

バーチャルイベント

Virtual Event

**ITmedia
SaaS**

ITmedia SaaS EXPO 2022 Winter

Proposal Ver2.1 (Oct. 28, 2021)



ITmedia Inc.

ITmedia SaaS EXPO 2022 Winter

Following the highly successful first event, a second event will be held in January 2022!

With the spread of the COVID-19, accelerating the digitalization of business and operations has become an urgent issue for companies. In order to revitalize Japan's stagnant business scene, ITmedia will hold the second “**ITmedia SaaS EXPO**”, featuring **7 solution categories**, introducing the latest digital tools, how to deal with digital tools properly and hints on how to lead the corporate transformation. In addition to the introduction of the latest digital tools, ITmedia will provide hints on how to properly deal with digital tools and how to lead the transformation of enterprises.

● Image of the first event venue



● Results of the first event

| | |
|--------------------------------------------|---------------|
| Number of registrants | 2,881 |
| Number of visitors | 2,077 |
| Yield rate | 72.1 % |
| Re-visit rate※ | 61.9 % |
| Total number of content views | 21,457 |
| Average number of content views per person | 10.3 contents |

※ This figure is based on a two-month expo period.

Key Points for Sponsoring “ITmedia SaaS EXPO”

● An event for readers with an interest in DX, improving job-specific issues and solutions

- An online event for "issue awareness" and "product understanding" co-hosted by **ITmedia Business Online**, a business media focusing on job-specific features for business departments, and **ITreview**, a product review site focusing on SaaS.

● Online exhibition attracting 2,000 people interested in improving business issues

- Announcements to about 500,000 ITmedia newsletter subscribers at once.
- More than 2,000 corporate readers visited the exhibition!
- Noteworthy exhibitions. (Results of the first exhibition)

Number of registered users: 2,881
Number of visitors: 2,080 (visiting rate: 78%)
Average number of content views per person: about 10

※These figures are based on the previous two-month event period.

● Content design for integrated branding and list acquisition

- Content to attract overall customers (for interested groups) ▶ Produced by ITmedia Business Online editorial department
- Contents of case studies and discussions (for reviewing groups) ▶ Produced by ITreview
- For those who are considering the introduction of specific products (for the apparent demand groups) ▶ Contents from sponsors (seminars, booth materials, etc.)

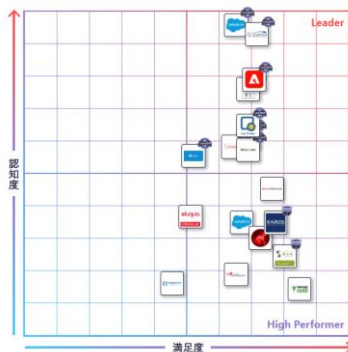
● Providing promotional programs by purpose, lead-gen programs by purpose and rich reports

- In addition to lead acquisition, awareness programs are also available to increase the presence of your company.
- Providing plans to acquire a large number of leads efficiently.
- Offering plans to get leads from people who are interested in the specific category.
- Provision of data reports for "**own booth**" and "**own session**" contactees among the leads provided.

Points of Collaboration with ITreview

In this EXPO, with the cooperation of "ITreview", which collects real voices of users and product reviews mainly on SaaS, we will strengthen the cooperation in planning contents and venue structure.

- ①Platinum and above sponsors will be provided with a session slot to present vendor's response to user feedback (reviews). The session will be held in dialogue with ITreview.
- ②White papers on solution trends supervised by ITreview will be available in each zone. Contents for users to refer to when considering solutions will be prepared.
- ③At each zone, ITreview Grid will be displayed to show the products that are supported by users at a glance (planned). In addition, sponsors who have received an ITreview AWARD badge will display the ITreview badge at their booths.



ITreview Grid



ITreview badges

- ITreview zone previous results (sponsored by SATORI)



SaaS Expo

Instead of SATORI taking the stage, real user's voices were delivered through a video interview with a user, Sumitomo Mitsui DS Asset Management. The background and steps to introduce SATORI were introduced.

- Introduction of the "Users' Voice" video





01

Basic Outline

Summary

| | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | ITmedia SaaS EXPO 2022 Winter |
| Duration | Jan. 17 (Mon.), 2022 – Jan. 31(Mon.), 2022 (tentative) |
| Visitor scale | Estimated 2,500 registrants/1,500 visitors (unique) |
| Planning | Organized by ITmedia Business Online editorial department Supported by ITreview |
| Style | Online expo using a virtual event platform 【Lecture venue】 • Organizers' session • Sponsors' session 【Exhibition venue】 • Sponsors' booths (product introduction booths) |
| Zone | Information Sharing, Sales Tech, Marketing Tech, HR Tech, Legal Tech, Finance and Accounting Tech, Industry-Specific SaaS and Work Tech |
| Assumed viewers | In the areas of management, corporate planning, human resources, general affairs, finance and accounting, sales and marketing, those who are considering the introduction of IT tools and the use of SaaS in their own operations, and those who want to promote business innovation. |

Expo Overview (Promotion, etc.)

Announcement (ITmedia + external media)

Various online promotions

From mid-November: Will start audience creation

Jan. 17 - Jan. 31

5-7 days during the period (tentative)

Prior notice, audience creation and registration promotion



アイティメディアID

Prior audience attraction by media

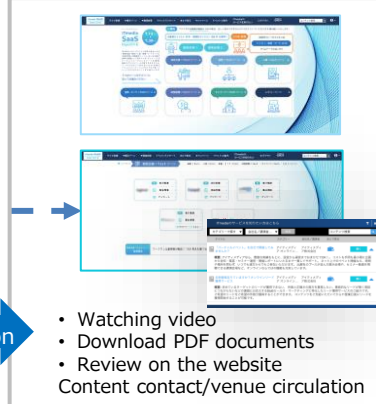
- Announcement to ITmedia members
- Notice to newsletter subscribers.
- Attracting external audience.

SaaS EXPO official website



Pre-registration


SaaS EXPO



- Watching video
- Download PDF documents
- Review on the website
- Content contact/venue circulation

SaaS EXPO Live

Live Day !



- Live streaming for 5-7 days
- Media contents (keynote speeches, discussions, etc.)
- Sponsors Single session / Relay session
※ Depending on the sponsor plan

ITmedia Business Online related special websites



Special plan for exhibitors who are Platinum Sponsors or above
Information will be posted on the special website "Digital Business & SaaS Days" to increase exposure.

- Exhibitor banners will be placed at the top of the special website.
- Advertorials on the special website, etc.

