Produced by ITmediaビジネス ONLINE ITmedia Business Online ITmedia NEWS ITmedia NEWS

ITmedia Digital Strategy EXPO
2024 Winter

Date : January 30, 2024 - February 25, 2024
Order Deadline: November 24, 2023

Ver.2.0

Copyright © ITmedia Inc.

Overview

Event name	**ITmedia Digital Strategy EXPO** **Winter 2024**
Planning	ITmedia Business Online　ITmedia NEWS
Date	**January 30, 2024 - February 25, 2024**
Order deadline	**November 24, 2023**
Type	**Online Expo / Webinar**

Number of visitors	**Estimated 5,000 pre-registrants / Estimated 3,000 visitors**
Assumed viewers	Management, corporate planning, and information systems departments responsible for corporate digital strategy, sales, marketing, general affairs, finance & accounting, legal, etc.
Promotion via	ITmedia Business Online　ITmedia NEWS　and other ITmedia's various technology-related media
Operation	**ITmedia Inc.**

Past event

Event name	Digital Business Days -SaaS EXPO- 2023 Summer
Date	August 22, 2023 - September 24, 2023
Pre-registrants	5,973
Number of visitors	3,373

※Please note that the contents of this event may be changed or the event may be cancelled without prior notice. If you have any questions, please contact our sales representatives.

Copyright © ITmedia Inc.

Category

The exhibition will consist of 3 categories below

Digital strategy issue category

Expo Webinar

- Expo Webinar — Workstyle and communication
- Expo Webinar — Sales organization transformation
- Expo Webinar — Management and IT strategy
- Expo Webinar — Marketing/CX
- Expo Webinar — HR development /Utilization
- Expo Webinar — Business streamlining

Featured trend category

Webinar

- Webinar — Generative AI
- Webinar — SaaS management
- Webinar — Employment law for small / medium businesses
- Webinar — Municipal system standardization (Government cloud migration)
- Webinar — Legal DX
- Webinar — Accounting DX

Industry category

Expo Webinar

- Expo Webinar — Finance
- Expo Webinar — Municipality
- Expo Webinar — Education

Copyright © ITmedia Inc.

Category | Assumed Viewers and Keywords

Digital strategy issue category

Workstyle and Communication

Assumed viewers

All
General affairs
Corporate planning

Communication
Collaboration
Hybrid work
Return to the office
Workplace transformation
etc.

Management and IT strategy

Assumed viewers

Information systems
Corporate planning

Data utilization
Analysis platform
ERP
Cyber attack prevention
Cyber security
IT infrastructure renewal
AI utilization
New business strategy

Cost reduction
Low-code/no-code development
In-house production
SaaS management

etc.

Human Resource development/utilization

Assumed viewers

HR design
corporate planning

Recruitment and selection management
Labor management
Referral recruiting
Web interviewing
Talent management
Human capital management

Employee engagement
DX recruiting and development
Reskilling
Personnel evaluation
Peer bonus

etc.

Sales organization transformation

Assumed viewers

Sales
Corporate planning

Sales enablement
CRM (Customer Relationship Management)
Online negotiation
Sales employee productivity

Revenue operations (RevOps)
Negotiation analysis
Customer data management
Corporate database maintenance

etc.

Marketing/CX

Assumed viewers

Marketing
Customer success

Marketing automation
Customer support
Customer success
Access Analysis/Attribution
Web customer service

Customer success Improvement
DMP
CDP

etc.

Business streamlining

Assumed viewers

All
General affairs
Legal, Accounting

Back office DX
Business automation
Electronic contracts
Contract management
Expense reimbursement

Accounting system
Reduction of inquiry burden
Reduction of work man-hours

etc.

Copyright © ITmedia Inc.

Category | Assumed Viewers and Keywords

Featured trend category

Generative AI

Assumed viewers

Information systems
Corporate planning

Generative AI
AI chabot
Security measures related to AI

SaaS management

Assumed viewers

Information systems
Corporate planning

SaaS management

Employment law for small / medium businesses

Assumed viewers

Small and medium enterprise
Human Resources

Amendments to personnel and labor laws
2024 Issue

Municipal System Standardization (Government cloud migration)

Assumed viewers

IT staff of municipalities
Supporting System Integrators for municipalities, etc.

