- Over 10 Years of Experience in Hosting -

Touch the Future and Trends of Manufacturing

ITmedia Virtual EXPO

ITmedia Virtual EXPO 2024 Summer
EXPO for the manufacturing industry

Date: Aug.27(Tue.), 2024 - Sep.27(Fri.), 2024
Order Deadline(1st): Jun.19(Wed.), 2024
Order Deadline(Final): Jul.5(Fri.), 2024

Summary

|	
Event Name	ITmedia Virtual EXPO 2024 Summer
Operation	ITmedia Virtual EXPO Executive Committee
Date	Aug. 27(Tue.), 2024 - Sep. 27(Fri.), 2024
Deadline	Order deadline(1st): Jun. 19(Wed.), 2024 *In case of video production by pre-recording Order deadline(Final): Jul. 5(Fri.), 2024 *In case of in-house delivery of video data
Number of pre-registrants	Estimated 5,000

Planning

1. Exhibition Hall┃Theme

ITmedia Virtual EXPO 2024 Summer will focus on six process-specific and industry-specific topics that are particularly innovative and essential for the sustainable growth and development of the industry, as well as AI and quality, which are currently the focus of much attention.

Virtual EXPO 2024 Summer venue

By process
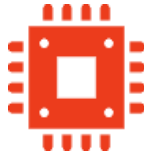
Mechanical design	**Embedded development & electronics**
Retail & logistics supply chain	**Smart factory**

By industry

Mobility

Raw materials

Pick up zone

Latest trends

AI for manufacturing

Manufacturing quality

1. Exhibition Hall ｜ Keywords Included in the Main Theme

These are some of the keywords included in the main themes. Exhibiting in conjunction with the solutions and services you handle will make it easier for information to reach visitors who have issues to address.

Mechanical design

Shorten the product design process
Increased flexibility and accuracy

- 3D CAD
- Product planning/design
- 3D printer
- AR/VR/MR
- Prototyping / Cutting / Molding
- Computer-aided engineering

Embedded development & electronics

Improved productivity and quality

- Semiconductor/electronic components
- Automated inspections
- Deep learning
- Embedded software

Mobility

Energy efficiency, sustainability, safety

- Connected
- EV
- Automatic operation
- CASE
- V2X ·MaaS
- Data analysis, big data
- Sensor Technology

AI for manufacturing

AI

- Generative AI
- Auto-diagnosis
- NLP
- Reinforcement learning
- GPT
- Natural language processing technology
- Image Face Voice Recognition

Retail & logistics supply chain

Efficient logistics and customer satisfaction

- Supply Chain Management
- RFID / electronic (wireless) tags
- ERP
- Smart logistics
- IoT
- Big data analysis
- Inventory control, delivery route optimization

Smart factory

Improved production efficiency and quality control

- Industry 4.0
- Industrial networks
- Connected factory
- IoT
- Robot
- Data visualization

Material

Development of high-performance materials, sustainability

- Weight reduction
- making sustainable
- Antimicrobial/antiviral
- Increase in strength
- Molding/processing technology
- Carbon-neutral
- Resource/Energy Conservation
- Abrasion resistance

Manufacturing quality

Aggressive quality control, digital utilization

- Quality control system
- Improvement of defect rate
- Process control
- Technical transfer
- Increased productivity
- 4M

Please note that the contents of this event may be subject to change or cancellation without prior notice.
Please understand that this information is subject to change or cancellation without prior notice.
If you have any questions about the theme, please contact our sales staff.

Sponsorship Benefits: Can Also be Tied to the Following Noteworthy Keywords (up to 5 items)

Select up to 5 of the following keywords to be used to promote the contents of your booth, and attract visitors to your booth via the "Featured Keywords" section at the entrance.

Year 2024 issue

Challenges surrounding many industries

- Labor and material shortages
- Rising costs
- Overtime regulations
- Shortened lead times
- Skills shortages, reduced efficiency
- Supply chain vulnerabilities, etc.

Skill transfer

Formalizing implicit knowledge into digital knowledge

- Aging and loss of technical know-how
- Creation of manuals and videos
- Human resource development
- AR / VR
- Remote control
- Digital archiving
- Multilingualization, etc.

