



ITmedia Industry Technology Fair 2022 Summer

Duration: Jun. 7 (Tue.), 2022 – Jun. 30 (Thu.), 2022
Order Deadline: Apr.15, 2022

ITmedia Inc.
Sales Division
Mail : sales@ml.itmedia.co.jp

※ The designs and layouts used in this document are for illustrative purposes only. Please understand beforehand.

Largest-scale virtual event focusing on technology trends in June 2022 by 3 manufacturing-related media

Because ITmedia is an online media company, we are committed to online promotion.
We provide new value beyond the constraints of time and place.



3,300K Page Views/mo.
1,280K Unique Browsers/mo.



1,780K Page Views/mo.
490K Unique Browsers/mo.



570K Page Views/mo.
170K Unique Browsers/mo.

Event Name	ITmedia Industry Technology Fair
Hosted by	MONOist, EE Times Japan and EDN Japan Editorial Teams
Duration	Jun. 7(Tue.), 2022 – Jun. 30 (Thu.), 2022
Visitors	Expected 1,500 – 1,800 persons (Unique)

It will consist of 5 zones with the main focus on carbon neutral, which has a high level of attention from readers of media specializing in the manufacturing and electronics industries.
We will use these media that have a large number of highly specialized readers to attract visitors

Manufacturing x Carbon Neutral

Supply chain zone

- Emissions visualization
- Supply Chain Management (SCM)
- Logistics optimization
- RE100 compliance
- Carbon footprinting
- Energy management
- Consulting

Design / Analysis zone

- 3D CAD
- CAE
- Sustainable materials
- Energy saving design
- PLM

Factory zone

- Solar power generation / self-consumption
- Storage batteries
- Green power
- RE100 compliance
- Energy management
- Carbon footprinting
- Asset management
- Sensing for factories
- Air conditioning equipment, LED lighting
- Consulting
- PPA model / self-consignment
- Visualization of manufacturing sites
- Information infrastructure for decarbonization
- Remote monitoring

Power device/power supply zone

- All Solid State Battery
- SiC/GaN
- Motor driver
- Quick charge
- Power ICs
- DCDC Converters

EV zone

- In-vehicle sensors
- Radar
- Motor
- ADAS
- Electric Power Steering
- CAN FD
- Automotive Battery

【 Main entrance 】



Click zone.

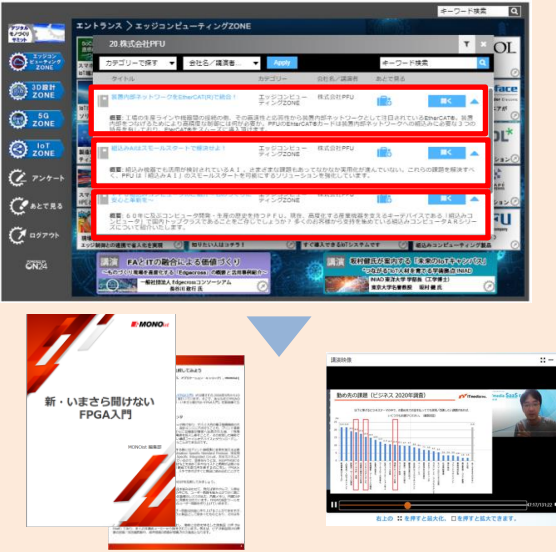
【 Image of each zone venue 】



- ① Only the sponsor's logos will be displayed at the zone venue.
- ② The organizer's presentations in each zone are lined up for viewing.

【 Image of sponsor's content list 】

After clicking on the sponsors' logos, content list is displayed on a pop-up window.



【 Image of presentation venue 】

① Keynote sessions

② Sponsored sessions



【Webcast image】



※Webcasts by the host and sponsors will be posted.
※Once the webcasts are broadcasted, they can be viewed at each seminar venue in each zone at any time during the Fair.

Create audience by utilizing the manufacturing industry medias which have approximately 6.6 million Page Views and 2.4 million Unique Browsers per month.

Audience creation

Registration

Event

Traffic driving via e-Newsletters and media websites.



Registration page



Industry Technology Fair

Image of the online seminar venue



Zone image



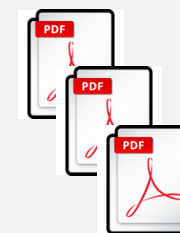
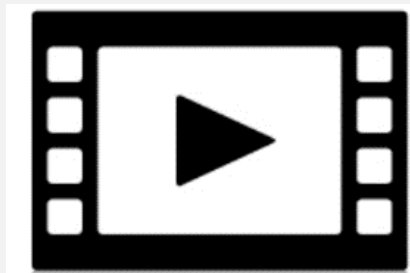
A variety of promotion menus are available, from expanding awareness to generating leads.