Government cloud
Municipal information security cloud
Municipal security resilience system
Municipal DX
ISMAP

Legal DX

Assumed viewers

Legal

Case reception management
Contract preparation and review
Electronic contracts
Contract management
Legal research

Accounting DX

Assumed viewers

Accounting

Expense reconciliation
Accounting
Forms
Budget management

Copyright © ITmedia Inc.

Category | Assumed Viewers and Keywords

Industry category

Finance

Assumed viewers

IT planners in the financial industry

Digital Transformation of the financial industry
Financial cyber security measures
Customer experience value enhancement
Data management and privacy

Municipality

Assumed viewers

IT planners and disaster management staff of local governments

IT applications in local governments
Using technology for community safety and disaster prevention

Education

Assumed viewers

Board of education
School IT implementation staff

Reform of teachers' work styles
ICT infrastructure development and replacement for school education
Online education, Distance learning

Copyright © ITmedia Inc.

Sponsor Application Process

Digital strategy issue category

STEP1

Sponsorship plan selection

There are 5 types of sponsorship plans.
Please select the sponsorship plan of your choice.

STEP2

Online seminar slot selection

(Eligible: Diamond, Sapphire, Platinum and Gold sponsors)

Available speaking slots are specified by the sponsor plan.

STEP3

Simultaneous sponsorship of the Featured trend category, discount price is applied!

Featured trend category

STEP1

Online seminar slot selection

Any slot can be assigned on a first-come, first-served basis.

Industry category

STEP1

Sponsorship plan selection

There are 3 types of sponsorship plans.
Please select the sponsorship plan of your choice.

STEP2

Online seminar slot selection

(Eligible: Platinum and Gold sponsors)

Available speaking slots are specified by the sponsor plan.

STEP3

Simultaneous sponsorship of the Featured trend category, discount price is applied!

*Please note that the number of available speaking slots at the time of sponsorship may vary depending on the sponsorship status of the Expo as a whole. Please contact our sales representative for the latest information.
***The number of registrants is an estimate based on past results. Please note that this is not a guaranteed number.**
*Please note that the program may be postponed depending on the sponsorship situation. We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
*The program will be changed according to the number of sponsors.

Copyright © ITmedia Inc.

Sponsor Plans | Digital Strategy Issue Category

			Diamond	Sapphire	Platinum	Gold	Silver
Delivered in Excel (After the Expo)	Pre-registration and visiting	List of all registrants	●	-	-	-	-
		List of all visitors	●	●	-	-	-
		Registrant list of sponsored category	●	●	●	-	-
		List of pre-registrants for the seminar in the sponsored category	●	●	●	●	-
Delivered on reporting site (Real-time delivery)	Online seminar	Your company's session viewer list	●	●	●	●	-
		List of viewers of your company's session materials	●	●	●	●	-
		Responses to the survey in your company's session	●	●	●	●	-
	Seminar / exhibition hall	List of visitors to the seminar and exhibition halls in the sponsored categories	●	●	●	●	-
		List of visitors to your company's booth	●	●	●	●	●
		List of visitors who viewed the materials at your booth	●	●	●	●	●
		Results of questionnaire survey at your booth	●	●	●	●	●
Estimated number of leads (*Aggregate of all above lists)			**4,200**	**2,500**	**900**	**600**	**50 or more**
Sponsored category seminar time			30 min.	30 min.	30 min.	20 min.	Not available
Maximum number of assets exhibited at your booth			10	10	10	5	5
Number of companies that can be undertaken			Limited to 2 companies overall	Limited to 2 companies per category	Limited to 3 companies per category	Limited to 3 companies per category	Limited to 5 companies per category
Sponsorship rate (tax not included / gross price)			**JPY 11,000,000**	**JPY 7,000,000**	**JPY 3,500,000**	**JPY 2,400,000**	**JPY 400,000**

*The number of registrants is an estimate based on past results. Please note that this is not a guaranteed number.
*The lists are delivered in real-time on the report site or after the Expo in Excel. There is a possibility of duplication in the lists provided.
*Please note that the program may be postponed depending on the sponsorship situation. We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
*The program will be changed according to the number of sponsors.

Copyright © ITmedia Inc.

