities to a highly technical cybersecurity audience.

### Benefits

- ✓ Branded 2–3 page executive summary written by a SANS subject-matter-expert
- ✓ Co-presented webcast (30 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

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# Custom SANS Research Program Offerings

NEW FOR 2026

## Evaluation Guide

The SANS Evaluators Guide features expert, third-party guidance from a SANS instructor on key considerations, capabilities, and benefits to look for in cybersecurity solutions. Including a practical checklist, the guide helps demonstrate the value of the sponsors offering, positions their brand as a trusted resource and informs security buyers.

### Benefits

- ✓ Branded evaluators guide written by a SANS subject-matter-expert
- ✓ Co-presented survey insights webcast (60 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

## Security Lab

The SANS Security Lab is a collaborative webinar where a SANS instructor and your expert explore key security topics, provide guidance, and showcase your solution's capabilities. Real-world demos highlight value, positioning your brand as a trusted resource for informed security buyers.

### Benefits

- ✓ Co-presented security lab webcast (60 minutes)
- ✓ MP4 recording
- ✓ Opt-in leads

## Additional Sponsorship Opportunities

### Spotlight Papers

- ✓ 2-3 page co-branded thought-leadership paper written by a SANS subject-matter expert

### Newsletter Ad Inclusions

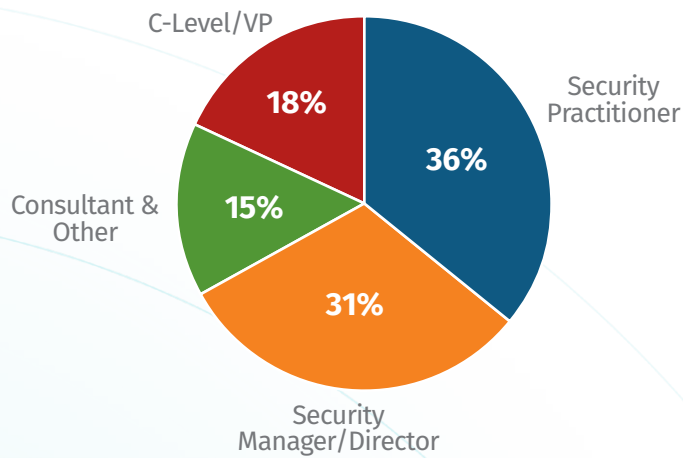
- ✓ *NewsBites* (over 445,500 subscribers and growing) and *@RISK* (over 399,000 subscribers and growing)
  - **Upper ads:** 55 words + URL + Logo
  - **Lower ads:** 25 words + URL

# Charting Success Together

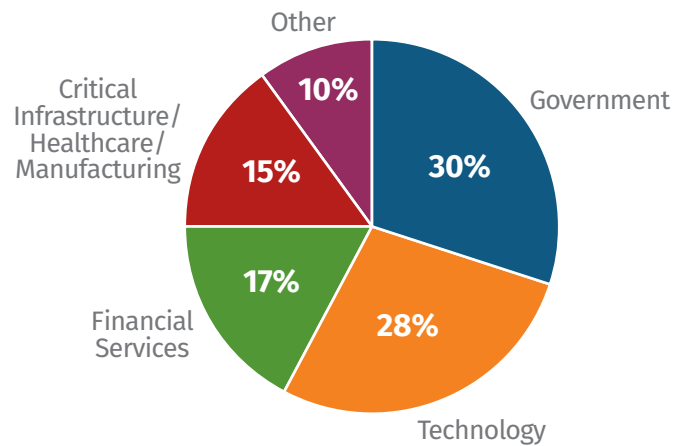
SANS has a base of over **500,000** cybersecurity professionals.

## 2026 Demographics

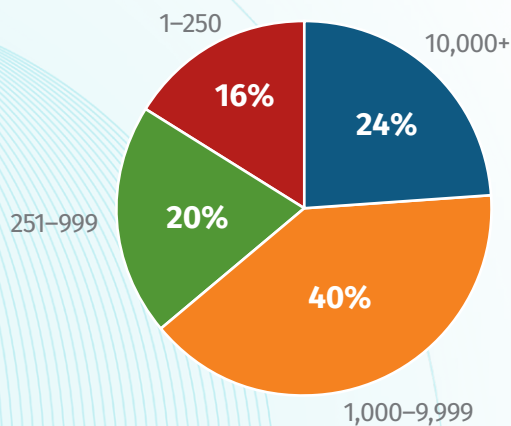
### JOB FUNCTION



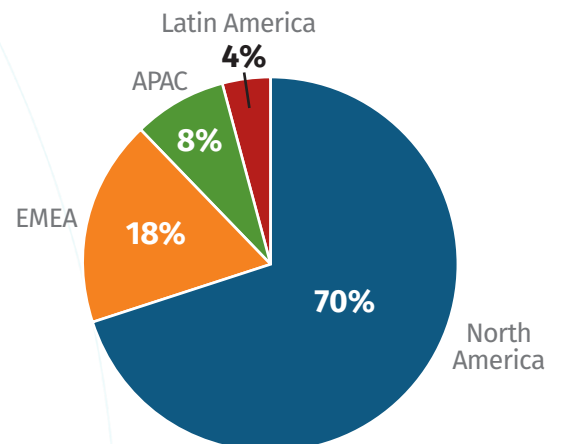
### INDUSTRY TYPE



### EMPLOYEES



### REGION



# Previous Event Sponsors



# SANS



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