



A SANS 2021 Report Top New Attacks and Threat

Author: [John Pescatore](#) | Date: July 2021

In the SANS 2021 Top New Attacks and Threat Report, John Pescatore will provide deeper insight into the threats highlighted during the SANS panel discussion at the 2021 RSA Conference. The paper will include practical advice from SANS instructors Ed Skoudis, Heather Mahalik and Johannes Ullrich on the critical skills, processes and controls needed to protect their enterprises from these advanced attacks.

Why Sponsor the SANS 2021 Top New Attacks and Threat Report

Lead Generation

300-lead guarantee with no cap.

Branding

Cobrand the whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

About the Author



John Pescatore, Director of Emerging Security Trends, [@john_pescatore](#)

John has over 35 years of experience in computer, network and information security. He was Gartner's Lead Security Analyst for 13 years, working with global 5000 corporations and major technology and service providers. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He has testified before Congress about cybersecurity, was named one of the 15 most-influential people in security in 2008 and is an NSA-certified cryptologic engineer.

SANS Experts



Ed Skoudis
SANS Fellow
[@edskoudis](#)



Heather Mahalik
SANS Senior Instructor
[@HeatherMahalik](#)



Johannes Ullrich
SANS Fellow
[@johullrich](#)

Sponsorship Inclusions

	Gold	Platinum
Whitepaper Sponsors will receive a draft of the paper for review and a final, branded whitepaper for their use.	✓	✓
Webcast The whitepaper includes an associated webcast presented by the author. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap. <i>Webcast Date: TBA</i>	✓	✓
Associated Panel Discussion Webcast The author will host a panel discussion with up to three sponsors discussing the SANS 2021 Threat Report. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap. <i>Limited to three sponsors</i> <i>Webcast Date: TBA</i>		✓

Additional Sponsorship Opportunity

Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the 2021 Threat Report. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.

Associated Paper or Product Review

Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.

Associated Video

Have a SANS expert interview a representative of your company. The sponsor will receive a branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

Lead Submission & Promotions

Lead Submission

The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

Promotions

Webcasts: Promotion of the report presentation webcast and the panel discussion webcast will begin one week after the report closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

To see additional SANS Surveys and Analyst Papers, [click here](#).