Sponsor Plans | Featured Trend Category

		Gold
		Session sole sponsorship
Online seminar / Delivered in Excel	List of pre-registrants for the seminar in the sponsored category	Estimated 200
Online seminar / Delivered on reporting site	Your company's session viewer list	●
Online seminar / Delivered on reporting site	List of viewers of your company's session materials	●
Online seminar / Delivered on reporting site	Responses to the survey in your company's session	●
Estimated number of leads		**200**
Sponsored category seminar time (First-come, first-served)		**30 min.**
Number of companies that can be undertaken		Limited to 5 companies per category
Sponsorship rate (tax not included / gross price)		**JPY 2,000,000**

If you choose either the

Digital strategy issue category or **Industry category**

and apply for the

Featured trend category

this plan will be offered at a special price.
*Some of the lists may be duplicated.

Special rate:
JPY 1,600,000
(tax not included / gross price)

*The number of registrants is an estimate based on past results. Please note that this is not a guaranteed number.
*Please note that the program may be postponed depending on the sponsorship situation. We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
*The program will be changed according to the number of sponsors.

Copyright © ITmedia Inc.

Sponsor Plans | Industry Category

			Platinum	Gold	Silver
			Sessions + Exhibits sponsors	Sessions sponsors	Exhibits sponsors
Delivered in Excel (After the Expo)	Pre-registration and visiting	Registrant list of sponsored category	●	-	-
		List of pre-registrants for the seminar in the sponsored category	●	●	-
Delivered on reporting site (Real-time delivery)	Online seminar	Your company's session viewer list	●	●	-
		List of viewers of your company's session materials	●	●	-
		Responses to the survey in your company's session	●	●	-
	Seminar / exhibition hall	List of visitors to the seminar and exhibition halls in the sponsored categories	●	●	●
		List of visitors to your company's booth	●	-	●
		List of visitors who viewed the materials at your booth	●	-	●
		Results of questionnaire survey at your booth	●	-	●
Estimated number of leads (*Aggregate of all above lists)			**300**	**200**	**100 or more**
Sponsored category seminar time			30 min.	30 min.	-
Maximum number of assets exhibited at your booth			10	5	5
Number of companies that can be undertaken			Limited to 5 companies per category		
Sponsorship rate (tax not included / gross price)			**JPY 3,000,000-**	**JPY 2,000,000-**	**JPY 2,000,000-**

*The number of registrants is an estimate based on past results. Please note that this is not a guaranteed number.
*The lists are delivered in real-time on the report site or after the Expo in Excel. There is a possibility of duplication in the lists provided.
*Please note that the program may be postponed depending on the sponsorship situation. We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
*The program will be changed according to the number of sponsors.

Copyright © ITmedia Inc.

Online Seminar Application Slots | Digital Strategy Issue Category

Seminar time	Workstyle and communication	Sales organization transformation	Management and IT strategy	Marketing/CX	Human Resource development/ Utilization	Business streamlining
40 min.	Keynote	Keynote	Keynote	Keynote	Keynote	Keynote
30 min.	Sponsored session 1 Diamond Sapphire	Sponsored session 1 Diamond Sapphire	Sponsored session 1 Diamond Sapphire	Sponsored session 1 Diamond Sapphire	Sponsored session 1 Diamond Sapphire	Sponsored session 1 Diamond Sapphire
30 min.	Sponsored session2 Diamond Sapphire	Sponsored session2 Diamond Sapphire	Sponsored session2 Diamond Sapphire	Sponsored session2 Diamond Sapphire	Sponsored session2 Diamond Sapphire	Sponsored session2 Diamond Sapphire
30 min.	Sponsored session3 Platinum	Sponsored session3 Platinum	Sponsored session3 Platinum	Sponsored session3 Platinum	Sponsored session3 Platinum	Sponsored session3 Platinum
30 min.	Sponsored session4 Platinum	Sponsored session4 Platinum	Sponsored session4 Platinum	Sponsored session4 Platinum	Sponsored session4 Platinum	Sponsored session4 Platinum
20 min.	Sponsored session5 Gold	Sponsored session5 Gold	Sponsored session5 Gold	Sponsored session5 Gold	Sponsored session5 Gold	Sponsored session5 Gold
20 min.	Sponsored session6 Gold	Sponsored session6 Gold	Sponsored session6 Gold	Sponsored session6 Gold	Sponsored session6 Gold	Sponsored session6 Gold

※The number of registrants is an estimate based on past results. Please note that it is not a guaranteed number.
※The order of broadcasting dates for each category is subject to change due to circumstances.
※Please note that the program may be postponed depending on the number of sponsors.
We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
※Please note that the program will be changed accordingly depending on the number of sponsors.

