

Duration: Jun. 8(Tue.), 2021 – Jun. 30 (Wed.), 2021
Order Deadline: Apr. 14(Wed.), 2021



ITmedia

Industry Technology Fair

ITmedia Inc.
Sales Division
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Largest-scale virtual event for manufacturing industry in June 2021 by three 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.



3,320K Page Views/mo.
1,210K Unique Browsers/mo.



1,670K Page Views/mo.
440K Unique Browsers/mo.



560K Page Views/mo.
230K Unique Browsers/mo.

Event Name	ITmedia Industry Technology Fair
Hosted by	MONOist, EE Times Japan and EDN Japan Editorial Teams
Duration	Jun. 8(Tue.), 2021 – Jun. 30 (Wed.), 2021
Visitors	Registration: 2,500 persons / Actual Visits: 1,500 persons (Unique)

Will be composed of 2 Expos and 5 theme Zones

The editorial teams of the manufacturing media select high-profile themes that hold the key to the future of manufacturing and attracts readers with a high level of expertise and interest.

IoT Problem Solving Expo

In the manufacturing industry, efforts to utilize IoT are spreading, but it is often told that "the expected results have not yet been obtained." The IoT Problem Solving Expo aims to provide information that will help to solve IoT problems and quickly achieve results that are more directly related to business operations. The exhibition will be divided into 2 zones, "Data Utilization" and "Network," and will provide hints to the readers of the manufacturing industry on how to solve problems through the introduction of case studies, tools, solutions, and services.

Data Utilization Zone

Data Analysis Tool, Edge Computing, Data Cleansing Services, Design and Manufacturing Data Collaboration Solutions

Network Zone

Local 5G, Wireless, Industrial Network, Cloud, Storage, Ethernet and Security.

Electronics Element Technology Expo

In the megatrends of technology such as IoT, energy saving, and electrification of automobiles, the element technologies of electronics form their basis. In this online event, ITmedia will prepare 3 Zones: "Smart Sensing" whose needs are increasing especially due to the COVID-19, "Motor Technology" which contributes greatly to energy saving, and "Electronic Materials" which supports the evolution of semiconductor / electronics technology. This event is the place to provide the latest information on their trends and new products in each theme.

Smart Sensing Zone

Image Sensor, Vibration Sensor, Position Sensor, Current and Voltage Sensor, Temperature Sensor and Pressure Sensor

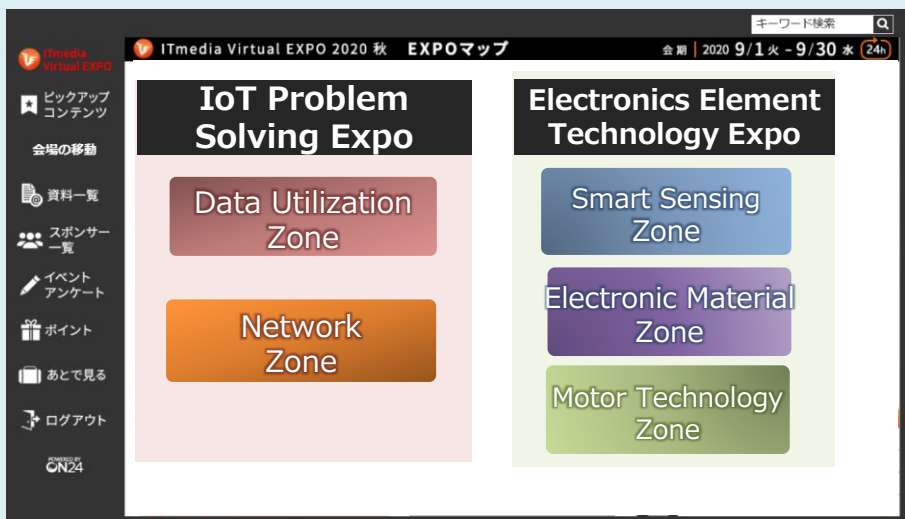
Electronic Material Zone

Semiconductor, Wafer, Resist, Substrate, Film, Display, Adhesive / Encapsulant, Wearable and Materials Informatics

Motor Technology Zone

High efficiency, Miniaturization, Brushless Motor, Encoder, Electric Vehicle, Inverter, Next-Generation Power Semiconductor, Modularization, Magnets, T&M equipment and Simulators

[Main entrance]



Click Zone

This is the screen after logging in to ITmedia Industry Technology Fair.
Please note that the design and layout of the venue are subject to change without notice.

