

2026 SANS

ICS-Focused Sponsorship Opportunities

**Where OT Expertise
Meets Industry Trust.**

Why Partner with SANS?

Sponsoring a SANS ICS-focused program delivers measurable, high-value returns by positioning your organization at the center of the most trusted community in industrial control systems cybersecurity. Your sponsorship connects your brand with thousands of OT and ICS security practitioners, engineers, utility leaders, and decision makers actively seeking solutions to improve resilience, visibility, and operational uptime.

Five Reasons to Sponsor a SANS ICS Program

- ✓ **Direct access to ICS/OT decision makers:** Reach engineers, security leaders, and operators actively seeking partners to strengthen industrial and critical-infrastructure cybersecurity.
- ✓ **Accelerated pipeline and qualified leads:** Engage high-intent buyers researching ICS security solutions, driving faster sales cycles and stronger pipeline growth.
- ✓ **Proven thought leadership positioning:** Align with SANS' trusted expertise to elevate your credibility and showcase your ICS knowledge to a technical audience.
- ✓ **Broad, high-value brand visibility:** Gain sustained exposure across SANS webcasts, emails, events, and research viewed by thousands in the global ICS community.
- ✓ **Strategic market and buyer insights:** Access real-world ICS security trends and challenges to inform product strategy, messaging, and go-to-market decisions.

ROI Opportunities

By aligning with SANS, your organization invests in brand visibility, customer acquisition, and long-term thought-leadership—making this one of the highest-ROI opportunities in the cybersecurity market. SANS' robust and diverse offerings allow us to align perfectly with your strategic direction. Whether you are looking for in-person events, speaking opportunities, or research content, SANS has an offering that will place your solutions directly in front of your target audience. Sponsors routinely report 7–10 times their investment in high-qualified opportunities specifically with decision makers or decision influencers.

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ICS-Focused Sponsorship Opportunities

FEB 12 VIRTUAL	Winter Cyber Solutions Fest Critical Infrastructure Track	CYBER FEST
JUN 8-10 HYBRID	ICS Summit Largest and longest running SANS Summit	SUMMIT
NOV 10 VIRTUAL	ICS/OT Survey & Forum	SURVEY

Custom Content Offerings:

In addition to these programs, SANS offers the unique opportunity to collaborate with a highly respected SANS instructor, who authors custom materials informed by your priorities and areas of interest. These include:

- ✓ White Papers
- ✓ Surveys
- ✓ Third-Party Product Reviews
- ✓ Evaluation Guides
- ✓ Webcasts

Cyber Fest Deliverables

- ✓ **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- ✓ **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- ✓ **Discussion channel on Slack:** Engage directly with attendees via dedicated channel to foster interaction and networking.
- ✓ **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- ✓ **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.

Research Survey Deliverables

- ✓ **Opt-in lead guarantee:** Receive opt-in leads for post-event sales and follow-up
- ✓ **Branding on survey webcast page:** Gain visibility on the event website to increase brand recognition and reach
- ✓ **Custom product brief:** A SANS-authored, custom-content asset highlighting the importance of your solution backed by SANS research
- ✓ **Inclusion in panel discussion:** Join a panel with other experts to share insights and thought leadership
- ✓ **Co-branded survey insights report:** Gain prominent visibility alongside widely recognized, data-driven findings that the cybersecurity community relies on to guide strategy, validate decisions, and shape industry best practices
- ✓ **Speaking session:** Share thought leadership and insights with a highly targeted audience*
- ✓ **Anonymized-survey results data:** Empowering deeper insights, custom analysis, and data-driven content that elevates your thought leadership and sharpens your market strategy
- ✓ **MP4 recording:** Repurpose the speaking session for marketing content or promotion

Summit Deliverables

Virtual & In-Person

- ✓ **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- ✓ **Discussion channel on Slack:** Engage directly with attendees via dedicated channel to foster interaction and networking.

Virtual

- ✓ **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- ✓ **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- ✓ **MP4 recording of session:** Get a recording of your session for future use, sharing, or internal reference.