Copyright © ITmedia Inc.

Online Seminar Application Slots ｜Featured Trend Categories

Seminar time	Generative AI	SaaS management	Employment law for small / medium businesses	Municipal system standardization (Government cloud migration)	Legal DX	Accounting DX
40 min.	Keynote	Keynote	Keynote	Keynote	Keynote	Keynote
30 min.	Sponsored session 1 On a first-come, first-served basis	Sponsored session 1 On a first-come, first-served basis	Sponsored session 1 On a first-come, first-served basis	Sponsored session 1 On a first-come, first-served basis	Sponsored session 1 On a first-come, first-served basis	Sponsored session 1 On a first-come, first-served basis
30 min.	Sponsored session 2 On a first-come, first-served basis	Sponsored session 2 On a first-come, first-served basis	Sponsored session 2 On a first-come, first-served basis	Sponsored session 2 On a first-come, first-served basis	Sponsored session 2 On a first-come, first-served basis	Sponsored session 2 On a first-come, first-served basis
30 min.	Sponsored session 3 On a first-come, first-served basis	Sponsored session 3 On a first-come, first-served basis	Sponsored session 3 On a first-come, first-served basis	Sponsored session 3 On a first-come, first-served basis	Sponsored session 3 On a first-come, first-served basis	Sponsored session 3 On a first-come, first-served basis
30 min.	Sponsored session 4 On a first-come, first-served basis	Sponsored session 4 On a first-come, first-served basis	Sponsored session 4 On a first-come, first-served basis	Sponsored session 4 On a first-come, first-served basis	Sponsored session 4 On a first-come, first-served basis	Sponsored session 4 On a first-come, first-served basis
30 min.	Sponsored session 5 On a first-come, first-served basis	Sponsored session 5 On a first-come, first-served basis	Sponsored session 5 On a first-come, first-served basis	Sponsored session 5 On a first-come, first-served basis	Sponsored session 5 On a first-come, first-served basis	Sponsored session 5 On a first-come, first-served basis

※The number of registrants is an estimate based on past results. Please note that it is not a guaranteed number.
※The order of broadcasting dates for each category is subject to change due to circumstances.
※Please note that the program may be postponed depending on the number of sponsors.
We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
※Please note that the program will be changed accordingly depending on the number of sponsors.

Copyright © ITmedia Inc.

Online Seminar Application Slots ｜Industry Category

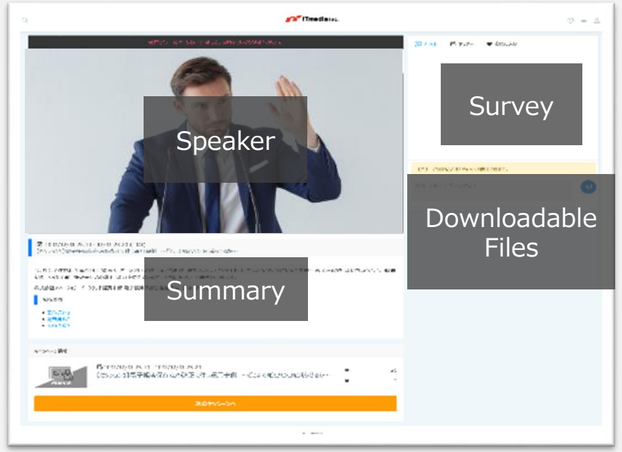
Seminar time	Financing	Education	Municipality
Alliance media			
40 min.	**Keynote**	**Keynote**	**Keynote 1** **Theme: IT utilization in municipalities**
30 min.	**Sponsored session 1** **Platinum**	**Sponsored session 1** **Platinum**	**Sponsored session 1** **Platinum**
30 min.	**Sponsored session 2** **Platinum**	**Sponsored session 2** **Platinum**	**Sponsored session 2** **Gold**
30 min.	**Sponsored session 3** **Gold**	**Sponsored session 3** **Gold**	**Keynote 2** **Theme: Community safety and disaster prevention**
30 min.	**Sponsored session 4** **Gold**	**Sponsored session 4** **Gold**	**Sponsored session 4** **Platinum**
30 min.	**Sponsored session 5** **Gold**	**Sponsored session 5** **Gold**	**Sponsored session 5** **Gold**