SaaS EXPO pre- and post-event online promotion

Advertorial



Platinum sponsors and above

Booth display plans during the SaaS EXPO

PDF(white paper)



Silver sponsors and above

Movie



Silver sponsors and above

Online seminar plans during the SaaS EXPO

Online seminar



- Single session: 30 minutes
- Relay session: 10 minutes

Gold sponsors and above

This Expo will appeal to target visitors in the category of 6 SaaS solutions + office equipment, and will provide a comprehensive range of information from issue awareness to solution selection.

Information Sharing

- Collaboration
- Online conference
- Content management
- Business process

HR Tech

- HCM
- Talent management
- Recruitment management
- Personnel evaluation

Sales Tech

- CRM
- Business card management
- SFA
- Sales enablement

Legal Tech

- Electronic contracting
- Electronic Signature

Marketing Tech

- MA (Marketing Automation)
- Site building/Web chat
- SNS operation/advertising operation
- EC

Finance & Accounting Tech

- Accounting
- Cost accounting
- Invoice creation
- Payroll
- Sales Management
- Form creation
- Form management

Industry-Specific SaaS

- Human resources industry (recruitment)
- Medical industry
- Education industry
- Retail industry

Work Tech

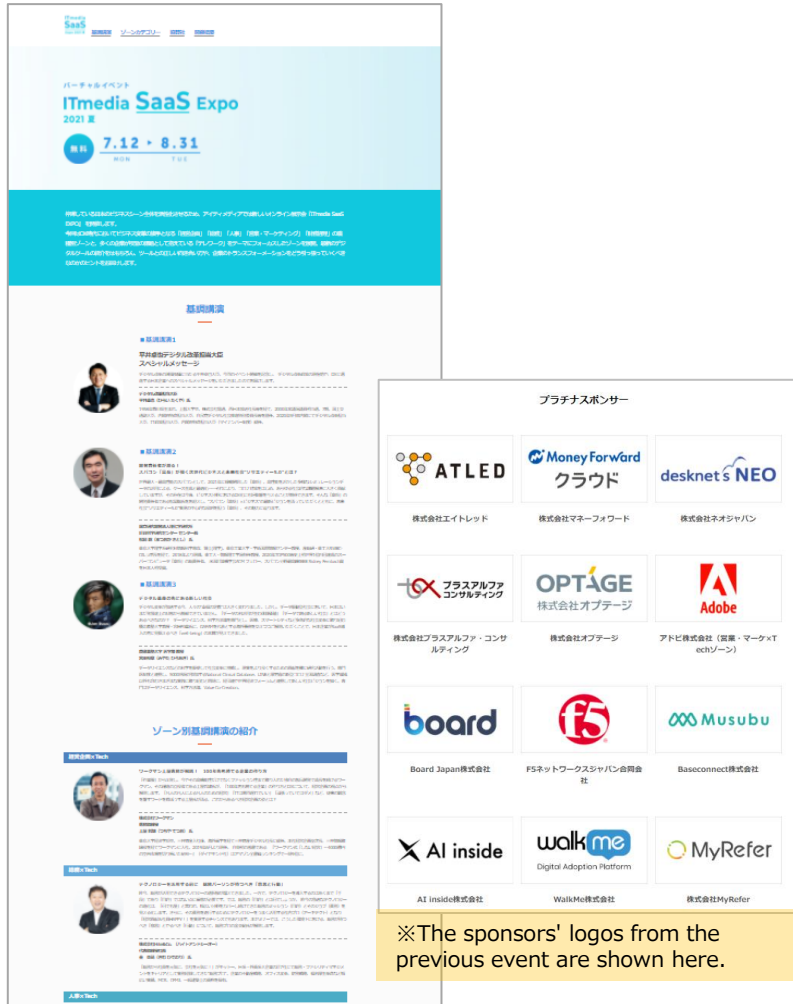
- Video conferencing system
- Web camera
- Office systems and equipment
- PC/monitor

Pre-Expo Promotion

【①Official website】

Information on the sessions and booths prepared by the media, as well as logos of all sponsors will be posted.

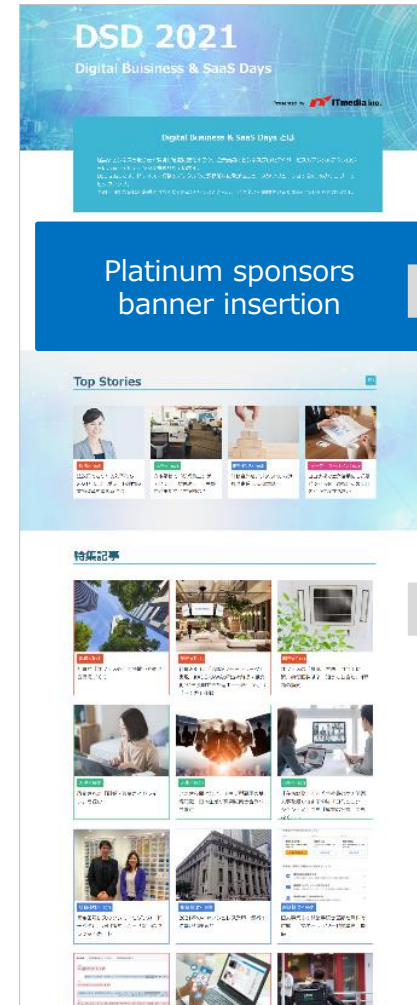
Viewers will be able to pre-register at this website and visit the EXPO venue.



Design images are subject to change without notice.

【②Promotion website】

Awareness programs will be held on the special website of ITmedia Business Online "Digital Business & SaaS Days" according to the sponsor menu. The schedule can be adjusted before or after the EXPO. ※Platinum or higher sponsorship



Banner insertion

Platinum sponsor banners are placed at the top of the special website. This will increase the exposure of the sponsor.

Advertorial

Advertorials of the platinum sponsors will be published as pre- / post-promotion. (Content to be adjusted.)



Design images are subject to change without notice.

Attracting Audience by Media

Before and during the period, we will use our media as well as external media to announce and attract audience.

We will fully utilize the reader data owned by ITmedia.

① Use of our media to announce and attract audience.

Announcements on our website and in email newsletters for readers who visit our media brands.



② Send invitation emails to our customer list

Send invitation emails to those who have participated in our events in the past.

Seminar DB



③ Notice to ITmedia ID members

Special promotions for IT Media ID members.