Webcast



Sponsored session will be available in the daily online seminars.

Movie/assets will be posted at the exhibiting zone.



Movies, PDFs, and other materials provided by sponsors will be posted at the zone venue.
※When submitting movies, please submit the hosting URL, not the movie data.

Entrance banner insertion



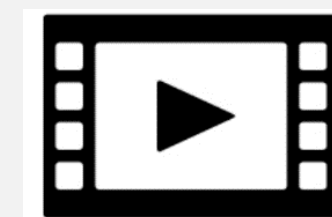
Banner ads can be placed at the entrance to direct visitors to your materials or online seminars. (Option)

Official e-mail special edition from the Fair Bureau



E-mail advertisements that can appeal directly to the registrants of this Fair will be distributed exclusively by 1 sponsor. (Option)

Movie production



Shooting/production of webcast movies and zone posting movies. (Option)

※ The services provided vary depending on the plan.

Limited broadcasts by zone, 30 minutes per session, maximum of 5 sessions per day.
Scheduled for a time when viewers can concentrate.



<Delivery schedule>

Day 1: Supply chain

Day 2: Factory

Day 3: Factory

Day 4: Design/analysis

Day 5: EV

Day 6: Power device/power supply

Day 7: For Dedicated zone sponsor

※The broadcast schedule is subject to change depending on the status of sponsors.

<Daily schedule>

●Host's webcast: Keynote session by ITmedia (30 minutes)

●Sponsored sessions: 3-4 companies per zone (30 minutes each)

●Relay sessions: Maximum 3-6 companies per zone (10 minutes per company)

※Pre-recorded movies of both sponsored sessions and relay sessions will be broadcasted.

※Vimeo will be the broadcasting platform.

※Attribute information of the viewers of the sponsored session will be delivered as an online report, and attribute information of the viewers of the relay session will be delivered in Excel format later. (Viewing time and other information will not be available for both sessions.)

All webcasts will be pre-recorded video streams, and the order of broadcast of sponsor sessions in each zone will be determined by sponsor grade and order of application.

● Schedule

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Theme	Manufacturing x Carbon Neutral						Dedicated zone sponsorship
Zone	Supply chain	Factory	Factory	Design/Analysis	EV	Power device/power supply	
By host	Keynote session	Keynote session	Keynote session	Keynote session	Keynote session	Keynote session	Customizable
By sponsors	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	
	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	
	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	
	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Sponsored session 30 minutes	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	
	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	Relay sessions (10 min. x 3 sponsors)	

Keynote session 30 minutes	Keynote sessions will be held by user representatives or experts related to the theme of each zone. Broadcast format: Pre-recorded session will be distributed.
Sponsored session 30 minutes	This session is for Gold Plan Sponsors and above. ※3 companies each for Day 5 "EV" and Day 6 "Power devices/power supplies" will be provided. ※The order of sessions will be determined by sponsor grade and the order of application. Broadcast format: Delivery of pre-recorded movies. ※Movie owned by you or pre-recorded by ITmedia will be distributed. (optional shooting/production plan is available.)
Relay session 10 minutes x 3 sponsors	This session is for Silver Plan Sponsors with a maximum of 3 companies. (6 slots will be provided for each of EV and Power device/power supply zone) Broadcast format: Delivery of pre-recorded movies. ※Movie owned by you or pre-recorded by ITmedia will be distributed. (optional shooting/production plan is available.) ※The order of sessions will be determined by sponsor grade and the order of application.

※Please note that the number of sponsor session is limited.
※The broadcast schedule may be subject to change depending on the status of sponsors.

Sponsorship Plans

	Diamond	Platinum	Gold	Silver	Bronze
Lead generation					
All registrants' leads ※Flagged for zone visitors ※Individual delivery later after the close	✓	Not available	Not available	Not available	Not available
All visitors' leads ※Flagged for zone visitors ※Individual delivery later after the close	Not available	✓	Not available	Not available	Not available
Zone visitors' leads ※Individual delivery later after the close	Not available	Not available	✓	Not available	Not available
List of visitors to your sponsored sessions ※Available in online report (except Silver))	✓	✓	✓	✓ ※Will be delivered in Excel later.	Not available
Leads who view sponsor's contents ※Available in online report	✓	✓	✓	✓	✓
Contents included in the package					
Logo placement	✓	✓	✓	✓	✓
Asset posting (i.e., white paper and catalog)	Up to 5 assets	Up to 5 assets	Up to 5 assets	Up to 5 assets	Up to 5 assets
Webcast	Sponsor session: 30 min. (Up to 3 - 4 companies in each zone)	Sponsor session: 30 min. (Up to 3 - 4 companies in each zone)	Sponsor session: 30 min. (Up to 3 - 4 companies in each zone)	Relay session: 10 min. (Up to 3 - 6 companies in each zone)	Not available
Promotion to attract registrants	Introducing the contents in the official e-mail of the Fair Bureau	Introducing the contents in the official e-mail of the Fair Bureau	Introducing the contents in the official e-mail of the Fair Bureau	Not available	Not available
Movie production					
Outsourced shooting and production of a movie for online seminar	✓	✓	Not available	Not available	Not available
Sponsorship fee (tax not included)	USD 48,000	USD 36,000	USD 20,400	USD 6,000	USD 3,600
Estimated leads (Approx.)	2,000 - 2,500	1,500 - 1,800	700 - 800	100 - 120	50 - 60
Order deadline	Apr. 8(Fri.), 2022	Apr. 15(Fri.), 2022			