※The number of registrants is an estimate based on past results. Please note that it is not a guaranteed number.
※The order of broadcasting dates for each category is subject to change due to circumstances.
※Please note that the program may be postponed depending on the number of sponsors.
We appreciate your understanding in advance and your cooperation in meeting the sponsorship application deadline.
※Please note that the program will be changed accordingly depending on the number of sponsors.

Copyright © ITmedia Inc.

Menu | Detail

Sponsored session



Sponsored session can be hosted by your company. You can share the information about you and your solution.

* Please prepare pre-recorded file.

Survey (in session / at your booth)

Survey asking feedback or information to visitors can be posted in your sponsored session or your booth.

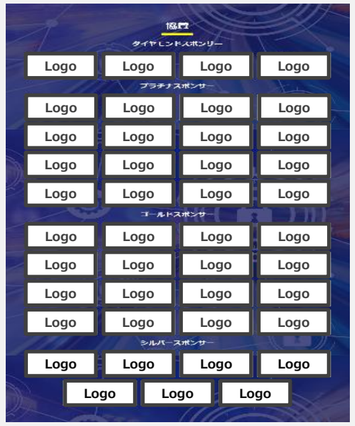
* Single, multiple or free-format type questions.
* By clicking “Survey” button, your survey will be displayed.

Downloadable file

Presentation document or additional asset can be shared on your sponsored session.

* Only 1 document
* PDF file or link to your website.

Logo



Your company logo and its link can be posted on our event site.

Report

ITmedia will conduct a questionnaire survey of general visitors, and the results will be provided in the form of an exhibition report after the exhibition.

Items: List of companies to which the applicant belongs, prefecture where he/she works, industry, job title, position, employee size, involvement in introducing products and services, and topics of interest.
Viewer/satisfaction by session, seminar satisfaction, multiple questions appropriate for each other event.

*This information is provided in aggregate data, not including personal information.

*Images are sample.

Copyright © ITmedia Inc.

Exhibit materials at your company's booth

Exhibit content that showcases your solutions

A dedicated page for each sponsor will be available in the exhibition hall.
PDF data, video files, and external links (e.g., landing pages of your services, YouTube videos, etc.) can also be posted. Please make use of the page to promote your messages to the visitors.
Each company can also conduct a voluntary questionnaire for visitors.

When visitors access your company's dedicated page, they are counted as your contacts and you can view their list information on the online reporting site..

It is the titles that determine whether or not your materials will be clicked on!
It is important to include phrases that are relevant to the issues and interests of the participants, rather than content that pushes your services/products to the forefront.

*Images are sample.

Copyright © ITmedia Inc.

Menu | Option

Session recording support

Easy video production with professional equipment!

Professional equipment and a recording venue will be provided, making it easy for you to produce your video.
The speaker's face + material slides will be recorded at the same time.
A title and theme can be included in one place on the upper right corner of the screen.
Online recording is also available.

JPY 180,000

Add ABM data to generated leads

Intent visualization ABM data for precise targeting

ABM data obtained by analyzing ITmedia's content browsing status, which allows you to infer each company's implementation consideration status, will be added to the delivery list. Visualizing corporate intent with ABM data enables efficient deal discovery from delivered leads.
※Due to data aggregation work, delivery will be delayed one business day from the usual date.
Details : go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn

JPY 200,000

Lead generation using session video

Double the performance of your seminar! Get effective leads with session videos!

Reuse your seminar videos and related product materials on TechTarget Japan/Keyman's Net. We will use your prepared content as is, allowing you to continue lead generation after the seminar with guaranteed attributes and lead counts.
Details : http://go.itmedia.co.jp/l/291242/2022-09-02/2bfy1tr

JPY 300,000 or more

Event report＋PDF content creation

Want to make our services known Get a better understanding !