アイティメディアID

④ Use of external media to announce and attract audience

Announcements and guidance using GDN and partner media

【Partner media】

- Gekkan Somu (Media specialized in general affairs)
- @Jinji (Media specialized in human resources)
- Zeimu Kenkyukai (media for tax accountants and accounting professionals)





02 ***Sponsor Plans***

Sponsor Plans

| | Diamond | Sapphire | Platinum | Gold | Silver | Bronze |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------|----------------------------------|
| | Limited to 7 companies (1 company per category) <small>※Limited to one company per zone, either diamond or sapphire</small> | | Limited to 7 companies (1 company per category) | Limited to 21 companies (3 companies per category) | Unlimited | Limited (See page 15) |
| Sponsorship fee | JPY 10,000,000 | JPY 7,000,000 | JPY 3,500,000 | JPY 1,800,000 | JPY 500,000 | JPY 95,000 |
| Number of lists to be provided ※As the accumulation of each promotional activities | 2,500 names | 1,750 names | 875 names | 450 names | 120 names | Depending on the choice |
| Breakdown | | | | | | |
| Banner exposure at special website | ✓ | ✓ | ✓ | Not Available | Not Available | Not Available |
| DMP banner insertion | ✓ | Not Available | Not Available | Not Available | Not Available | Not Available |
| Advertorial (Regular) 5,000 page view guarantee with behavioral history targeting | ✓ | Not Available | Not Available | Not Available | Not Available | Not Available |
| Advertorial (Simplified version) “FRESH SUMMARY EXPRESS” | Not Available | ✓ | ✓ | Not Available | Not Available | Not Available |
| LIVE Day! session | ✓ (Special session/30 minutes) ※Session with experts as a keynote speech slot | ✓ (Special session/30 minutes) ※Talk session with ITreview | ✓ (Special session/30 minutes) ※Solo session | ✓ (Relay session/ 10 minutes) | Not Available | Not Available |
| Logo insertion at official website | ✓ | ✓ | ✓ | Not Available | Not Available | ✓ (Small size) |
| Exhibit Package | | | | | | |
| Logo & materials insertion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ No questionnaire |
| Number of materials | Booths can be exhibited in all zones Up to 30 items | Booths can be exhibited in 3 zones Up to 20 items | Booths can be exhibited in 2 zones Up to 10 items | Up to 5 items | Up to 3 items | Up to 3 items |
| Common to all zones Solution trend white paper Company names and solutions insertion (provided by ITreview) | ✓ (Prepared by ITmedia) | ✓ (Prepared by ITmedia) | ✓ (Prepared by ITmedia) | ✓ (Prepared by ITmedia) | ✓ (Prepared by ITmedia) | ✓ (Prepared by ITmedia) |

※ The number of exhibitors in each zone is limited to a **maximum of 16 companies**. (tentative)

※ Please note that zones with fewer than 3 exhibitors may not be held.

※ The order of the official website and the exhibition hall will be in the order of the plan grade. Within the same grade, the order of application will be applied.

※ Exhibitors exhibiting in more than one zone can receive a **25% discount** for additional zones based on the higher grade.

For example, exhibiting in the Sales Tech Zone with the Gold Plan + exhibiting in the Marketing Tech Zone with the Gold Plan will cost JPY 3,150,000: JPY 1,800,000 + JPY 1,350,000 (25% off the second Gold Plan)

※ Please note the number of lists you can expect to acquire may go up or down depending on the zone and content.

※ If you cancel after receiving the application form, a cancellation fee will be charged. Please be aware of this in advance. **Up to 41 days prior to the opening date: 50% of the sponsorship fee Within 40 days prior to the opening date: 100% of the sponsorship fee**

Bronze Sponsor (Trial Plan)

【Eligible companies only *1】

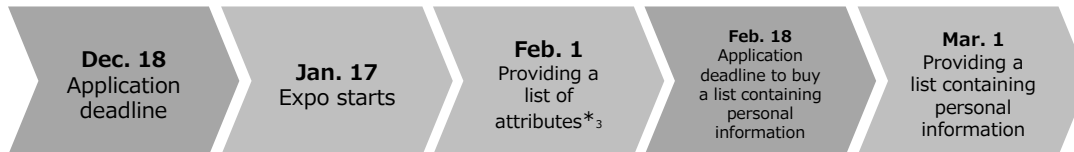
Trial plan is available to evaluate the Expo at a low price.

Point 1 A virtual booth is available for JPY 95,000.

Point 2 Providing a list of attributes*3 of the visitors to your booth. The list can be used as reference information for the next event.
※ The attribute list does not contain personal information or browsing content information.

Point 3 After reviewing the attribute list, you can purchase a list containing personal information (optional fee is required).

**Up to 10 companies in the industry-specific SaaS zone.
For all other category zones, up to 2 companies.**



*1. This plan is only available to companies that have not yet inserted ads by the summer of 2021

*2. Provided leads will be in the order of contact with your company's content (you will not be able to choose which leads to purchase).

*3. We will send you a list of all attributes for the entire period after the exhibition.

| Booth package | |
|-------------------------------------------------------|------------------------------------------------------------------------------------------|
| Company logo & exhibition materials | ✓ ※No questionnaire when viewing |
| Number of materials | Up to 3 items |
| Webcast (Shooting / Production) | Option |
| LIVE session | Option |
| Promotion to induce registrants | Not available |
| Exhibition fee (tax is not included/gross fee) | JPY 95,000 |
| List purchase (including personal information) option | |
| Guaranteed 100 names*2 | JPY 400,000 Exhibition fee is not included. (tax is not included/gross fee) |

Information contained in the attribute list

Company name, number of employees, industry, job title, position class and annual sales scale

Information contained in the list of personal information

Name, e-mail address, company name, position, department name, number of employees, industry, work address, telephone number, job title, position, annual sales scale, questionnaire at registration, date and time of registration, date and time of visit (first & last), browser, OS, IP, total visit time and number of views of your company's content.

※Unlike other plans, there is no information on the type of content viewed.

