RESEARCH BRIEFING

CrowdStrike Fal.Con 2026: comprehensive report

As of **August 30, 2026** — written the day before the event opened. August 31 – September 3, 2026, Mandalay Bay Resort, Las Vegas.

Facts drawn primarily from CrowdStrike's official Fal.Con site, CrowdStrike press releases, SEC filings, and cybersecurity trade press. Quoted material remains the property of its respective publishers and is reproduced here with attribution for commentary and analysis.

In short

- Fal.Con 2026 is confirmed and imminent: August 31 to September 3, 2026 at Mandalay Bay Resort, Las Vegas, themed "Securing the AI Revolution." It sold out faster than any prior year, with 10,000+ attendees from 4,000 organizations across 71 countries and a record 150+ sponsors, now billed by CrowdStrike as the largest vendor-hosted conference in cybersecurity.
- AI dominates everything. The agenda (500+ sessions, 100+ hands-on workshops) centers on agentic AI, the agentic SOC, Charlotte AI, AI Detection and Response (AIDR), Next-Gen SIEM, cloud, identity, and exposure management. Keynote speakers include George Kurtz plus headline guests Jensen Huang (NVIDIA), Greg Brockman (OpenAI), Lip-Bu Tan (Intel), and Steve Schmidt (Amazon).
- High value for partners and MSSPs. A 1,000+ person Global Partner Summit, Partner Theatre, the CPSP ecosystem, CrowdStrike University training and onsite certification, and executive access make this a strong destination for CrowdStrike-powered service providers, though analysts flag "AI washing" and Falcon Flex pricing "OEM tax" concerns, and the 2024 outage lives on as a "blast radius" resilience debate.

Key findings

Logistics (confirmed). Fal.Con 2026 runs Monday, August 31 through Thursday, September 3, 2026 at Mandalay Bay Resort, 3950 S Las Vegas Boulevard, Las Vegas, NV 89119. This is a move up from the MGM Grand (2025) and ARIA (2024), reflecting growth. It is primarily an in-person event; in-person passes are officially sold out. A free "Fal.Con Digital" option livestreams keynotes and provides 100+ on-demand sessions after the event. Attendees must be 21+. The list registration price was reported around $2,195 ("Last Chance" rate per GovEvents), with an earlier ~$1,195 rate; the exact tier structure was managed via CrowdStrike's registration portal.

Scale and growth trajectory

YEAR / VENUE	ATTENDEES	ORGS	COUNTRIES	SPONSORS	SESSIONS
2024 — ARIA	6,000	2,300	60	~100	200+
2025 — MGM Grand	8,000+	3,000	65	115+	300+
2026 — Mandalay Bay	10,000+	4,000	71	150+	500+

This is the 10th annual Fal.Con. The 2026 edition adds 100+ hands-on workshops on top of the session count.

New for 2026

- The inaugural Day Zero Threat Research Summit, kicking off Fal.Con week on a call-for-papers model, featuring researchers from Cisco Talos, CrowdStrike, Dreadnode, Google, and Palo Alto Networks on AI-enabled tradecraft, nation-state operations, and vulnerability exploitation.
- Trust in AI: CxO Exchange, an invitation-only forum for CIOs and CISOs on AI governance, resilience, and board oversight, succeeding the earlier "Fal.Con One" CxO program.

Keynotes

DAY	SPEAKERS
Tuesday, Sept 1	George Kurtz (CEO & Founder, CrowdStrike); Jensen Huang (Founder & CEO, NVIDIA); Lip-Bu Tan (CEO, Intel); Greg Brockman (Co-Founder & President, OpenAI)
Wednesday, Sept 2	Mike Sentonas (President, CrowdStrike); Adam Meyers (SVP, Counter Adversary Operations); Stephen Schmidt (SVP & Chief Security Officer, Amazon)
Thursday, Sept 3	Bartley Richardson (Chief AI & Autonomous Systems Officer); Alex Ionescu (Chief Technology Innovation Officer)

Kurtz delivers the opening keynote under the "Securing the AI Revolution" theme.