In-Person (Based on Your Package)

- ✓ **Tabletop in Summit hall**
- ✓ **Sponsorship of Summit @Night event**
- ✓ **Tabletop during first day of classes and lunch presentation for 30–50 people**

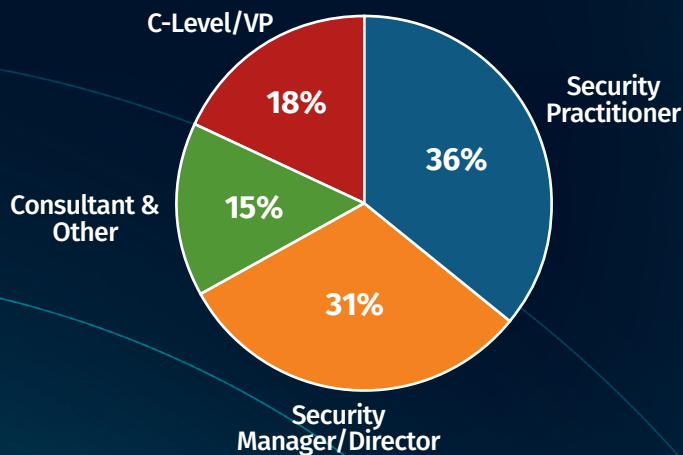
*Based on your package

Charting Success Together

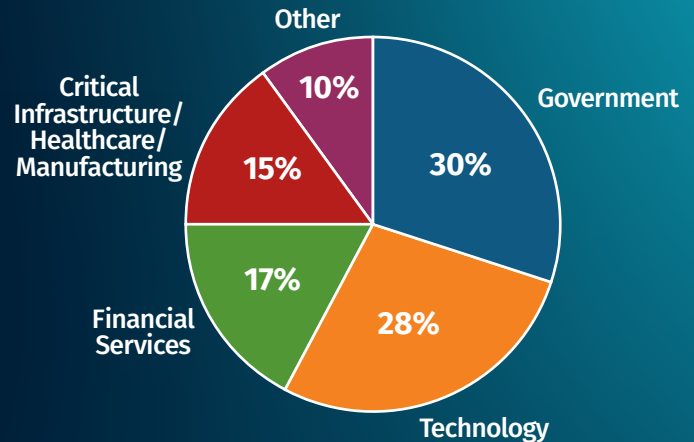
SANS has a base of over 500,000 cybersecurity professionals.

2026 Demographics

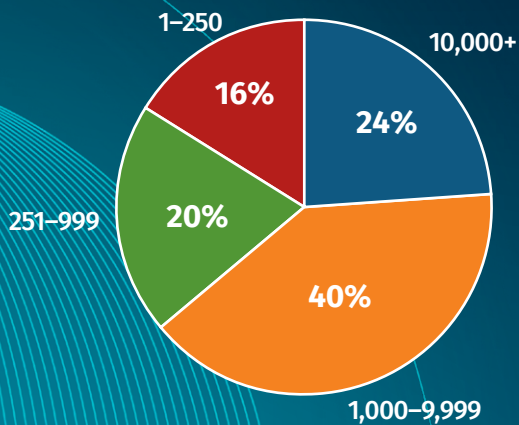
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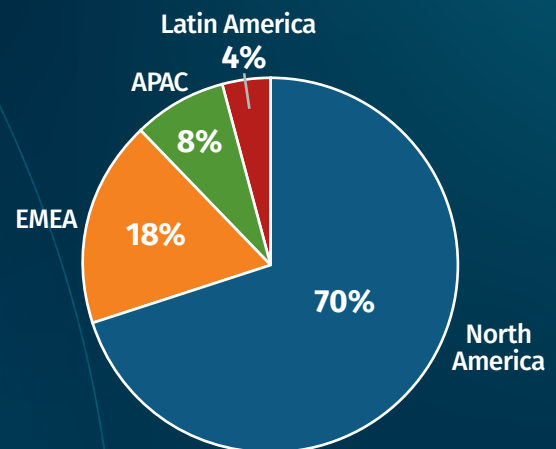
INDUSTRY TYPE



EMPLOYEES



REGION



SANS | Research Program

Contact Us to Reserve Your Spot

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