Details about Provided Leads per Sponsor Plan

The estimated number of leads is based on the accumulation of each promotional activities. Unduplicated.

| | Diamond | Sapphire | Platinum | Gold | Silver | Bronze |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------------------------|-------------------------------------------------------|----------------------------|-------------------------|
| | Limited to 7 companies (1 company per category) ※Limited to one company per zone, either diamond or sapphire | | Limited to 7 companies (1 company per category) | Limited to 21 companies (3 companies per category) | Unlimited | Limited (See page 15) |
| Number of lists to be provided ※As the accumulation of each promotional activities | 2,500 names | 1,750 names | 875 names | 450 names | 120 names | Depending on the choice |
| Generated leads at SaaS EXPO venue | | | | | | |
| Full list of exhibition registrants | ✓ | Not Available | Not Available | Not Available | Not Available | Not Available |
| List of exhibitor zone registrants | ✓ (All zones) | ✓ (3 zones selectable) | ✓ (2 zones selectable) | ✓ (Sponsored zone only) | Not Available | Not Available |
| List of viewers of your contents | ✓ (All zones) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Optional) |
| List of viewers for each zone solution white paper | ✓ (All zones) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Sponsored zone only) | ✓ (Optional) |
| Generated leads at Live venue | | | | | | |
| Full list of registrants | ✓ | Not Available | Not Available | Not Available | Not Available | Not Available |
| List of pre-registrants for each zone | ✓ (All zones) | ✓ (3 zones selectable) | ✓ (2 zones selectable) | ✓ (Sponsored zone only) | Not Available | Not Available |
| Zone keynote session viewers list | ✓ (All zones) | ✓ (3 zones selectable) | ✓ (2 zones selectable) | ✓ (Sponsored zone only) | Not Available | Not Available |
| Own session viewers list | ✓ | ✓ | ✓ | ✓ | Not Available | Not Available |

- ※ For the Platinum plan and above, we will provide the visitor lists for the zones that you specify in advance. (e.g. Platinum plan: 2 zones can be selected)
- ※ The "list of viewers of your contents" will be provided as an online report. You can check it in real time during the event.
" Full list of exhibition registrants" and "list of exhibitor zone registrants" will be delivered in **mid-February as list data.**
(The list of organizer speakers and your own content viewers will not be flagged.)
- ※ The expected number of lists to be acquired may vary depending on the zone and content.

About Sponsor Benefits

Diamond Sponsor Benefits and Plan Points

Special programs to demonstrate your presence as a top vendor driving the “**entire SaaS industry**”

- ①Banner exposure on the special website "Digital Business & SaaS Days"
- ②Advertorial insertion as pre/post promotion
- ③A dialogue session with the keynote speaker will be held as a 60-minute slot at LIVE Day!
- ④Providing a list of all 2500 registrants of ITmedia SaaS EXPO Winter 2022 Winter

Sapphire and Platinum Sponsors' Benefits and Plan Points

Special programs to demonstrate your presence as a top vendor leading the “**specific SaaS category**”

- ①Banner exposure on the special website "Digital Business & SaaS Days"
- ②Advertorial (simplified version) insertion as pre/post promotion
- ③A special 30-minute lecture slot is available on LIVE Day!
 - Talk session with ITreview in order to respond to user's voice. (Sapphire sponsors)
 - Single Sales Pitch (Platinum sponsors)
- ④Providing a list of sponsorship zone registrants (Exhibition + Live Day!) (1,750 registrants for Sapphire sponsors / 875 registrants for Platinum sponsors)

Gold Sponsor Benefits and Plan Points

- ①Providing a venue for your company's sales pitch in a 10-minute relay session (up to 3 companies per category) at LIVE Day! The ITmedia editorial team will watch the video content and introduce it with comments.
- ②Providing a list of sponsorship zone registrants (Exhibition + Live Day!) (450 registrants for Gold sponsors)

A wide range of promotion plans are available, from increasing awareness to acquiring leads.
Some of them are included as special package with specific plans. Please contact us if individual customization is required.

①Online seminar

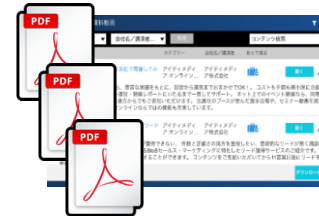


A session of sales pitch is available at LIVE Day!

②Video/③PDF(white paper)/④Review link and logo



Videos of exhibition materials are posted at the expo venue.



PDFs of exhibition materials are posted at the expo venue.



Company logo on your booth and review links.

⑤Advertorial (Normal ver./Simple ver.)



In conjunction with the SaaS EXPO, advertorials can be inserted before and after the event to promote your exhibit.

⑥Gate Pack banner/⑦Other banners



Banner ads to increase your presence during the SaaS EXPO.

①Online Seminar Eligible: Gold or above

Limited delivery with a total of 120 minutes each day.

Structured in a time frame that allows the viewer to concentrate.

Creating a sense of premiere by limiting the distribution period so that people can only catch up with the information on that day.



バーチャルイベント

ITmedia **SaaS Expo**
2021 夏

[Point!]
Special session slot is available.

A limited number of "Special session" slots are available for Platinum or above sponsors. This will enhance your presence as a top vendor in your exhibiting category.

Image of the seminar

Day1: Information Sharing

Day2: Sales Tech

Day3: Marketing Tech

Day4: HR Tech

Day5: Legal Tech

Day6: Finance & Accounting Tech

Day7: Work Tech

※The program is subject to change depending on the sponsorship status.

Program structure / each day

- Keynote speech: Key session by ITmedia (30 minutes)
- Special session: Up to 2 companies per category (30 minutes x 2) * Platinum sponsors or above
- Relay Session: Up to 3 companies per category (10 minutes per company) *Gold Sponsor

※Simu-live scheduled

- Sapphire sponsorship→ Pre-recording (No talk style. Video delivery is also an available option.)
- Platinum sponsorship→Video delivery in advance
- Gold sponsorship→Video delivery in advance

①Schedule of Online Seminars

● Broadcast schedule (tentative)




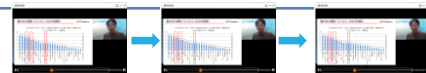
| | Day1 | Day2 | Day3 | Day4 | Day5 | Day6 | Day7 |
|-----------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|
| Theme | Information Sharing | Sales Tech | Marketing Tech | HR Tech | Legal Tech | Finance & Accounting Tech | Work Tech |
| Media slots | Keynote session | Keynote session | Keynote session | Keynote session | Keynote session | Keynote session | Keynote session |
| Sponsors' slots | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview | Diamond/Sapphire (Up to 1 company) Talk session with ITreview |
| | Platinum (Up to 1 company) | Platinum (Up to 1 company) | Platinum (Up to 1 company) | Platinum (Up to 1 company) | Platinum (Up to 1 company) | Platinum (Up to 1 company) | Platinum (Up to 1 company) |
| | Gold (Up to 3 companies) | Gold (Up to 3 companies) | Gold (Up to 3 companies) | Gold (Up to 3 companies) | Gold (Up to 3 companies) | Gold (Up to 3 companies) | Gold (Up to 3 companies) |

※Sponsors' slots are limited and is determined in the order of application.