※ The number of online seminar sessions varies by zone. For the number of sessions and schedule for each zone, please refer to page 7.

▼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 Fair.

Viewers of the webcast can also check in here in real time. (*except for the relay session)

※Bronze sponsors will need to download the list from the online report. There will be no individual list delivery.

※LG Report Center is a secure online platform that ITmedia use to provide the lists. Information on how to log in and other details will be provided to the sponsors before the end of the event.

※ITmedia will not merge the individual list with the list of materials to be viewed, so please use these lists in conjunction with the online report.

※Diamond and Platinum sponsors will receive a list of visitors to each zone for each Excel sheet (excluding Dedicated zone sponsor).

▼List of individual leads

Applicable to: Diamond/Platinum/Gold/Silver

Diamond



Fair visitors' leads

Platinum



Fair visitors' leads

Gold



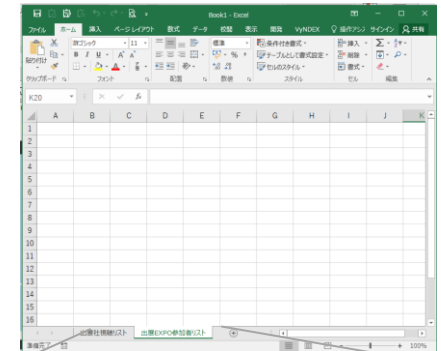
Zone visitors' leads

Silver



Relay session audience list

List sample



工場セキュリティZONE | 工場ワイヤレス化ZONE | エッジコンピューティングZONE

Individual list will be delivered in Excel format via a secure environment (name: LG Report Center) in mid-July after the end of the Fair.

The list for Diamond and Platinum sponsors is organized by Excel sheet for each zone visitor.

Various Option Plans to improve the exhibit effects are provided.

Option①: Entrance banner insertion **New !**

An exclusive banner for your company will be placed at the entrance of the Industry Technology Fair, which attracts many visitors.

【Remarks】

- Please provide the banner material from you.
- Insertion term can be selected.

USD 6,000

Option②: Official e-mail special edition from the Fair Bureau **New !**

Exclusive email advertising by one company to appeal directly to Industry Technology Fair registrants. (The number of slots is limited.)

【Remarks】

- Please provide the email material from you.

USD 3,600

Option③: Session report advertorial

An advertorial (including event report focused on your session) will be provided only when you sponsor a plan that includes webcast.

USD 7,200

Option④: Contents plus

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

【Remarks】

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

USD 1,200

Option⑤: Movie production for webcast/ zone posting asset

ITmedia will shoot and produce a movie for your online seminar or exhibiting zone.

【Remarks】

- Shooting and production of the specified type of movie (1 movie)
 - The movie will be broadcasted at the webcast venue or posted in the exhibiting zone.
- ※ Up to 2 revisions can be made after the initial submission, but additional fees will be charged for the third and subsequent revisions.

USD 3,000

Option⑥: Movie file hosting

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

【Remarks】

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

USD 240

Session type (Up to 30 minutes)



- Presentation slides and speaker video (photos only are acceptable)
- Webcast length: **Up to 30 minutes**
- This is the orthodox type with the longest delivery time and the least burden on the lecturer.

※Please 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.