[Image of presentation venue]



- ①ITmedia will prepare organizer's presentations for each Expo and Zone.
- ②Sponsor's webcasts will be posted.
- ※Please note that if there are too many webcasts, ITmedia may have to divide the presentation venue.

[Image of each Zone venue]



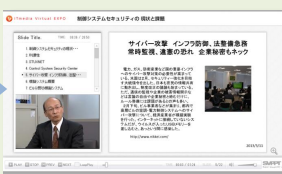
- ① Only the sponsor's logos will be displayed at the Zone venue.
- ② The organizer's presentations in each Zone are lined up for viewing.

[Image of sponsor's content list]



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

[Presentation image]



Create audience by utilizing the manufacturing industry medias which have approximately 5.62 million Page Views and 2.28 million Unique Browsers per month.



Traffic driving via e-Newsletters and media websites.

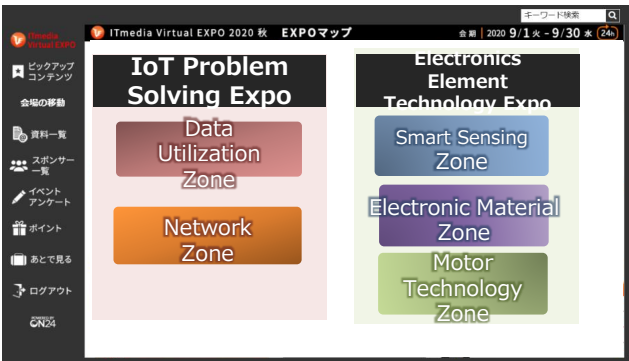




Registration page



Industry Technology Fair



IoT Problem Solving Expo <ul style="list-style-type: none">Data Utilization ZoneNetwork Zone	Electronics Element Technology Expo <ul style="list-style-type: none">Smart Sensing ZoneElectronic Material ZoneMotor Technology Zone
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Zone image



Sponsor Packages

	Platinum sponsorship	Gold sponsorship	Silver sponsorship
Lead generation			
Expo visitors' leads	✓	Not available	Not available
Zone visitors' leads	✓	✓	Not available
Leads who view sponsor's contents	✓	✓	✓
Contents included in the package			
Logo placement	✓	✓	✓
Asset posting (i.e., white paper and catalog)	Up to 5 PDFs	Up to 5 PDFs	Up to 5 PDFs
Webcast (Shooting / Production)	1	1	Option
Live session (Up to 3 clients)	Option	Option	Option
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	Not available
Sponsor fee (Net)	USD 21,600	USD 16,800	USD 4,800
Estimated leads	900 - 1,200	600 - 800	70 - 110

※ 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.

※ Please note all of the lead information are provided in Japanese. (No translation service)

※ The Expo visitors' leads for the Platinum Sponsorship refers to either the IoT Problem Solving Expo or the Electronics Elements Technology Expo.

※ The list of Expo visitors' leads for the Platinum Sponsorship is limited to each Zone of the Expo that ITmedia sets up, and visitors of P7 Private Zone Sponsors are not available.

※ The number of exhibitors in each Zone is limited to a maximum of 20 companies.

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

※ The order of the announcement page and exhibition venue will be in the order of sponsorship grade. Within the same grade, the order of application will be applied.

※ Exhibiting at multiple Zones is possible with 25% discount for additional exhibits based on the sponsorship grade.

 E.g., Exhibiting at the Data Analysis Zone with the Platinum Plan + Exhibiting at the Smart Sensing Zone with the Silver Plan will cost JPY 2,100,000. JPY 1,800,000 + JPY 300,000 (25% off the Silver Plan)

※ The "Contents viewers' list" will be provided as an online report. It can be checked in real time during the Fair.

 Lists of "Expo visitors" and "Zone visitors" will be delivered in mid-July as Excel file. (The list of organizer's presentation attendees and the list of content viewers will not be flagged.)