※**Diamond, Sapphire, and Platinum sponsors can participate in multiple zones, but please select only one category for LiveDay.**

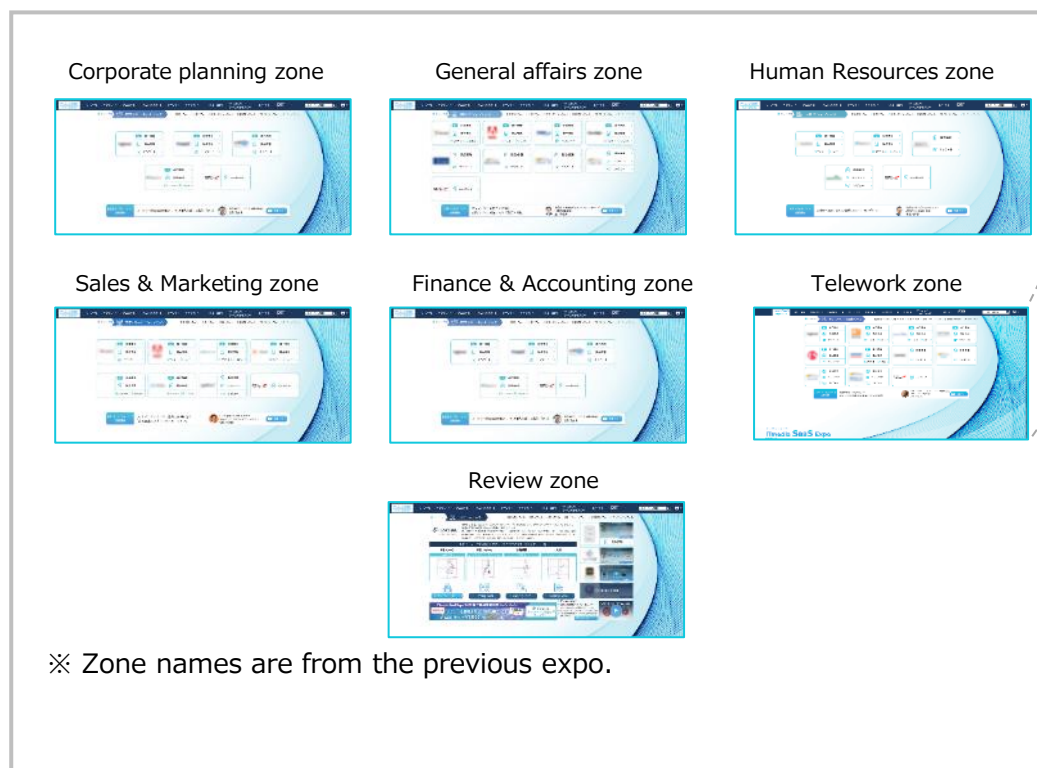
※If you are a Diamond Sponsor, you can choose to have a 60-minute session in conjunction with the keynote speaker (e.g., a talk session with the keynote speaker).

● Program for each day

| | | |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Keynote session 30 minutes | Keynote sessions by ITmedia Sessions by user representatives and experts on the category Shooting style: Pre-recording |  |
| Special session① 30 minutes | Sessions for Sapphire sponsors and above Sessions for vendors to respond to user feedback and reviews (Special talk with ITreview/no talk, video delivery is also customizable) Shooting style: Pre-recording (Schedule to be arranged) |  |
| Special session② 30 minutes | Platinum Sponsor's Session Single sessions Shooting style: Video to be supplied in advance (Specifications to be provided by the Expo bureau) |  |
| Relay session 10 minutes x 3 | Sessions by the 3 Gold Sponsors With comments from ITmedia editorial team ※Moderators will be assigned when there are more than 2 companies. Shooting style: Video to be supplied in advance (Specifications to be provided by the Expo bureau) |  |

②Video ③PDF ④Review Link and Logo

At each zone, a "Product Introduction Corner" will be set up where visitors can view demo videos and PDFs of each company's solutions, as well as links to reviews and trial versions (of landing pages).



Clicking on the list of materials button will open the list of PDFs, videos and links to other information.

⑤Advertorial (Normal Version) Eligible: Diamond

Enable to promote with article contents to expand awareness before and after the event.
Targeting by reader's behavioral history extracted from ITmedia's "DMP". 5,000 Page View guarantee.

What is Behavioral History Targeting Advertorial?



People with high interest and concern



By identifying the interests of readers based on their behavioral data (article browsing history), we **guide people with "high interests" to your advertorial**. By linking reader behavioral data to external services for extended distribution, we can capture people with the same "interests" who have never visited ITmedia, thereby expanding the reach of your readers.

| | |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Guarantee | 5,000 Page Views |
| Insertion term | Minimum 1 week to maximum 2 months (Ends when guaranteed page views are achieved.) |
| Specs | 3000-4000 Japanese characters and 2-3 illustrations |
| Breakdown | Production of 1 advertorial Advertisements that lead to advertorial based on reader behavior data Browsing report (Page Views, Unique Browsers, companies browsed, etc.) Link in special feature website of "Digital Business & SaaS Days Company logo |

☒ Advance notice of seminars and promotion of registration.

☒ Product and service awareness.

☒ Corporate branding

In addition to exhibiting at the "ITmedia SaaS EXPO", we prepare **targeted advertorials that direct only "readers with high interest"** extracted from the browsing behavior of media articles. It will also be linked with the **"Digital Business & SaaS Days" special feature** that covers news and solutions that lead to the solution of issues related to the digitization of business and operations by job category, in order to expand awareness.

Please select a target below.

Interested groups of contents related to general affairs

Interested groups of contents related to human resources

Interested groups of contents related to finance & accounting

Interested groups of contents related to marketing

Interested groups of contents related to collaboration



Viewed by interested readers based on keyword selection. 5,000 page view guarantee.



Banner insertion
①Diamond sponsor
②Platinum sponsor



<https://www.itmedia.co.jp/business/special/ge210101/index.html>

⑤ Advertorial (Simple Version) Eligible: Sapphire/Platinum

Creation of simple article content for pre- and post-awareness, release announcements, and other purposes.
This is a service that puts the content in HTML e-newsletter and delivers it directly to the readers.

Key summary of the release

Product and service introduction in the form of a regular news article based on a press release or product materials.

Number of characters: About 500 Japanese characters
Illustrations: Up to 1

Editor's Viewpoint

A summary of the key points for readers with the editorial department's perspective.