Event logistics and basics

- Dates and venue: Aug 31 to Sep 3, 2026, Mandalay Bay Resort & South Convention Center, Las Vegas.
- Format: in-person (sold out) plus free Fal.Con Digital livestream; keynotes also livestreamed on CrowdStrike's YouTube channel.
- Pricing: reported list rates ranged from ~$1,195 to a "Last Chance" $2,195 conference pass. CrowdStrike University training and onsite certification exams ($250 per exam via Pearson) cost extra. Group and public-sector discounts existed; the public-sector rate for the separate Fal.Con

Europe event was €695 as a comparison point. The Global Partner Summit is free to attend with a partner rep discount code.

- Confirmed versus speculative: the announcement (Nov 7, 2025), sell-out (Aug 3, 2026), and sponsor and agenda details (Aug 20, 2026) are all confirmed via CrowdStrike press releases. Specific product launches to be made on stage are, as of Aug 30, still anticipated.

Keynote and agenda

Theme: "Securing the AI Revolution." The heavyweight guest lineup (NVIDIA, OpenAI, Intel, Amazon) underscores the AI-infrastructure positioning.

Tracks and major themes: securing AI (endpoints, browsers, SaaS, cloud, data, autonomous agents); the agentic SOC; threat intelligence and adversary tradecraft; cloud security; identity; Next-Gen SIEM; exposure management; endpoint; and security leadership. 500+ sessions with 200+ customer and partner-led presentations from AWS, Anthropic, Dell, Google, NVIDIA, OpenAI, and others.

DAY	STRUCTURE
Monday	Global Partner Summit, CrowdStrike University, Survivor Games, Industry Exchanges
Tuesday	Opening keynotes, sessions, Adversary Underground
Wednesday	Keynotes, Fal.Con Fest customer party
Thursday	Closing keynotes and sessions

Product announcements (expected)

CrowdStrike historically makes major product announcements at Fal.Con. In 2025 it announced the Pangea acquisition. Per CrowdStrike's SEC filing, the company acquired Pangea Cyber Corporation on September 26, 2025 for total consideration of $212.1 million in cash, net of $9.4 million of cash acquired (press-reported at ~$260M; Pangea, founded in 2021 by SOAR pioneer Oliver Friedrichs, employed around 40 people and had raised ~$51M), powering AIDR. It also detailed the Onum acquisition (Next-Gen SIEM data pipeline) and unveiled an agentic security workforce and Charlotte AI AgentWorks.

For 2026, watchers (theCUBE Research) expect deeper agentic SOC proof points, Charlotte AI advances, AIDR expansion, frontier-model threat defense (the "Mythos" model-escape concern), and Project QuiltWorks / AWS cloud-hardening news. A $100,000 "AI Unlocked: Agents of Chaos" AI red-teaming game with AWS launches alongside the event.

The mood, and what people are talking about

The dominant mood is bullish momentum plus AI urgency, tempered by a resilience and trust undercurrent. The record, fastest-ever sellout and a stock surge signal strong demand; CrowdStrike

posted a record year in FY2026 despite the 2024 outage.

> We achieved $5.25 billion in ending ARR – the fastest and only pure-play cybersecurity software company to achieve this milestone – driven by a record $1.01 billion of net new ARR, our first year exceeding $1 billion of net new ARR.
>
> George Kurtz, CEO, on the March 3, 2026 earnings call. Q4 net new ARR was a record $330.7M, up 47% YoY.

Independent grassroots practitioner chatter was thin as of Aug 30, with the event beginning the next day. Much of the visible excitement is first-party CrowdStrike marketing and executive posts.