※ Please note that the estimated number of leads is based on past Virtual Events for the manufacturing industries (held in December 2020) and may vary depending on the Zone and posted contents.

※ Please note that a cancellation fee will be charged for all cancellations after the application form has been received. Please see P13 for more details.

▼Online report

Applicable to: All sponsors



Content Views / コンテンツ閲覧サマリ

Include Detail Click

Viewing data

▼List of individual leads

Applicable to: Platinum and Gold Sponsors

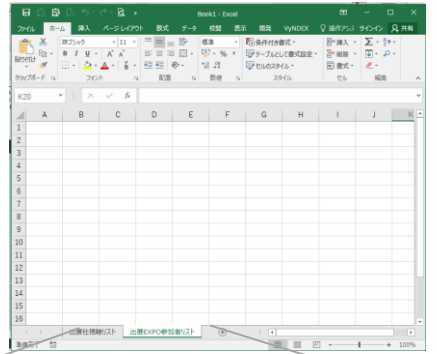
Platinum sponsors

Expo visitors' leads

Gold sponsors

Zone visitors' leads

List sample



Data Utilization Zone Network Zone

List of individual leads will be sent to ID holders by secure email in mid July after the end of the Fair. Each sheet will include a list of visitors in each ZONE.

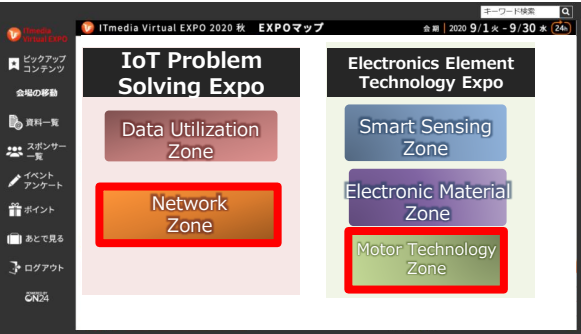
- ※Silver sponsors will download the list from the online report individually.
- There is no delivery of list of individual leads.
- ※ITmedia will not merge list of individual leads with content viewers' list. Please use them in conjunction with the online report.
- ※Platinum sponsors will receive a list of visitors of each Expo / Zone on a sheet-by-sheet basis. For example, if you are a Platinum sponsor of the IoT Problem Solving Expo, you will receive lists of visitors of the Data Utilization Zone and Network Zone on each sheet. (Please refer to the List Sample above.)
- ※Please note all of the lead information are provided in Japanese. (No translation service)

Maximize the effectiveness of your exhibit by creating a dedicated zone for your company at the venue!

If you want to exhibit a lot of contents by yourself to appeal to visitors, or if you want to exhibit with a partner, or if you want to link the Industry Technology Fair with your private event, or if you want to hybridize your event with a physical event, this is the best plan for you. By setting up your zone at the entrance, you can expect to attract many visitors. In addition, you will be able to track the behavior of visitors within the zone, which will enable you to capture high value-added leads.

Order deadline: Apr. 7

Introducing your zone at the main entrance.



※ Image

When visitors enter the Fair, the "main entrance" will be the first place they see, and your zone will be introduced in the same way as other Zones. You can introduce your zone to all visitors, aiming for a PR effect, and efficiently guide visitors through the direct path.
※ Please make sure that the theme of your exhibit is consistent with the theme of the Fair. If your theme is not clearly consistent with the Fair theme, your exhibit may be rejected.

Because it's a dedicated zone for your company, you can customize the venue and track the behavior of visitors.



※ Image

As this is a dedicated zone for your company, you can customize the venue to include many partners, promote video content to visitors, etc. You will be able to see the behavior of all visitors in this zone (which booths they entered, which materials they viewed, etc.), so you can prioritize the list in detail.
※ The pop-up format and layout of the materials will be the same as in other Zones.