Number of characters: About 200 Japanese characters

ITmediaビジネス
O N L I N E

2020/07/01

ビジネスマンの可能性を広げるトレンドをお届け フレッシュサマリ

営業生産性をアップする「セールス・イネーブルメント」とは？

働き方改革を推し進める上で、業務効率化と営業力の向上の同時実現は企業にとって重要課題の1つだろう。だが、具体的にどうすればいいのか分からないと頭を悩ます企業も多いのではないかな。

いま、「SalesTech」（セールステック）という言葉がクローズアップされつつある。ITと融合した新しい金融サービスを生み出す「FinTech」などと同様、テクノロジーを営業力アップにつなげる新しいトレンドがSalesTechだ。

「Handbook」はビジネスシーンに必要なプレゼンテーション資料や提案書、勉強資料などのコンテンツをクラウド上で管理し、タブレットやスマートフォン、Windows 10搭載PCといったモバイルデバイスで共有・活用できる管理システムだ。

直感的に操作でき、専門知識がなくても簡単にコンテンツ作成や配信が可能なのが特長。対応するコンテンツは、オフィスソフトやPDFを始め、動画、360度ビュー、VRコンテンツ、HTML5を利用したリッチコンテンツ——など多岐にわたる。

これまで営業先に出向く際にはたくさんの資料やカタログを印刷して持ち運ばなければならなかった場合でも、「Handbook」搭載デバイスが1台あればその煩わしさから解放されるというわけだ。

コンテンツにはフィードバック機能やアンケート機能を設定でき、情報収集機能も持つ。管理者側は営業担当者のコンテンツ利用状況なども確認できるため、営業活動を定量的に把握することも可能だ。集積した貴重なデータはセールスツールの最適化などさまざまな用途に生かせるだろう。

ITmedia ビジネスオンライン編集部「ここがポイント」

営業にITなどのテクノロジーを適用し、営業生産性向上を支援する仕組みを指す「SalesTech」が急速に注目を集めているように、営業部門でのIT活用必要性が見直されている。今回ご紹介した「Handbook」は営業コンテンツの作成から活用、情報収集・分析に至るまで、多方面から営業担当者をサポート。これからの時代のニーズを捉えたツールの1つといえるでしょう。

サービス詳細、お問い合わせはこちら

[提供：〇〇株式会社]

Image of email delivery

Distributed to subscribers of the media email newsletter

ITmedia Business Online e-Newsletter

Number of messages delivered: Approx. 86,000
Distribution days: Monday/Tuesday/Thursday/Friday

Also published in the media website as an archive



※Publication only, no promotional ads.

Content

- Production of 1 simple advertorial
 - Summary of product information (about 500 Japanese characters)
 - Editorial commentary (about 200 Japanese characters)
- Content distribution via HTML e-mail
- Publication of archived content in production media website

Report

- Number of deliveries
 - Open rate
 - Number of clicks
 - CTR
- This is a **simple advertorial that requires no media interview**. Please let us know beforehand if there are any points you would like to emphasize in product information, etc., in addition to the normal product introduction.
- We will send you a draft text file for your checking the contents of the publication in about 3 business days after the materials are provided. When proof-reading, please do "fact check" only.
- Please note that the date of email delivery may not be able to meet your request due to the status of other companies' email schedules. Thank you for your understanding.
- We also offer the option of directing the readers to the archive page. Please contact our sales representative for more details.

⑥ Banner (Gate Pack)

Eligible: Diamond

Premium ad that hijacks the entire home page.

This product, which covers the entire page, is ideal for branding. (limited to 1 company only)



Ad specifications

| | |
|-----------------------|-----------------------------------------------------------------------------------------------|
| Guarantee | Insertion term guaranteed |
| Estimated impressions | 40,000 impressions |
| Banner location | Top |
| Banner frequency | Fixed |
| Slot | 1 |
| Insertion term | 1 week |
| Banner size | ①Gate (Header): 990×80 pix ②Gate (Background): 1280×600 pix ③Rectangle: 300×300/250 pix |

| | | | | |
|-----------|--------------------------|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Gate Pack | ● Material specification | | <ul style="list-style-type: none">• Gate and Rectangle will be displayed simultaneously.• Gate banner only is not available for sale.• Even if you scroll the site vertically, the background will not scroll and will remain fixed.• The displayable area of the Background is 145 pix on both sides of the page.• Please divide the material submission email into two separate emails for each material (Gate (Header/Background) and Rectangle).• The report will be a separate tally of numbers for each part of the Gate and Rectangle. | |
| | | Header | | Background |
| | File format | gif/jpeg | | gif/jpeg |
| | Banner size | 990×80 pix | | 1280×600 pix |
| | File size | Within 150KB | | Within 200KB |
| | Animation | Within 30 seconds | | Not available |
| | Material deadline | Prior to 10 business days | | |
| | Other | Banner material replacement is not permitted. | | |



Targeting banners that cross-reference readers' interests identified from their browsing history of highly specialized content with company information linked to their ITmedia ID registration information and IP address.



Audience targeting Rectangle

- Insert a Rectangle banner on the first view of each media.
- **During the contracted term, 100,000 or more impressions/JPY 3.0 per impression/JPY 300,000 or more will be inserted.**
- Approximate term to consume impressions: 1 month or more
- Banner size : W 300pixel × H 250pixel (or H 300pixel) File size : Under 150KB

Audience targeting Billboard banner

- Insert a large banner directly below the global navigation.
- During the contracted term, 50,000 or more impressions/JPY 6.0 per impression/JPY 300,000 or more will be inserted.
- Approximate term to consume impressions: 2 weeks or more
- Banner size : W 970pixel × H 250pixel File size : Under 150KB

Audience targeting InRead banner

- Display ads to readers after they read an article in a natural and comfortable way.
- During the contracted term, 50,000 or more impressions/JPY 6.0 per impression/JPY 300,000 or more will be inserted.
- Approximate term to consume impressions: 2 weeks or more
- Banner size : W 640pixel × H 300pixel File size : Under 150KB

Banner Inserted Media

ITmedia TOP, ITmedia NEWS, ITmedia Business Online, ITmedia Enterprise, ITmedia Executive, ITmedia Marketing, @IT, TechTarget Japan, Keyman's Net, MONOist, EE Times Japan, EDN Japan, Smart Japan and BUILT

Targeting Segment

Behavior targeting

Accessing to the contents including the specific keywords
Accessing to the specific URLs
Accessing to the contents granted the specific keywords

Attribute targeting

Industry, Job category (ITmedia ID member only)
Job title (ITmedia ID member only), Company size, etc.

※ If the conditions you specify do not meet the minimum impressions, we will consult with you on the terms and conditions and the term of insertion.