Quality control

Offensive quality control through digitization and data linkage

- Digitalization of quality data and equipment operation status
- Data linkage and data analysis tools
- PLM / PDM
- Management of process data linked to work
- Improvement of efficiency, etc.

Decarbonization

Sustainable decarbonization compatible with technological innovation

- Supply chain
- Factory visualization and efficiency
- Sustainable design
- EVs
- Highly efficient power conversion
- New materials, etc.

Security

Production stability
Maintaining competitiveness starts with security

- OT security / Zero trust
- Factory security / Preventive security
- Predictive maintenance / Preventive maintenance
- Visualization
- IoT security / Cloud security
- Security education, etc.

Production management

Ensure efficient operations and safe production

- Production planning
- Production process optimization
- Inventory control
- Production line monitoring and coordination
- Schedule management
- ERP / QMS
- Risk assessment tools, etc.

Generative AI

Improving efficiency and quality in manufacturing
Featured topic

- NLP
- Reinforcement learning
- GPT
- Business representation
- Chatbots
- Efficiency
- RPA
- Image recognition
- Natural decimation technology
- Process optimization, etc.

Automation

Efficient production
Enhanced competitiveness

- Improved efficiency and productivity
- Improved quality and safety
- Cost reduction
- Reduced labor shortages
- Improved data collection and analysis
- Enhanced competitiveness

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2. Online Seminar (Live/Ondemand)

2 types of online seminar sponsorship plans are available.

① Sponsor's independent online seminar

Sponsors can deliver their own online seminar within the EXPO.

Duration: 60 min.
※Pre-recorded videos can be streamed.
※After the live streaming, archived videos will be available.

② Security seminar

Keynote session   Sponsored session   Sponsored session

Sponsor session are available for the security seminar to be held within ITmedia Virtual EXPO.

Duration: 30 min.
It is possible to get leads from attendees who are conscious of the security issues
※After the live streaming, archived videos will be available.

Sponsorship Programs

3 types of sponsorship menus are available.

Company booth sponsorship	**Online seminar sponsorship**	**Visitor list sponsorship**
Select a sponsorship plan. Please select the sponsorship plan of your choice. ①Regular programs • Royal (1 company only) • Diamond • Sapphire • Platinum • Gold • Silver ②Zone sponsor	**Select they type of online seminars.** ①Sponsor's independent online seminar ②Security seminar	**Visitor list sponsorship** ①Visitor list plan

※ If there are many requests for sponsorship of the security seminar, the order deadline may be closed early. Please understand this in advance. Please contact our sales staff for the latest information.

Sponsorship Plan

	Diamond	Sapphire	Platinum-A	Platinum-B	Platinum-C	Gold	Silver
Estimated leads*	**7,000**	**5,000**	**1,800**	**1,200**	**1,200**	**600**	**300**
Possible sponsorship themes (select one)	Mechanical design; Embedded development & Electronics; Retail & logistics supply chain; Mobility; Smart factory; AI for manufacturing; Manufacturing quality; Materials	Mechanical design; Embedded development & Electronics; Retail & logistics supply chain; Mobility; Materials; Smart factory; AI for manufacturing; Manufacturing quality	Mechanical design; Embedded development & Electronics; Mobility; Smart factory; AI for manufacturing	Retail & logistics supply chain; Materials	Manufacturing quality	Mechanical design; Embedded development & Electronics; Retail & logistics supply chain; Mobility; Materials; Smart factory; AI for manufacturing; Manufacturing quality	Mechanical design; Embedded development & Electronics; Retail & logistics supply chain; Mobility; Materials; Smart factory; AI for manufacturing; Manufacturing quality
Exel data — All of the registrants	●	-	-	-	-	-	-
All of the Visitors	-	●	-	-	-	-	-
nline report center — Main Exhibit Hall Visitor List (Exhibition Hall)	●	●	●	●	●	-	-
Exhibit Main Hall Organizer's Lecture Viewer List	●	●	●	●	-	●	-
List of visitors to your booth/content	●	●	●	●	●	●	●
Number of contents published in the booth	Up to 10	Up to 10	Up to 10	Up to 10	Up to 10	Up to 10	Up to 10
Welcome movie, questionnaire, and inquiry installation	●	●	●	●	●	●	●
Video (thumbnail display) + Posting in lecture hall	New production at the secretariat or submission of your own video file					Submission of your own video file	Option
Listing in Featured Content by Interest *1	Up to 5						
Introduction within the Secretariat email	1						-
Booths or contents in the main exhibition hall	●	●	●	●	●	-	-
Rate	**USD 66,000**	**USD 54,000**	**USD 26,400**	**USD 21,600**	**USD 21,600**	**USD 15,600**	**USD 9,600**