Private zone sponsorship (Up to 1 company per Expo)	
Lead generation	
Zone visitors' leads (Estimated 600 – 800 leads)	✓
Leads who view sponsor's contents	✓
Contents included in the package	
Logo placement	✓
Placement of buttons	Up to 8
Provision of online report account	Up to 9 IDs
Asset posting	Up to 50 PDFs
Webcast (Shooting / Production)	1
Promotion to attract registrants	Introducing the contents in the official e-mail of the Fair Bureau
Sponsor fee (Net)	USD 48,000

※ "Content viewers' list" and "Private Zone visitors' list" will be provided as online reports. You can check them in real time during the Fair.
※ The estimated number of leads is based on actual results. Please note that the number may be higher or lower depending on the zone and content.
※ For customization of the plan, please ask us.
※ Up to 9 IDs can be issued for a report account. Up to 8 among them can be used for other companies such as sales partners.

Get the full list of registrants for the Industry Technology Fair!

Order deadline: Apr. 7

Lead generation	
List of all registrants (Lists of all visitors of the Expos / Zones)* ¹	✓
Leads who view sponsor's contents* ²	✓
Contents included in the package	
Logo placement	✓
Webcast (Shooting / Production)* ³	1
Asset posting	Up to 5 PDFs
Promotion to attract registrants	Introducing the contents in the official e-mail of the Fair Bureau
Sponsor fee (Net)	USD 48,000
Estimated leads	About 2,400 - 2,500

*¹ The list of all registrants and the list of actual visitors will be delivered. The list will be provided in the format shown in the sample list on page 6, with each sheet containing a list of all registrants and lists of all visitors of the Expos / Zones. Visitors to the Private Zone on P7 will not be included.

The list will be delivered as a file in mid-July.

*² The "List of viewers of your company's contents" will be provided as an online report. You can check it in real time during the Fair.

※ Cancellations after receiving the application form will be subject to a cancellation fee. Please be aware of this in advance.

Up to 41 days prior to the opening date: 50% of the sponsorship fee.

Within 40 days of the opening date: 100% of the sponsorship fee.

Various Option Plans to improve the exhibit effects are provided.

Option(1): Live Web Seminar

This is an optional plan for sponsors who want to conduct online sessions during the Summit period to acquire and visualize high quality prospects.

This menu is **limited to the first 3 companies**.

※ The presentation will be delivered via PowerPoint and audio.(No video shooting.)

【Contents】

- Session up to 90 minutes
- Estimated 50 leads

+USD 10,800

Option(2): 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.

+USD 1,200

Option (3): 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.

+USD 3,000

Option(4): 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.

+USD 240

Option(5): Lead Gen. via TechFactory

Necessary target leads are generated with a guaranteed number via TechFactory, the lead gen. platform for manufacturing industries.

【 Contents】

- Provision of target leads (guaranteed number)
- ※This be started from JPY 6,000 per lead (unspecified segment).

+USD 4,800 or more

"Message is conveyed well! It is watched for a long time!"

Live web seminar will be broadcasted during the Fair.

Order deadline: Apr. 14

It will be announced to all registrants! Assumed **50** pre-registrants (Assuming 20 to 30 people watch)

※ Please prepare the content information (lecturer information and abstract) by April 23.

- Video information is more than **twice** as memorable as text information. (Source: U.S. National Institute for Training and Research, "Learning Pyramid")
- **Long viewing time** (average viewing time for a 60-minute seminar is over 50 minutes)
- **Visualization of enthusiastic viewers** via (1) Questionnaire, (2) Poll, (3) Questions, (4) Material DL, (5) Viewing time, etc.)

<Seminar date and time>

Sponsors can choose from the following time slots in the order of application.

June 15 (Tue.) 1:00PM Start

June 17 (Thu.) 1:00PM Start

June 22 (Tue.) 1:00PM Start

3 companies only!

Broadcast location: ITmedia office (Chiyoda-ku, Tokyo)

Delivery time: Up to 90 minutes

What to prepare: Presentation materials (PPT material and video)

You can also invite your house list.

※The presentation will be delivered with PowerPoint and audio. (There will be no shooting).

※ Applicants from sponsor's list are not counted in the number of registrations.

※If it is thought that it will be difficult for you to come to ITmedia office on the day of the event due to the COVID-19, ITmedia may conduct pre-recording remotely.

※No translation and subtitling service.

Session type (Up to 60 minutes)



Compact (chromakey) type (Up to 10 minutes)



Interview type (Up to 10 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.