The 2024 outage, reframed

Analysts now treat the outage as a "blast radius" question. Dave Vellante of theCUBE Research (SiliconANGLE, Aug 29, 2026) argues that as Falcon consolidates endpoint, identity, SIEM, cloud, posture and AIDR, it also gains more AI authority, raising the importance of resilience and of controlling the AI to contain the risks of an expanded blast radius. His open question for Fal.Con: how CrowdStrike contains a failure originating inside Falcon itself, reframing "how widely can a bad update propagate?" into "how widely can a trusted automated decision act?"

The July 19, 2024 incident remains consistently referenced. Per Parametrix's "CrowdStrike's Impact on the Fortune 500" report (via Cybersecurity Dive, Aug 2024), the faulty Falcon update led to outages affecting more than 8.5 million Microsoft Windows devices and will likely cost the Fortune 500, excluding Microsoft, at least $5.4 billion in direct financial losses (healthcare ~$1.94B, banking ~$1.15B, six airlines ~$860M). Microsoft has since moved to reduce third-party security software's direct kernel access.

Criticism and skepticism

1. AI and "agent washing." Gartner's Hype Cycle for Security Operations, 2026 (Livingstone, Nunez, June 5, 2026) moved AI SOC Agents up to the Peak of Inflated Expectations, rating maturity "Embryonic" with 1% to 5% market penetration, and repeatedly warns of AI and agent washing, urging buyers to demand independent benchmarks. These are category-level critiques directly relevant to CrowdStrike's agentic messaging.
2. Falcon Flex pricing. A customer quoted by Vellante called annual increases an "OEM tax" built into the three-year Flex contract; benchmark firms flag 8 to 12% renewal uplift and burn-or-lose credit-pool waste. Flex is also a growth engine: CrowdStrike reported Falcon Flex ARR of $1.69B, up over 120% YoY, in FY2026.
3. Consolidation versus concentration. The more customers standardize on Falcon, the larger the single-vendor risk domain.

Key industry themes covered

- AI in security: Charlotte AI (agentic workforce, AgentWorks no-code builder, Agentic SOAR), AIDR (securing AI agents and apps as first-class identities), and the AI-SOC.
- Next-Gen SIEM: Onum-powered data pipeline (reported ~50% storage reduction, ~70% faster incident response); named a Leader in IDC MarketScape Worldwide SIEM 2026; positioned as the engine of the agentic SOC.
- XDR, endpoint, cloud and identity (ITDR): full Falcon platform breadth.
- Exposure management: named a Leader in IDC MarketScape Worldwide Exposure Management 2025.
- Platform consolidation: the central business narrative. Module adoption data (Q3 FY2026): 49% of customers on 6+ modules, 34% on 7+, 24% on 8+.
- Emerging: frontier-model and agentic attack surface, securing AI agents at runtime, sovereignty and resilience.

> When this many industry leaders choose the same platform, it's not coincidence – it's consolidation.
>
> Daniel Bernard, CrowdStrike

Value of attending

- Learning and skills: 500+ sessions, 100+ hands-on workshops, Adversary Tradecraft tracks, and CrowdStrike University full-day instructor-led training, for example building Falcon AIDR policies and cloud posture.
- Certifications: onsite CrowdStrike Falcon certification exams (Aug 31, administered by Pearson, $250 each, laptops provided) validating Practitioner, Administrator, Threat Hunter, Responder, Next-Gen SIEM Analyst and Engineer, Cloud, and Identity Protection roles. ISC2 CPE credits available.
- Networking and access: 10,000+ peers, the Fal.Con Hub expo (150+ sponsors), Fal.Con Fest customer party, Survivor Games, Industry Exchanges (critical infrastructure, financial services, healthcare, public sector, retail and hospitality), and executive access via the CxO Exchange.
- Threat intelligence: frontline briefings from CrowdStrike's Counter Adversary Operations team and the new Day Zero research summit, content practitioners consistently cite as hard to find elsewhere.
- For a CrowdStrike partner or MSSP: direct access to roadmap, go-to-market motions, AIDR partner enablement, and hands-on skills to strengthen managed services built on Falcon.

