

Effective lead generation ways at online virtual event!



What is the ITmedia Virtual EXPO Fall?

ITmedia Virtual EXPO Fall is an online virtual event focusing on the latest movements of whole spectrum of electronics / mechanical / building industries. The expo includes keynote speech webcasts, virtual booths and sponsor presentations, contests and more, and is the very first and largest of this kind as virtual expo in Japan.

In the virtual expo, the opportunity will be provided to the audience to access industry experts and technology providers via keynote speeches, webinars, technical papers and other online content.

What contents can sponsors exhibit in the virtual booth?



1 Welcome movie

2 Company logo

① White paper download

② Giveaway

③ Mini Survey

④ About this booth

⑤ Inquiry

⑥ Webcast

- Platinum/Gold/Diamond sponsors only

Hosted and promoted by:

MONOist

EETimes Japan

EDN Japan

スマートジャパン Smart Japan

BUILT Building×IT

Total PV: 5,620,745

UB: 2,098,663

supporting the 5 Engineering Media (As of October 2021)

Traffic drive

EXPO Entrance



Sponsor Booth



Top page of each EXPO



ITmedia Virtual Expo 2022 Spring

February 15 Tuesday – March 18 Friday , 2022

Why sponsor the ITmedia Virtual Expo?

The innovative online environment of the EXPO will allow you to reach your target audience everywhere in Japan.

Sponsorship opportunities are now available. For additional information, please contact your local sales representative.

Sponsorship Benefits include:

- Targeted, high-quality sales lead generation with demographic data (provided only in Japanese)
- Attendee tracking and reporting
- Advanced platform supporting rich media assets including webinars and white papers

Sponsor Packages

		Platinum sponsorship *1	Gold sponsorship *1	Silver sponsorship *1
Branding				
Logo placement		✓	✓	✓
Sponsor Content				
Webcast (Including cost of shooting/editing. <u>Shooting must be performed in or around Tokyo in Japanese. No translation and subtitling service.</u>)		1	1	N/A
Document download (i.e., white paper and catalog)		up to 10 PDFs	up to 10 PDFs	up to 10 PDFs
Online survey, giveaway and live chat		✓	✓	✓
Promotion				
Traffic Driver		by expo email By Pick Up Contents area in zone entrance*7	by expo email	N/A
Lead Generation				
Zone(Expo) visitors' lead *2		✓	N/A	N/A
Leads data who saw keynote session [select 1 session]*3		✓	✓	N/A
Booth visitors' lead *4		✓	✓	✓
Sponsor content audiences' lead *5		✓	✓	✓
Live Session (Up to 3 clients)		Option (+USD 10,800)	Option (+USD 10,800)	Option (+USD 10,800)
Estimated leads *6	Mechanical Design Expo Embedded & Electronics / AI EXPO CASE / Automotive EXPO Smart Factory EXPO	1,800 – 2,400	600 – 800	300 - 400
	Building x IT Expo Retail & Logistics Supply Chain Expo	1,100 – 1,500	400 - 500	200 - 300
Price				
Sponsor fee	Mechanical Design Expo Embedded & Electronics / AI EXPO CASE / Automotive Expo Smart Factory EXPO	USD 26,400	USD 15,600	USD 9,600
	Building x IT Expo Retail & Logistics Supply Chain Expo	USD 18,000	USD 10,800	USD 7,200
	Smart City EXPO / Start-up Feature / Sustainable Feature	Please ask details to our sales team		

*1 When applying for sponsorship, **please assign someone who understand Japanese as a contact person**. The application form, manual and supports are all provided in Japanese.

*2 **Leads are generated when visitors visit the zone(expo) where sponsor exhibits, sponsor's booth, watch webcasts and download documents**. Lead information of the zone are provided in spreadsheet format after the expo. Lead information of the booth, webcasts and documents are provided real-time during the virtual expo. **Please note all of the lead information are provided in Japanese. (No translation service)**

*3 Leads are visitors who see the keynote content. **Please ask the detail of keynote speeches and select 1 session**.