- 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

- 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)

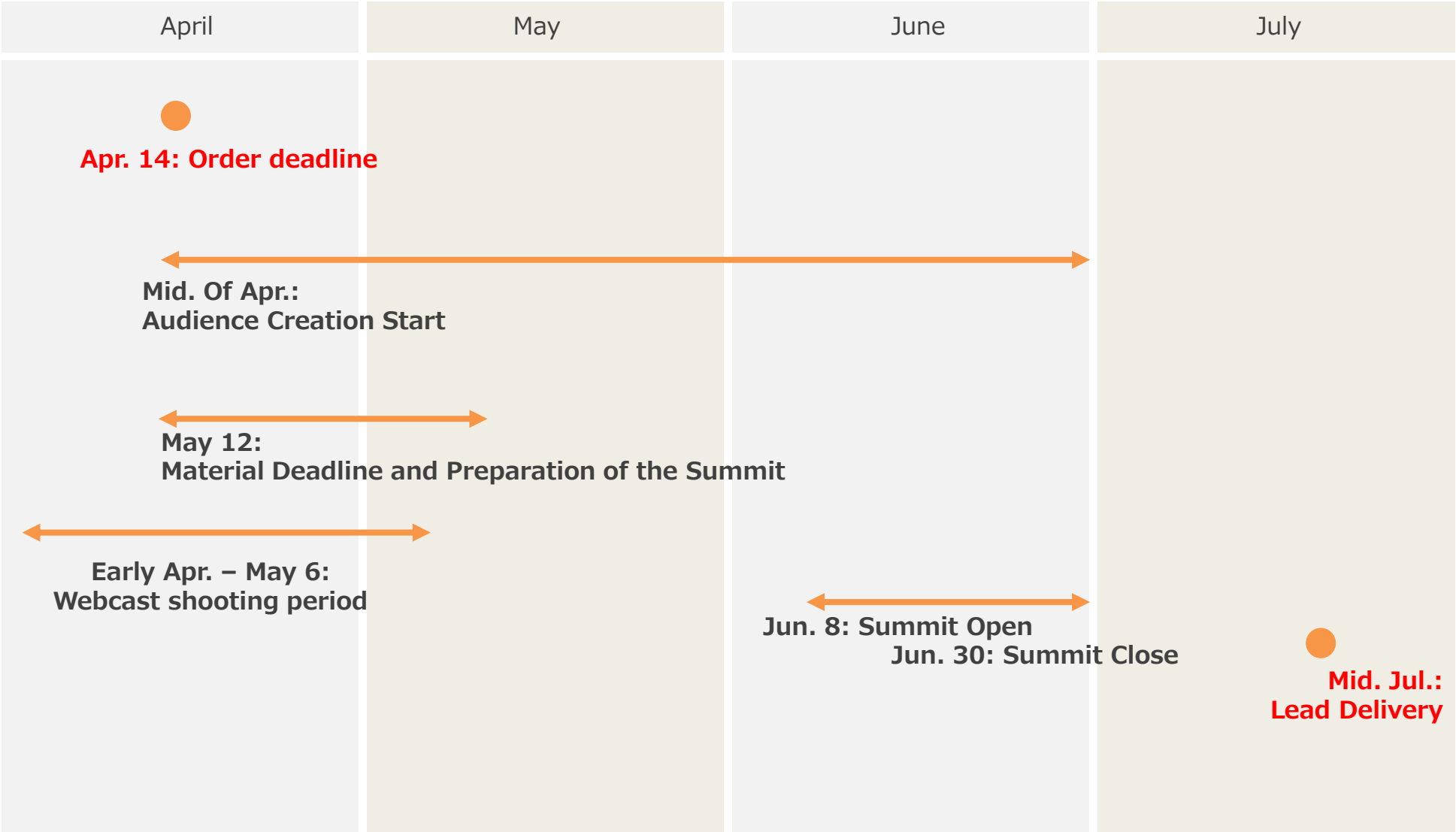


About the usage of the produced video

※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.)

Schedule



※ 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.

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.

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 <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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

アイティメディア株式会社

営業本部

Mail : sales@ml.itmedia.co.jp

<http://www.itmedia.co.jp/info/virtualevent/contact.html>