

## Event Details

**Organizer:** @IT, ITmedia Enterprise and ITmedia Executive (ITmedia Inc.)

**Date:** Late February 2022 (TBD)

**Style:** Collective Live Web Seminar

**Number of Audience:** Estimated 800

**Assumed Audience:** Management executive, corporate planning, operation and policy formulation managers of in-house information system, planning staff of corporate information system department, system operation and management staff, System Integrators, etc.

※Please note that this content is not finalized and may be changed or cancelled without prior notice.  
※ If there are any questions, please contact our sales team.

## Themes (Tentative)

*Day1*

**Cyber Security Risk and Management**

*Day2*

**Telework Security**

*Day3*

**Cloud Security & Network Security**

*Day4*

**Endpoint Protection & IT Asset Management**

*Day5*

**De-“PPAP (Business Protocol of sending email of PAssword zip file and its PAssword separately)”**

## Sponsorship Plans

Contents	Diamond Sponsorship (Setting up dedicated Zones: 2 sponsors only)	Platinum Sponsorship	Gold Sponsorship	All List Sponsorship	Zone List Sponsorship
<b>Sponsored Session</b> 30-minutes session is provided in the seminar.	✓ (Guest + 2 sessions) <b>Live broadcast + Archive</b>	✓ <b>Live broadcast + Archive</b>	✓ <b>Live broadcast + Archive</b>	Not available	Not available
<b>Questionnaire by Sponsor</b> During the session, sponsor can insert their original questionnaire.	✓	✓	✓	Not available	Not available
<b>Lead Generation (All of the Registrants / Attendees Personal Data)</b> All of the registrants / attendees personal data are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	Not available	<b>Estimated 800 leads (All of the registrants)</b>	Not available	<b>Estimated 800 leads (All of the registrants)</b>	Not available
<b>Lead Generation (Registrants / Attendees Personal Data of the Sponsored Zone)</b> Registrants / attendees personal data of the sponsored Zone are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. ※The list of people who select the Zone as their preferred viewing zone when pre-registering will be delivered to sponsors.	<b>Estimated 300 leads (Zone registrants)</b> ※Additional options are available	Not available	<b>Estimated 350 leads (Zone registrants)</b>	Not available	<b>Estimated 350 leads (Zone registrants)</b>
<b>Lead Generation of Your Session Viewers and Provision of Online Report Site of Your Session</b> Online report site of your session is provided. Viewers personal data of your session are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	✓	✓	✓	Not available	Not available
<b>Sharing the Results of Pre-questionnaire</b> When readers apply for the seminar, their positions and product/service selection status will be also asked in the application form. These data are provided to the sponsors along with the personal information. These data can be used when sponsors classify the potential customers and make appointments with them. (Pre-questionnaire is configured by ITmedia.)	✓	✓	✓	✓	✓
<b>Insertion of Sponsor Company's Logo</b> Sponsor Company's names, logos and links are inserted on the seminar announcement page.	✓	✓	✓	✓	✓
<b>Distribution of Related Materials</b> Sponsor can upload up to 3 related materials for audience to download. (Session presentation is not included in the materials. It is distributed to the respondents of sponsor questionnaire as incentive.)	✓	✓	✓	Not available	Not available
<b>Provision of Seminar Report (Including the Results of the Audience Questionnaire by ITmedia)</b> Seminar report, including the results of the audience questionnaire by ITmedia, is provided. (These data is provided as aggregate results.)	✓	✓	✓	✓	✓
※If the order is provided after the deadline, it is highly possible that the number of leads will not reach the estimated target above. ※If the number of sponsor companies do not reach 4, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.	<b>JPY 5,000,000-</b> (Excluding Consumption Tax)	<b>JPY 3,200,000-</b> (Excluding Consumption Tax)	<b>JPY 2,200,000-</b> (Excluding Consumption Tax)	<b>JPY 1,500,000-</b> (Excluding Consumption Tax)	<b>JPY 1,000,000-</b> (Excluding Consumption Tax)

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## Optional Plan

### Behavior Targeting Advertorial

Guide only people who are interested in security topic to the advertorial.



#### What is Behavioral Targeting Advertorial?

Based on the reader's behavioral data (article browsing history), ITmedia identifies their "interests" and guide them to your advertorial. By linking the reader's behavioral data to an external service for extended promotion, it becomes possible to capture people with the same "interests" who have never visited ITmedia websites, thus expanding the reach of your target.

Price	List Price: JPY 1,700,000 <b>JPY 1,500,000</b> (Excluding Consumption Tax.)
Guaranteed Page Views	<b>5,000 Page Views</b>
Insertion Term	Minimum 1 week to maximum 2 months (Ends when guaranteed Page Views are reached)
Specs	3,000-4,000 Japanese characters and 2-3 illustrations/photos
Provided Services	Production of 1 advertorial ※Pre-event interview is also available. (Event reports are also possible.) Inserting advertisement to guide readers to the advertorial based on reader behavior data Provision of browsing reports (Page Views, Unique Browsers, companies, etc.)
Media	@IT ITmedia Enterprise

- This service is a plan for extended audience promotion and the use of external media.
- ITmedia will select the most appropriate external media based on the content. (Advertisers cannot specify the media).
- ITmedia will prepare the promotional materials. (Prior confirmation or specification is not possible).
- The promotional advertisement will be stopped as soon as the guaranteed page views are reached, but at least one week insertion will be guaranteed.

※The copyright of the produced advertorial belongs to ITmedia and the production staff (writers, photographers, etc.).  
※If the article is to be used in printed materials, a secondary use fee will be charged, so please contact our sales representative if you wish to use it.  
※If you wish to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.  
※Please note that additional fees may be incurred if the advertiser makes large changes to the agreed-upon content after the application has been submitted.