

2019 SANS National Events Package

Save now by securing your sponsorship for next years national events!



Silver, Gold and Platinum sponsorship packages include all of the following national events:

SANS 2019

Orlando, FL
April 3rd, 2019

SANSFIRE

Washington, D.C
June 19th, 2019

Network Security

Las Vegas, NV
September 11th, 2019

Sponsorship Packages & Benefits	Silver	Gold	Platinum
Booth Space Silver & Gold: includes one 6' draped table, 2 chairs, electricity & WiFi Platinum: includes two 6' draped tables, 4 chairs, electricity & WiFi	10 x 10	10 x 10	10 x 20
Lead Scanner or App	✓	✓	✓
Logo Featured on SANS Event Website & All Applicable Event Collateral	✓	✓	✓
400+ SANS Lunch Leads	✓	✓	✓
Lunch & Learns or Product Test Drive (Select One) Lunch & Learns: 1-hour lunchtime presentation given by your speaker to 50 SANS attendees. Sponsor may scan Lunch & Learn attendees as leads. Lunch & Learn summary will be advertised on the SANS event webpage and in the event collateral. <i>Note: Food and beverage included.</i> Platinum: Individual Lunch & Learn invitations targeting preferred attendees included. Product Test Drive: Invitation only 2-hour lab providing hands-on demo of your products to 15-20 targeted SANS attendees. Sponsor will receive registration leads and you may scan attendees as leads. <i>Note: Food and beverage included.</i>		✓	✓
Prime Location & Premier Signage			✓
Additional Targeted Branding at Event			✓
Discounted Price for SANS 2019, SANSFIRE and Network Security Bundle	\$23,500	\$45,900	\$54,900
	\$28,500 list price 18% discount	\$55,200 list price 17% discount	\$69,000 list price 20% discount

Additional Events

Add any or all of the following additional events to your national events package:

SANS Security West - San Diego, CA, May 10th, 2019

Cyber Defense Initiative - Washington, D.C., December 13th, 2019

+ **Platinum** for \$17,500 per additional event (\$23,000 list price) 15% discount

+ **Gold** for \$14,000 per additional event (\$18,400 list price) 19% discount

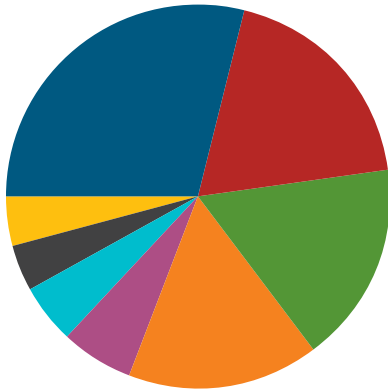
+ **Silver** for \$7,400 per additional event (\$9,500 list price) 21% discount

Sponsorship Benefits Based on Packages (applies to all National Events and Additional Events)

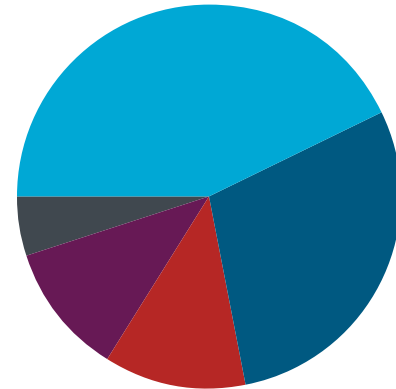
Demographics

The SANS security community reaches over 375,000 professionals, ranging from security practitioners to C-level directors in industries such as healthcare, government, financial services, and many more. Sponsoring a SANS event provides you with the opportunity to develop meaningful relationships with like-minded individuals and allows you to promote your products and tools on trending security issues.

Industries



Roles



Event: Number of Attendees & Number of Classes

SANS 2019: 1,400, 50+ courses
SANSFIRE: 1,400, 50+ courses
Network Security: 1,400, 50+ courses

Security West: 900, 34 courses
Cyber Defense Initiative: 950, 39 courses

2018 National Event Attendee Sample

Adobe
Bloomberg L.P.
CME Group
Department of Defense
Eli Lilly and Company
Exelon
Harris Corporation
John Deere
JPMorgan Chase
Koch Business Solutions
Lockheed Martin

Mary Kay
Ministry of Defense
Navy
Norfolk Southern Corporation
Pacific Gas & Electric Company
Publix
Rockwell Automation
State Farm
UPS
USAA
Willis Towers Watson