* The estimated number of lists is based on the previous event. The number may increase or decrease depending on the number of exhibitors and the inserted contents. Please note that this is not a guaranteed number.
*1 For the insertion of interest-specific order contents, you may select up to 3 items from a maximum of 10 items of contents to be posted in the booth.

Special Sponsorship Plan Ⅰ Zone Sponsor (Order Deadline: May 17(Fri.))

	Zone sponsor
Zone visitor list (Online report delivery)	●
List of visitors to the company's booth/content (online report delivered)	●
Zone venues set up	●
Installation of dedicated fields for registration form	Can be set only if you want to obtain consent to obtain personal information on an individual basis
Booth set up	Up to 5 Contents up to 10 per booth
Video (thumbnail display) + Posting in zone hall	New production at the secretariat Up to 1 per 1 Booth
Welcome movie, questionnaire and inquiry installation	●
Introduction within the secretariat email	1
Listing in Featured Content by Interest *1	Up to 3
Estimated leads	1,000
Rate	USD 72,000

Image of zone venue location

╲Dedicated exhibition area／

Image of posting dedicated item

It is possible to make your presence known within the EXPO venue!

*Images are for reference only.
*Additional booths are available at USD 2,400 per booth (up to 5 booths).
*The number of lists provided is based on actual results. Please note that the number may increase or decrease depending on the zone and contents.
*1: For the contents to be featured by interest, a maximum of 3 items may be selected from a maximum of 10 items to be featured in the booth.

Online Seminar Sponsorship Plan

	Online seminar
Own session views + archived views list (online report delivery)	●
List of visitors to the company's session materials (online report delivered)	●
Session survey responses (online report delivered)	●
Estimated leads	**100**
Session	60min.
Notification to all EXPO registrants	●
Banner	Entrance
Number of companies	4 companies
Price	**USD 24,000**

Discounts are available When ordering the exhibition venue sponsorship plan.

USD 12,000

Deadline	Wednesday, June 19
Style	Live performance simulation
Date	You can choose from the following time slots in the order of your application (1) Tuesday, Aug. 27(Tue.), 1:00 p.m. *Only for Early Bird Plan (2) Aug. 28 (Wed) 1:00 p.m. (3) Aug. 29 (Thu.) 1:00 p.m. (4) Aug. 30 (Fri.) at 1:00 p.m.

Preparation	Video and lecture materials (PPT materials, video) for distribution*Your company's house list is also available
Note	• There will be no keynote speech. Please prepare and deliver video data of your presentation in advance. Please prepare content information (lecturer information, lecture outline, and abstract) by July 1 for publication on the announcement page. Archived videos will be available until the end of the symposium. Only one space per company is allowed. If you use this service at the same time as the Exhibit Plan, there is a possibility of duplicating the list of viewers.

*The number of views is an estimated value based on past results.
Please note that this is not a guaranteed number.Archives will be placed in the thumbnail video (or content) of the corporate booth.
This is a separate calculation from the maximum number of contents posted (up to 10).
They will also be placed in the lecture hall in the main exhibition hall.

Online Seminar Sponsorship Plan:
ITmedia Virtual EXPO Security Seminar Sponsorship

	Security seminar sponsorship
Your company's session viewer list + archive viewer list (online report)	●
List of viewers of your company's session materials (online report)	●
Responses to the survey in your company's session (online report)	●
Estimated number of viewers (Live + archived)·Up to 5 materials·Questionnaire (5 questions)	**200**
Seminar time	Max. 30 min.
Notification to all EXPO registrants	●
Banner placement	EXPO entrance
Number of companies that can be undertaken	Up to 4 (see distribution slots below)
Rate	**USD 24,000**

Promote your company's products and services to a large gathering of manufacturing industry professionals
Available for multiple sessions, partner collaboration, case studies, etc.