Delivery of the Generated leads

▼Online report

Applicable to: All sponsors



Viewing data

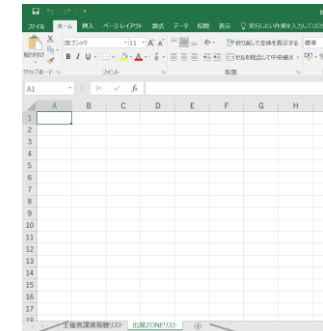
All sponsors will be issued each ID for the online report, and visitors' content viewing status can be checked in real time during the Expo.

※Information that can be viewed and downloaded in online reports will not be delivered separately.

▼List of individual leads

Applicable to: All sponsors

List sample



主催者講演視聴リスト 出展ZONEリスト

List of individual leads will be sent to ITmedia Report Center's ID holders in mid-February after the end of the Expo.

The list will be delivered in the format of adding sheets in Excel according to the contents of P14.

※No merging will be done by the Expo bureau.
For example, a Gold sponsor has 2 sheets in the Excel file: (1) List of visitors to the relevant sponsored EXPO and (2) List of registrants for LiveDay! (The Expo bureau will not merge the sheets, so there will be duplicate visitors on each sheet.)

Diamond



List of all EXPO + LiveDay! registrants

Sapphire



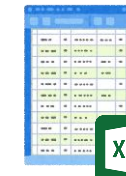
List of 3 Expo zone registrants + 3 LiveDay! zone registrants

Platinum



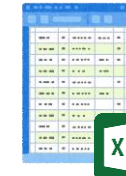
List of 2 Expo zone registrants + 2 LiveDay! zone registrants

Gold



List of sponsored Expo zone registrants + 1 LiveDay! zone registrants

Silver



List of common white paper contactees

- ※Diamond sponsor: List of all EXPO registrants (with attendance flag) sheet + List of all LiveDay! registrants
- Sapphire sponsor: List of EXPO visitors + List of LiveDay! (3 specified category zones)
- Platinum sponsor: List of EXPO visitors + List of LiveDay! (2 specified category zones)
- Gold sponsor: List of visitors to the relevant sponsored EXPO zone + LiveDay! (1 specified category zone)
- Silver sponsor: List of common white paper contactees

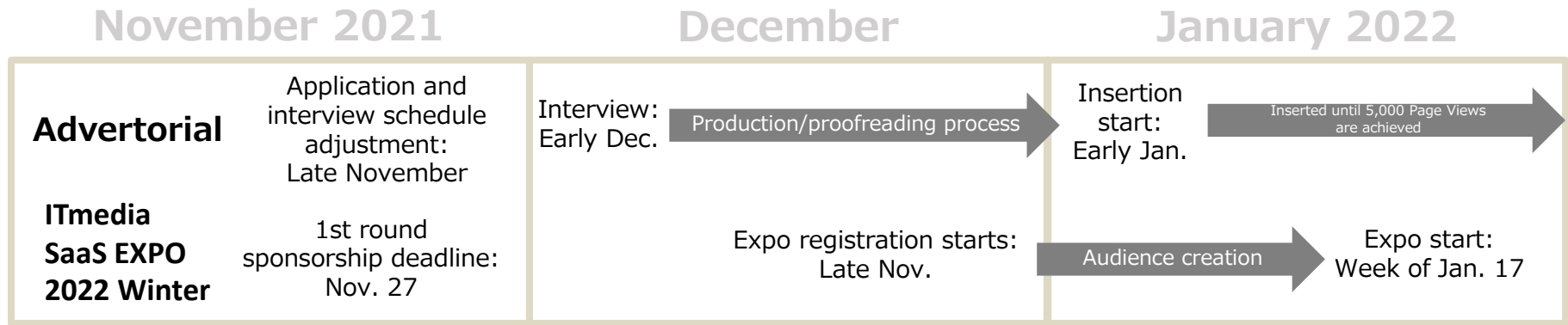
Delivery will be made according to the contents of P14.

About Advertorial for Diamond Sponsors

We will produce an advertorial as a pre- or post-promotion for SaaS EXPO.

We recommend you to write about the **highlights** of your company's participation in SaaS EXPO, **present your vision** for the future market to further enhance your company's presence or conduct **user interviews**.

Expected schedule (for pre-promotion)



※ The "production to proofreading" period includes the 1st draft provision and its final proof. In the proofreading stage, you will be asked to make a final check to see "whether the revisions you requested are reflected in the revised material".

