



*SANS is the most trusted source for computer security training, certification and research. SANS attendees come from many key industries. Expand your reach when you connect with IT security professionals at a SANS training event.*

# SANS 2017 National Events Package

**SANS 2017**  
April 11  
Orlando, FL

**SANSFIRE**  
July 26  
Washington D.C.

**Network Security**  
September 12  
Las Vegas, NV

	PLATINUM	GOLD	SILVER	BRONZE
10 x 20 Booth	✓ PREMIUM SPOT			
10 x 10 Booth		✓ PREMIUM SPOT	✓	✓
Banner Stand	✓			
Tabletop	✓			
Lunch & Learn	✓	✓		
Innovation Showcase	✓			
Lunch Leads	✓	✓	✓	
GITB	✓	✓	✓	✓
Logo/Link	✓	✓	✓	✓
<b>Sponsorship Fee</b>	<b>\$49,900</b>	<b>\$37,500</b> (\$46,200 List)	<b>\$27,000</b> (\$32,700 List)	<b>\$19,900</b> (\$23,700 List)

**PACKAGE FEATURES:**

- **Booth** – Vendor Expo hours: 12:00pm-1:30pm & 5:00pm-7:00pm
- **Tabletop** – Outside class/day of your choice (Platinum)
- **Banner Stand** – SANS-provided Banner Stand with vendor-provided focus/information promoting Platinum status
- **Lunch & Learn** – A one-hour presentation slot (Projector and screen provided. Food and beverage not included.)
- **Innovation Showcase** – Evening event providing attendees with live product demonstration
- **Targeted-Email Invitation** – Included in Platinum sponsorships
- **Lunch-Leads Sponsorship** – SANS scans attendees receiving a Lunch Voucher for lunch during the Vendor Expo – **300-500** leads captured at each National Event
- **Website Listing** – Listing as Platinum/Gold/Silver/Bronze Sponsor on National Event websites
- **Get-In-The Bag** – Opportunity to place one item in the registration bag provided to ALL attendees
- **Logo/Link** – Your logo/link on the event web pages



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**SANS 2017 Regional Event Add-Ons**

**Security West**  
 May 13  
 San Diego, CA

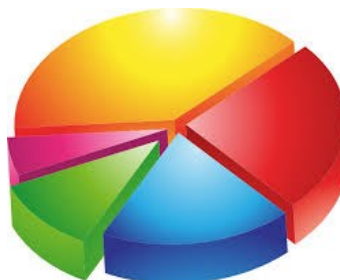
**Cyber Defense Initiative (CDI)**  
 December 16  
 Washington D.C.

	SECURITY WEST		CDI	
	GOLD	SILVER	GOLD	SILVER
Tabletop	✓ PREMIUM SPOT	✓	✓ PREMIUM SPOT	✓
Lunch & Learn	✓		✓	
Lunch Leads	✓	✓	✓	✓
GITB	✓	✓	✓	✓
Logo/Link	✓	✓	✓	✓
<b>Sponsorship Fee</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$8,500</b>	<b>\$5,500</b>

**\*\* NOTE: Regional Event pricing is for add-on to National Event Package Only \*\***  
 For Regional Event stand alone pricing, please contact your SANS Representative or email [vendor@snsas.org](mailto:vendor@snsas.org)

**Event Demographics**

31% Government  
 15% Technology  
 12% Finance/Banking  
 4% Education  
 4% Utilities  
 6% Manufacturing  
 28% Other



12% C-Level/Dir/Mgr  
 29% Senior Practitioner  
 5% Consultant  
 43% Practitioner  
 11% Other

Event	Event Type	Avg. # Attendees
SANS 2017	NATIONAL	1,200
SANS Security West 2017	REGIONAL	700
SANSFIRE 2017	NATIONAL	1,200
SANS Network Security 2017	NATIONAL	1,200
Cyber Defense Initiative 2017	REGIONAL	900