Limited rates only for exhibitors who have applied for the exhibition venue sponsorship plan.

➡ # USD 18,000

		Required Preparations	Session materials (PPT materials, video)
Order deadline	Jul. 5 (Fri.)		
Delivery Method	Simulated live performance *Please deliver a pre-recorded video.	配信枠	• Include keynote speech • Prepare and deliver video data of your presentation in advance. • Please wait for content information to be submitted separately • Archived data will be available until the end of the event. • Only one slot per company will be available for registration. • Viewer list may be duplicated if used at the same time as the Exhibit Plan
Delivery slot	Sept. 3 (Tue.) *Seminars will be ordered on a first-come basis 13:00-13:40 Keynote 13:50-14:20 Sponsor Session1 14:30-15:00 Sponsor Session2 15:10-15:40 Sponsor Session3 15:50-16:20 Sponsor Session4		

※ *The number of registrants is an estimate based on past results. Please note that this is not a guaranteed number.
※The archive will be placed in the thumbnail video (or content) of the corporate booth. It will be calculated separately from the maximum of 10 content items to be posted.
　It will also be placed in the lecture hall in the main exhibit hall.

Provides a list of all visitors during the exhibition

Recommend for companies that do not have time to prepare for exhibitions or seminars, but want a list!

	Visitor list plan
List of all visitors (to be delivered in Excel at a later date)	●
Company name and logo displayed (Sapphire Plan exhibitor list on the announcement page)	●
Estimated leads	5,000
Price	USD 54,000

*The estimated number of lists provided is a figure based on the previous results. The number may increase or decrease from the assumed value.

Booth Image

①Logo
Space for your corporate logo or product logo.

②Video (Thumbnail view)
Up to 1 video content can be posted.
MP4 submission. Thumbnails may be submitted by exhibitors.
(If none, the organizer will prepare it.)
※Available when you sign up for a Gold or higher plan. (1 slot)
※Videos can also be posted in the "③ Contents".

③Contents
You can post technical documents and other content to obtain a list of viewers. Up to 10 contents can be posted.
※Available number of items depends on the plan.
After clicking, the button to view the content and a summary will appear.

④Inquiry
You can accept inquiries from booth visitors or attract them to your company's contact page.

⑤ Questionnaire
You can administer a survey to booth visitors.
Response results can be viewed on the report screen.
You can offer (accept applications for) novelties and other giveaways. Drawing or shipping such gifts must be done under your company's responsibility.

⑥Welcome movie
All companies, regardless of plan, can post this. Company and product introduction videos can be posted, and visitors can press the play button to begin playback.
*Welcome movie is based on supplied materials. Please refer to the submission guide for video specifications.

⑦Keyword quiz
Place keywords for the venue circulation policy to encourage visitors to move to the various exhibition booths.

※Please note that the overall structure and design may be subject to change.

Details of Booth Sponsorship

Video (thumbnail display) + Posting in lecture hall

Video (Thumbnail display)

By placing impactful images (thumbnails) and images (thumbnails) that are appropriate to the content of the video. You can expect to increase the number of views.

Posting in the lecture hall

Videos posted in your booth can be posted in a different lecture hall than the exhibition hall.

If you wish to have your video posted in the lecture hall even with the Silver Plan, please apply for the "Video Content Production (Thumbnail Display)" option.

*Gold plan and above are eligible. Video display + will be posted at the lecture venue

*Silver plan option③: Video content production (thumbnail display) →Video display + Listing in the lecture hall

*Silver plan option④: Video content will be displayed in the company booth → video display only

Introduction within the secretariat email

During the exhibition, the event office will pick up one of your company's booths or contents and display the URL of your company's booth or contents in a visitor promotion e-mail sent to registered visitors, and guide them to your booth or contents

*The content to be posted in the e-mail is left entirely up to the management.