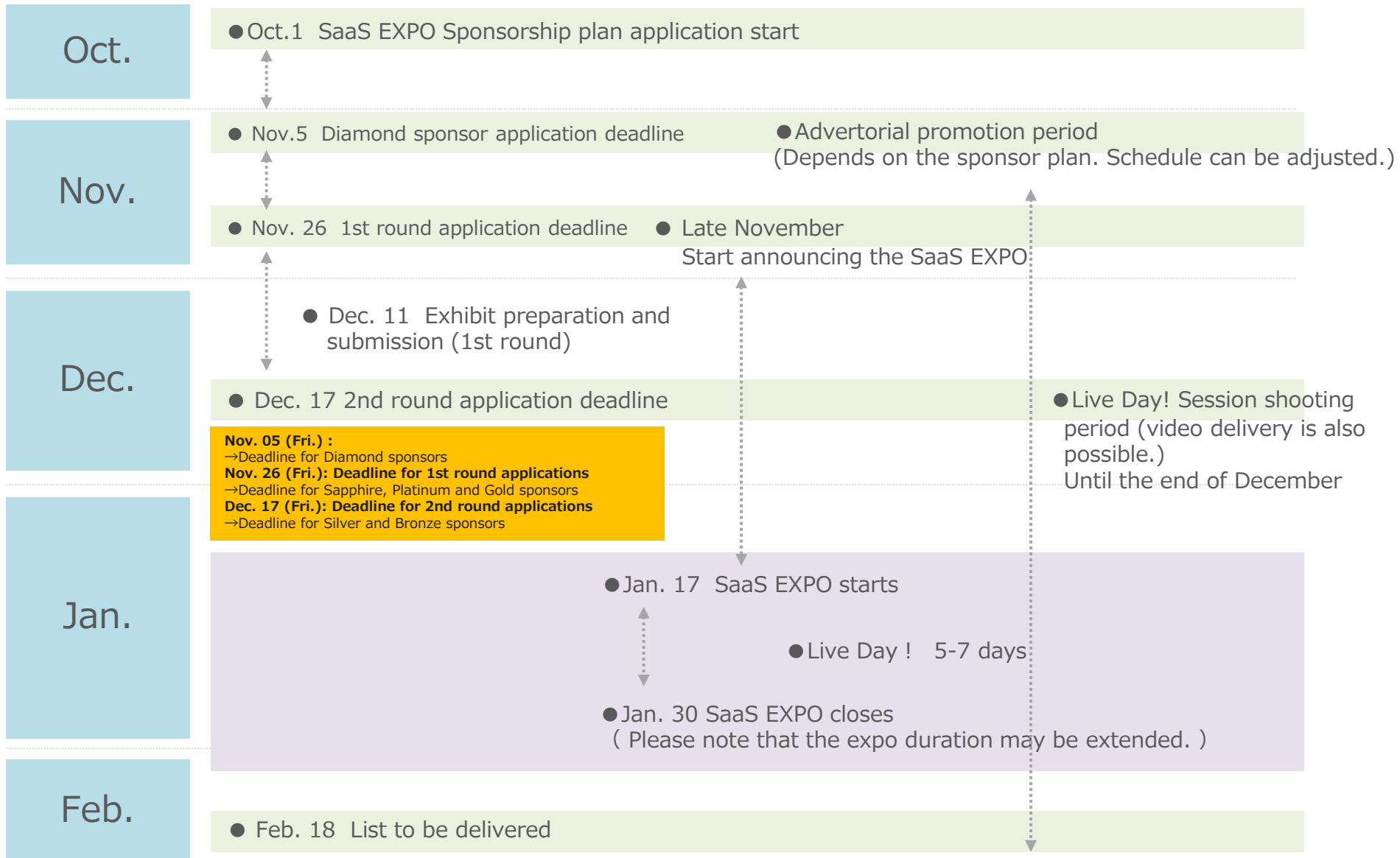
Notes

- The copyright of the produced article advertisement belongs to ITmedia and its production staff (writers, photographers, etc.).
- If you wish to use the advertisement in print, a secondary use fee will be charged. Please contact our sales representative if you would like to use this service.
- A separate fee will be charged if it is necessary to assign a celebrity or travel to a distant location for an interview.
- Please note that the following additional fees may be incurred if the advertiser requests a major change from the agreed-upon content after application.

- Re-submission of 1st draft: JPY 300,000
- Additional revision after the proof : JPY 100,000
- Please ask us about your request for re-interview.

※All prices are exclusive of tax and gross.

Schedule



※ The above schedule is as of now. Please note that it is subject to change.
 ※ A report of the expo will be sent by ITmedia sales representative after late February 2021.



03 ***Options***

Various Option Plans to improve the exhibit effects are provided.

Option(1): Contents Plus

This is an optional plan for sponsors who want to upload additional assets to the Basic Plan.

【Contents】

- Additional assets (up to 5)
- ※ Please note the first view of the asset list is limited.

+JPY 100,000

Option (2): Webcast Plus

This is an optional plan for sponsors who want to produce and post a webcast.

【Contents】

- Webcast shooting
- Webcast production (1 webcast)
- Webcast to be posted at the venue.

+JPY 250,000

Option(3): Movie File Hosting

This is an optional plan to convert your mp4 video files to hosting URL format.

【Contents】

- Convert mp4 files to hosting URL (1 file)
- ※Additional fee will be charged for replacing files after the conversion work has started.

+JPY 20,000

Webcast Format

Session type (Up to 60 minutes)



- Presentation slides and speaker video (photos only are acceptable)
- Webcast length: **Up to 60 minutes** (10 minutes recommended)
- This is the orthodox type with the longest delivery time and the least burden on the lecturer.

Compact (chromakey) type (Up to 10 minutes)



- A type of presentation in which the speaker appears in the presentation material as a video.
- Requires script preparation. This type focuses on the lecturer's expression.
- Webcast length: **Up to 10 minutes**
- Lecturer: 1 person only

Interview type (Up to 10 minutes)



- There is only one speaker, and the questions are displayed on a ticker tape, and the speaker answers them.
- This is a one-camera specification.
- This type is best for clear and concise messages, such as answering a frequently asked question.
- Webcast length: **Up to 10 minutes**

※Select from the above 3 types.

※Please note that due to the limited recording and production time of this package, customization other than the above is not available.

※Shooting location: ITmedia conference room (Kojimachi, Tokyo) or remote recording is available.

※No translation and subtitling service.

★Benefits

【 Image of presentation venue 】



① Posted at the presentation venue

The webcast produced by this plan will be posted in the red frame at the Sponsors' presentations venue. When a visitor clicks on your webcast, the content will pop up and the visitor will be taken to the video of the presentation.

※You can also post your content as one of the materials that will pop up when you click on your company's logo at each zone.

※Please note that the number of contents that can be posted at the venue is limited.

② Provision of video file (Please request before the end of the Fair)



About the usage of the produced video

※The webcast will continue to be distributed for approximately 1 year after the end of the exhibition. (Excluding live webcasts) Therefore, you can use the URL.
※ITmedia can also provide you with the webcast in mp4 format (a single video without slide chapters) by prior individual order (free of charge). (It will be delivered within 2 weeks after the end of the conference.)

Cancellation Policies

If you want to cancel the purchase order for the advertiser's convenience after receiving the purchase order for the advertised product, you will be charged a cancellation fee at the following rate.

| Advertising Menu | | | Cancellation Fee | Applicable Products / Services(Please ask us if you can't find the product in the list below.) |
|-----------------------------------------|------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Display Advertising / Email Advertising | | | Before the material deadline: 50% After the material deadline: 100% | Display Advertising / Email Advertising |
| Advertorial (Tie-in Article) | | | Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee) | Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article) |
| Lead Generation | Guaranteed Number of Leads | Lead Generation | Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee) | LG. Basic / Segment |
| | | Production Option | Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee | LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production |
| | | Other Options | Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee) | LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing |
| | Guaranteed Insertion Term | White Paper | Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee | TechFactory Guaranteed Insertion Term Program |
| | | Advertorial (Tie-in Article) | Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee | TechFactory Guaranteed Insertion Term Program |
| | Long Term Lead Generation Program (6 months or more) | | Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled | LeadGen. Segment (6 months or more Lead Generation Program) |
| Seminar | Collective Seminar | | Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee | Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan |
| | Entrusted Seminar | | Planning Fee / Operating Fee • Until 41 days before the seminar: 50% of the advertising fee • Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. • Venue Fee/ ITmedia's Operating Fee • Any other costs incurred as a result of customizing program | Entrusted Seminar |
| Others | ABM Report | | Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee | ABM Report |
| | Customized Booklet / Offprint | | Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee | Custom Booklet Offprint |
| | Video Production | | Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee | Video Production |
| | Customized Research | | Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee | Customized Research |



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