*4 & 5 **Leads are generated when visitors visit the sponsor's booth, watch webcasts and download documents**. Lead information of the booth, webcasts and documents are provided real-time during the virtual expo. **Please note all of the lead information are provided in Japanese. (No translation service)**

*6 Estimated leads are forecasted based on the actual numbers of our previous expo. Please note it will vary depending on the momentum of each expo and booth.

*7 As to the Pick Up Contents area, please see details on the next page.

Order Deadline : December 10, 2021

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Special Trial Plan: Bronze Sponsorship 【Eligible companies only】

- Plan for evaluating the Virtual Expo at a low price.

Point 1 A virtual booth is available for **USD 1,140**.

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).

Bronze sponsorship booth package	
Company logo & exhibition materials	✓ ※No questionnaire when viewing
Number of materials	Up to 10 items
Webcast (Shooting / Production)	Option
LIVE session	Option
Promotion to induce registrants	Not available
Exhibition fee	USD 1,140
List purchase (including personal information) option	
Plan A: Guaranteed 167 names* ¹	USD 6,000 Exhibition fee is not included.
Plan B: Guaranteed 100 names* ¹	USD 3,600 Exhibition fee is not included.

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 sponsor plans, there is no information on the type of content viewed.

- **Up to 3 companies each for Embedded & Electronics/AI Expo, Smart Factory Expo and Mechanical Design Expo.**
- **For all other Expos, up to 7 companies can join.**

Dec. 10
Application
deadline

Feb. 15
Expo starts

Mar. 4
Providing a list of
attributes*²

Mar. 15
Application
deadline to buy a
list containing
personal
information

Late Mar.
Providing a list
containing personal
information

*1. 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).

*2. We will also send an Expo report in late Mar.

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Pick Up Contents Area in Entrance

Main Entrance

Entrance



Booth



EXPO Structure

The virtual expo are divided into 10 expos depending on the topic.

●Mechanical Design EXPO

Topics : CAD, CAE, CAM, 3D Printer and Scanner, VDI, Global Design and Development and Makers.

●Embedded & Electronics / AI EXPO

Topics : Embedded Development, IC and Electric Component, Software Testing, FPGA Solution, Test & Measurement, Internet of Things(IoT), M2M and Smart Device, AI, Deep Learning.

●CASE / Automotive EXPO

Topics : Connected, Autonomous, Sharing, Electrification.

●Smart Factory EXPO

Topics : Smart Factory, Industrial IoT, Industrie 4.0, Controlled Equipment, Industrial Robot, Security for Industrial Equipment and Industrial Ethernet. PLM, ERP, SCM, Management, Global Design and Development and Foreign Production.

●Retail & Logistics Supply Chain EXPO

Topics : Supply Chain Management (SCM), Enterprise Resource Planning (ERP), Automated Guided Vehicle, RFID, Smart Tag.

●Material EXPO (TBD)

Topics : Weight Reduction, High Strength, Sustainability, Molding and Processing Technology, Antibacterial and Antiviral.

●Building x Information Technology EXPO

Topics : Building Information Modeling (BIM), CAD, Information-oriented Construction, Building Automation System (BAS), Energy-saving Building, Facility Management (FM), Legal regulation and Inspection.

●Smart City EXPO

Topics : Infrastructure Life Extension/Maintenance Inspection, BCP/Disaster Prevention/Disaster Mitigation, Urban Planning, Security and Monitoring Service

●Start-up Feature

Topics : Start-up, Venture, AI/IoT/SaaS, Open Innovation, Venture Capital.

●Sustainable Feature

Topics : Carbon Neutral, Decarbonization, Energy Storage/In-House Power Generation, Natural Energy Generation.

*Please ask us for further information.

■For more information:

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