*Gold plan and above are eligible.

Content guidance in the main exhibit hall

Featured Contents" button will be set up in the main exhibition hall during the show.

A list of featured contents will be displayed. This will help guide visitors to the featured content.

*Content from multiple companies may appear in the list. The content to be picked up and whether or not it will be listed will be left up to the management.

Platinum plan and above are eligible.

Booth setup

Booth image

- Logo Listing
- Welcome movie listing
- Questionnaire
- Inquiry (external URL)

Display company name and logo

LOGO

Corporate logos of sponsors will be posted in the main EXPO venue and on the announcement page.

Logos will be posted on the announcement page in the order of sponsor grade and order of application.

Up to two logos can be displayed on the announcement page, but the size will be reduced to fit in one frame.

Please check the logo regulations for exhibitors.

Viewing screen image

Seminar title, outline, and speaker information
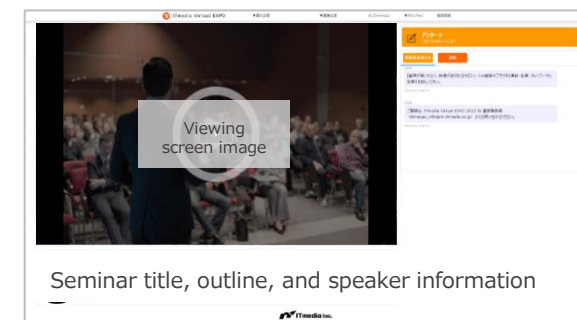
Please consider the following plans along with the exhibition sponsorship plan.

・Online seminar sponsorship plan

*Image are for reference only.

Online Report

Points

"Online Report" for quick follow-up.
- ✓ Visitor profile information can be viewed in real time on our online reporting site.
- ✓ Check visitor contact history of video content, posted materials, etc. in real time.
- ✓ Priority-based responses are possible by understanding the level of interest of visitors based on contact history.
- ✓ Data can be downloaded in CSV format for your effective use.

Online report image
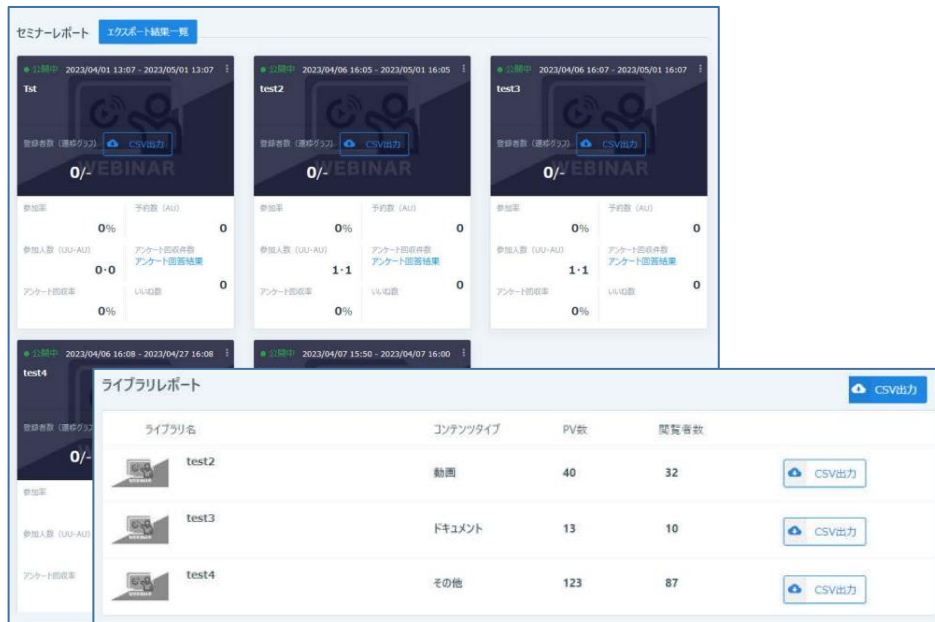
We provide value-added profiles that can only be known by digital events

Business card Information	Potential information available at Virtual EXPO
・Name ・Company name ・Department / position ・Contact (Tel/Mail) ・Keywords of interest	・Booths visited ・Questionnaire response results ・Views of documents ・Views of Video content

Number of online report IDs issued: Up to 2
The third person will be charged for the service. If you would like to add an additional person, please apply for Option 9.Please apply for Option ⑨Additional Report ID (JPY20,000 per additional person).