The partner angle

Fal.Con 2026 has the most partners in the conference's history. It opens with the Global Partner Summit (Mon Aug 31, 2:00 to 5:00 pm, Oceanside D, ~1,000+ participants), themed "Securing the AI Revolution Together," open to all authorized CrowdStrike partners, featuring a partner mainstage, AIDR partner-enablement content, and a partner mixer and reception with CrowdStrike leadership. Three days of partner programming follow across the Fal.Con Hub, Partner Theatre, and breakout sessions.

The partner ecosystem spans GSIs (Accenture, Deloitte, EY, Wipro, Infosys, HCLTech, Cognizant, KPMG), MSSP and MDR providers, distributors (TD SYNNEX, CDW, Arrow, SHI, Presidio, World Wide Technology), and ISVs.

SPONSOR TIER	NAMED SPONSORS
Pinnacle	AWS, Dell, Horizon3, Intel, OpenAI
Premier	Anthropic, ExtraHop, JetStream Security, Rubrik
Diamond	EY US, Google Cloud, Kroll, Mimecast, NVIDIA, Okta, Zscaler

Plus large Platinum, Gold and Silver rosters, an Innovator Pavilion, and a Latin America Partner Pavilion.

CPSP context

The CrowdStrike Powered Service Provider (CPSP) program, launched at Fal.Con 2022 for MSSPs, MDR providers, MSPs, GSIs and telcos with an Elite tier, remains the core partner vehicle. CPSP is a partner program designation, not an audit or a certification.

> In just over 3 years, we've gone from a sub-$100 million MSSP business to more than $1.3 billion spanning market-leading partners like Kroll, Pax8 and NinjaOne.
>
> Daniel Bernard, chief business officer, via Channel Dive, March 2026

Overall, CrowdStrike ARR grew 24% year over year to $5.25 billion as of January 31, 2026 (full-year revenue $4.8B, up 22%), with channel partners a major contributor. New motions such as Falcon Complete for Service Providers and Charlotte AI AgentWorks expand the partner value proposition.

Value proposition for partners: flexible bundles and modules, volume and specialized discounts, new AIDR and agentic revenue streams, executive sponsorship and go-to-market support at Elite tier, and the ability to differentiate managed services on a consolidating platform.

Recommendations

- If you are a CrowdStrike partner or MSSP attending: prioritize the Global Partner Summit and Partner Theatre for roadmap and go-to-market; AIDR and Charlotte AI AgentWorks sessions to build new agentic managed-service offerings; Next-Gen SIEM and Onum content if you deliver SOC or MDR services; and onsite certification to validate staff. Book meetings via the Fal.Con Meeting Center early.
- If you could not get an in-person pass: register for free Fal.Con Digital to catch keynotes live (Sept 1 to 3) and 100+ on-demand sessions. Watch the Tuesday opening keynote for the biggest product news.
- If you are evaluating CrowdStrike as a buyer: use Fal.Con announcements to pressure-test the AI and agentic claims against the "AI washing" caution. Demand independent benchmarks and proof of value, and scrutinize Falcon Flex contract terms (renewal uplift, credit-pool sizing) before committing. Ask specifically about blast-radius containment and rollback controls given the consolidation trajectory.
- Benchmarks that would change the calculus: concrete, disclosed AIDR and agentic ARR; customer-proven agentic SOC outcomes rather than demos; and clear resilience and rollback commitments would strengthen the bull case. Continued pricing-escalation complaints or thin agentic adoption data would warrant caution.

Caveats

- This report is dated August 30, 2026. The event had not yet started, so on-stage product launches remain anticipated rather than confirmed.
- Attendance and sponsor figures come from CrowdStrike’s own press releases and marketing; independent verification is limited.
- Much of the "excitement" sentiment is first-party marketing or executive promotion; genuine grassroots practitioner sentiment was thin in indexed sources this close to the event.
- Some third-party aggregator pages repackage CrowdStrike data and should be treated as secondary.
- Pricing figures vary by source and tier or timing; treat exact dollar amounts as approximate.