We will produce an "Event Report" advertorial article advertisement for your session, and publish it on ITmedia Business Online with a guaranteed PV to gain awareness. In addition, we will deliver the produced article in PDF format (WP: White Paper), which can be used as nurturing content. This menu is for summarizing key points while watching live/on-demand delivery, recorded data, etc. No separate interview will be conducted.
Details : http://go.itmedia.co.jp/l/291242/2023-03-14/2cvmfxm

JPY 1,000,000 or more

Follow-up seminar

ITmedia provides full support from audience attraction to distribution,

Our editorial team will design a plan that matches your company's appeal and the interests of registrants, and ITmedia will support you in attracting and distributing the video. We can also record panel discussions and 30-minute session videos, and provide professional equipment and recording venues for easy video production.
Details : http://go.itmedia.co.jp/l/291242/2022-01-30/281s4xh

~~JPY 2,450,000~~➡

JPY 2,300,000

※ Images are for reference only. ※Option only cannot be applied for (all prices are gross and do not include tax).

Copyright © ITmedia Inc.

Schedule

Month	Date		
Nov.	Nov. 24(Fri.)	Primary order deadline	Please inform our sales representative of your intention to exhibit. We will send you an order form at a later date.
	Dec. 6 (Wed.)	Primary application submission deadline	Please submit the session registration form to the event office along with the information of the speaker, title of the session, and your company logo data, which is also relevant to the event notice.
Dec.	Early Dec.	Event notice start	The event office opens an event notice website to attract visitors. At the same time, we start pre-registration for those who wish to attend the event. Sponsor information will be posted around mid-December.
	Dec. 15 (Fri.)	Secondary application deadline (Final deadline for applications)	Digital Strategy Issue Category and Industry Category Final Deadline.
Jan.	Jan. 11(Thu.)	Event preparation	In preparation for the event, please submit handouts, session survey questions for the audience, etc.
	Jan. 18(Thu.)	Final deadline for featured theme category Deadline for submission of all sponsor videos	Final deadline for the Featured Trends category. Video submission deadline for all sponsors at the same time.
	Jan. 30(Tue.)	Event opening	Report site information will be sent at least 2 business days prior to the event.
Feb.	Feb. 25(Sun.)	End of event	A list of registrants is to be provided within 6 business days after the event
Mar.	Through Mar. 10(Sun.)	Online report viewing deadline	
		Report	Event report will be provided separately by a sales representative after tabulation.

Copyright © Trimedia Inc.

Note

Cancellation fee

Cancellation after receipt of the application form or after the start of the event office guidance will incur the following cancellation fees. Please understand this in advance.

・Up to 41 days prior to the event: 50%

・Within 40 days of the event: 100%

Consumption tax

Consumption tax is charged separately.

Distribution platforms

The venue configuration and delivery platform, including operational systems, are subject to change for certain reasons.

Risks associated with online seminar streaming

Live streaming always involves risks. Please be aware of the risks below and the measures we have taken to prevent them.

●**Risk 1: Trouble with Internet connection and Internet service providers**
Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

●**Risk 2: Failure in live streaming platform**
By storing a buffer during delivery, it reduces the phenomenon of video and audio interruptions due to the user environment.
The system is redundant so that backup delivery is always available as a countermeasure against failures, but in the unlikely event that the delivery platform fails, an apology for the suspension of delivery will be sent to viewers via e-mail, and they will be guided to the on-demand version at a later date.

●**Risk 3: Power failure**
Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

●**Risk 4: Equipment failure**
Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

● **Risk 5: Failure on the viewing side**
A single (10% or less) viewing failure relative to the total number of views is likely to be caused by the viewer's environment, and will be handled individually in response to inquiries.
If similar symptoms are seen in units of 10 (reported on site), we will announce an apology for suspension of streaming and provide an on-demand version at a later date.

Copyright © ITmedia Inc.

Produced by

ITmedia Business Online　ITmedia NEWS

ITmedia Inc.
Sales Division
13F Kioicho Building 3-12, Kioicho, Chiyoda-ku, Tokyo
102-0094 Japan
MAIL : sales@ml.itmedia.co.jp

Copyright © ITmedia Inc.