*This image is of the report site. Their designs may be subject to change.
*Please note that the specifications of the report site may be subject to change.
*All registrant and visitor lists will be delivered in Excel at a later date.

Option Menu

①Entrance logo placement

Showcase your logo in a carousel display at the entrance of the EXPO venue. Clicking on the logo will also allow attendees to be seamlessly directed to your corporate booth.
※Place of publication not selectable

USD 1,200

②Content plus

Add up to 5 additional featured contents to your booth. Introduce either your booth or a specified content within the EXPO, and also feature within the exhibitor spotlight.

USD 1,800

③Video content production (Thumbnail display)

Include adding a video player to your booth, filming and producing a video, and featuring the video content in your booth and at the lecture venue. Choose from three predefined video types: Lecture Type: 30 minutes, Interview Type: 10 minutes, Chroma Key Type: 10 minutes Recommended for sponsors of the Silver Plan.
※Thumbnail display

USD 3,000

④Inclusion of company booth video (Thumbnail display)

Add a video player to your company booth. Please deliver the video data by the specified deadline. Recommended for sponsors of the Silver Plan. Displayed in the video section with thumbnail representation. Note: The video will not be featured in the lecture venue.

USD 1,200

⑤Entrance banner advertisement

Feature an exclusive banner for your company at the entrance of the EXPO. Please deliver the banner by the specified deadline.
※Limited to one slot for each period. Applications will be processed on a first-come, first-served basis.

USD 4,800 or more

⑥Special edition email

An exclusive email advertisement that allows direct outreach to registered participants of Virtual EXPO. The available dates are 8/28(Wed),9/2(Mon),9/5(Thu),9/12(Thu),9/24(Tue),10/1(Tue).※Please prepare the content in your company. Limited to one slot for each day. Offered on a first-come, first-served basis.

USD 9,600 USD 12,000(10/1 only)

⑦Email text banner

Directly reach registered participants of Virtual EXPO with a concise 3-line email text banner. (Content to be provided by your company.)
※Text limited to 38 characters per line, up to 3 lines.
※One content URL within Virtual EXPO can be included.

USD 2,400

⑧EXPO Alert

Inform you via email about companies from the acquired list at the EXPO every month for a duration of three months. These companies, featured on ITmedia's manufacturing-focused media, will be identified based on their information-gathering activities, providing potential for business discussions.
※Emails will be dispatched around the beginning of the month, approximately 7 business days in advance. Note: In the case of numerous applications, we may need to limit the number of participating companies.

USD 3,600

⑨ Adding Report IDs (From the third person onward)

Increase the number of individuals who can log in to the management interface for online reports related to Virtual EXPO. We provide access for up to two individuals initially, but if you wish to add more, additional IDs can be acquired for a fee.
Note: Additional charges apply for the third person onward.

USD 2,400 per additional person

※Please contact a sales representative for details   ※Detailed supplementary materials are available separately.

Timeframe

Date		Remarks
May 24 (Fri.)	**Early bird deadline** **Zone sponsor deadline**	
Late Jun.	Event notice start Event office open	
Jun. 19 (Wed.)	**Regular plan deadline (1st)**	If video production or other recording is required, this deadline will be used as a guideline.
Jul. 5 (Fri.)	**Regular plan final deadline**	Plans that originally require video production can also be considered up to this deadline if the video data is delivered.
Jun. 24 (Mon.)- Jul. 19 (Fri.)	Video production recording period	*The recording period is subject to change.
Jul. 25 (Thu.)	**Deadline for submission of materials**	Content, content titles, text, video data, etc. required for corporate booth configuration
Aug. 27 (Tue.)	Event opening	
Sep. 27 (Fri.)	End of event	
Late Oct.	Report	

※The schedule is subject to change. Please note that the schedule is subject to change.

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.

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