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**

【Image】



① Listed as content in your exhibiting zone

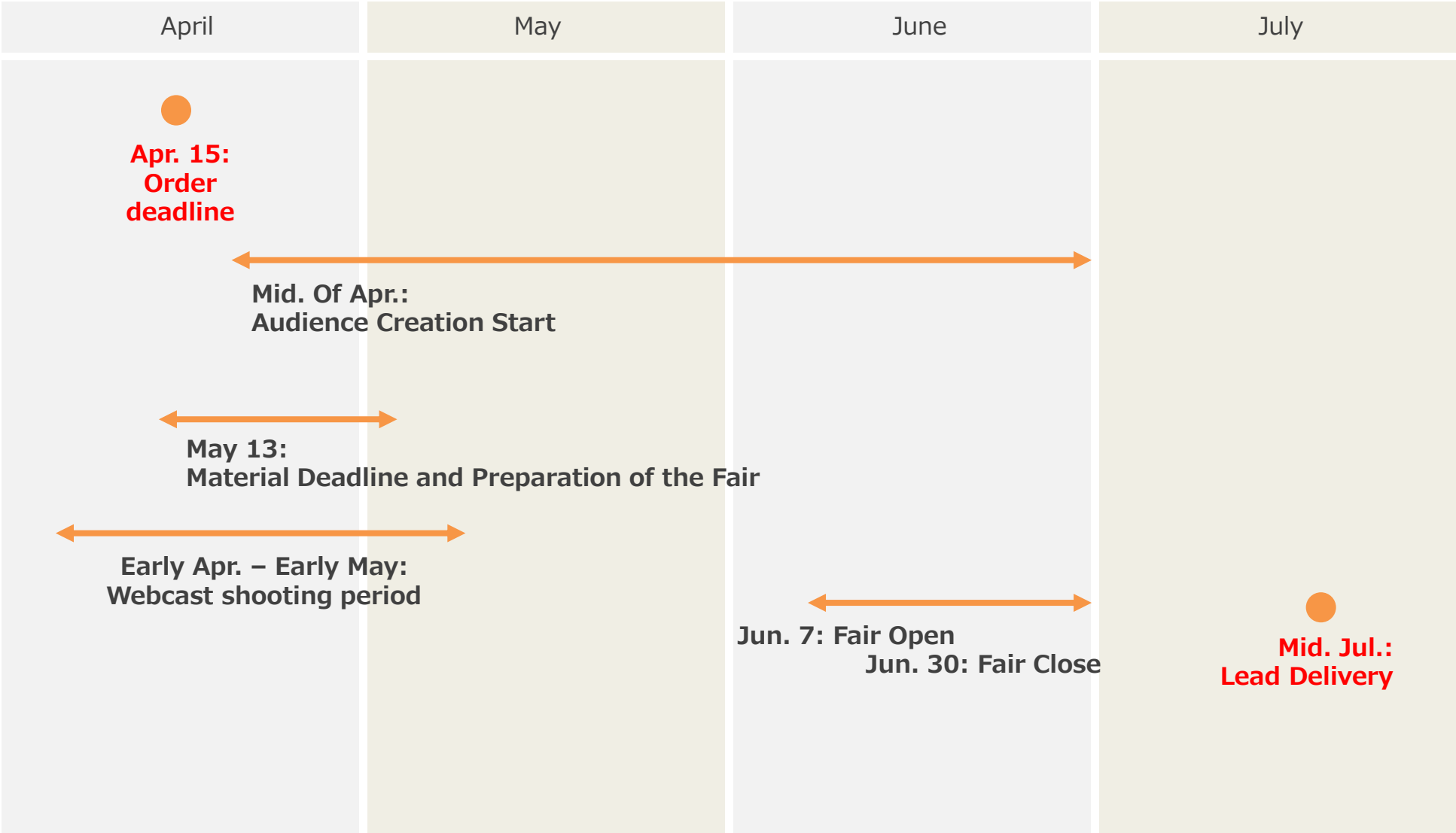
The movie produced under the Movie Production plan will be listed as one of your company's contents.
※It will not be counted as one of the contents included in the basic plan.

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



※ITmedia will provide you with a URL that you can continue to use for approximately 1 year after the end of the Fair.
※If you apply before the end of the exhibition, you will receive a free MP4 file (to be delivered within 2 weeks after the end of the Fair).
※The MP4 data to be delivered will be a single video with no slide chapters.

【Image of the MP4 deliverable】



※ The schedule is tentative. Please note that the schedule may change.
※ The event report will be sent by the sales representative after late July 2021.

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.

Product			Cancellation charge	Major products (please contact us for products other than those listed below)
Display ads and e-mail ads			Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements
Articles Planning Special (Tie-up story advertising)			Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up
Reed Gen	Guaranteed number of cases	To acquire leads	Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options	Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options	Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper	Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
	Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None	LeadGen. Segment long-term use plan
Seminar	Set seminar		Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA
	Commissioned seminars		Planning costs and operational costs ・ Up to 41 days before the date: 50% of advertising charges ・ Within 40 days of the event: 100% of advertising charges In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. ・ Venue fee ・ Our outsourcing fee ・ Other costs incurred by customizing your offer	Commissioned seminars
Other	ABM report		First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report
	Custom article brochures, printing		Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing
	Video production		Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production
	Custom Research		Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research

ITmedia Inc.

Sales Division

Mail : sales@ml.itmedia.co.jp

<https://promotion.itmedia.co.jp/>