

**CARBON<sup>N</sup>EUTRAL**

カーボンニュートラル テクノロジー フェア

**TECHNOLOGY FAIR 2024 Spring**









**Coexistence of Tech Innovation  
and Sustainable Future**

**Dates: Monday, June 3, 2024 - Thursday, June 6, 2024**

**Application Deadline: April 1, 2024 (Monday)**



# Event

Name	Carbon Neutral Technology Fair 2024 Spring	Style	Online seminar
Organizer	   	Number of pre - registrants	1,000
Date	Jun. 3(Mon) - Jun 6(Thu.), 2024 *Archive available	Assumed audience	Manufacturing industry personnel working on various solutions based on the premise of a carbon neutral response.
Application Deadline	Apr. 1(Mon.), 2024	Announcement	   
How to watch	Free	Operation	ITmedia Inc.

## Past and Similar Events

	<table><tr><td>Name</td><td>Carbon Neutral Technology Fair 2023 Winter</td></tr><tr><td>Date</td><td>Monday, November 27, 2023 - Tuesday, November 28, 2023</td></tr><tr><td>Number of Registrants</td><td>704</td></tr><tr><td>Number of Visitors</td><td>436</td></tr><tr><td>Yield rate</td><td>61.9%</td></tr></table>	Name	Carbon Neutral Technology Fair 2023 Winter	Date	Monday, November 27, 2023 - Tuesday, November 28, 2023	Number of Registrants	704	Number of Visitors	436	Yield rate	61.9%
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\*Scaled up from the previous Winter 2023, the theme will be divided by day.

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

# Themes - From the Whole, to Each Phase, to Each Product Close Up on Multiple Perspectives

## Supply chain



More than 80% of  
emissions  
Scope3 reduction

Supply chain  
efficiency

Logistics area  
CO2 reduction

## Sustainable design



Energy efficient  
product design and  
development

3D CAD/CAE

New materials

## Plant



Improving the  
efficiency of  
production systems

CO2 emissions  
visualization

Power generation  
and storage systems

## EV & Power devices

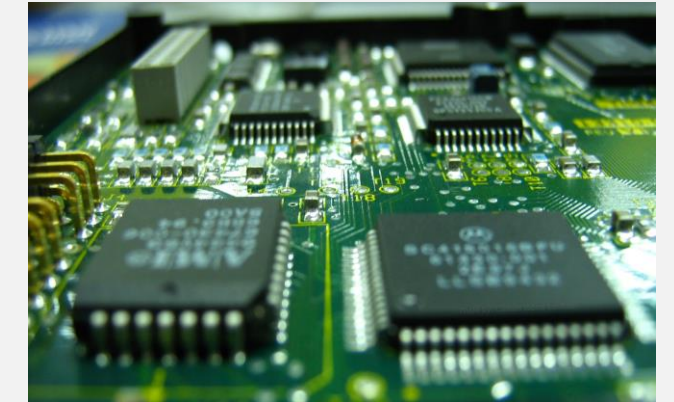


Automotive  
electrification

Fast charge

Wireless power  
transfer

EMC and EMI



Highly efficient  
realization of power  
conversion

IGBT power module

Measuring  
instrument

\*This is a partial list of keywords for each theme.

# Time Table

	Jun. 3 (Mon.)	Jun. 4 (Tue.)	Jun. 5 (Wed.)		Jun. 6 (Thu.)
Days 1-3	Supply chain	Sustainable design	Plant	Day 4	EV & power devices
13:00-13:40	Keynote session 1	Keynote session 2	Keynote session 3	13:00-13:40	Keynote session 4 EV
13:50-14:20	Sponsored session 1-1 Platinum priority	Sponsored session 2-1 Platinum priority	Sponsored session 3-1 Platinum priority	13:50-14:20	Sponsored session 4-1 Platinum priority
14:30-15:00	Sponsored session 1-2 Platinum priority	Sponsored session 2-2 Platinum priority	Sponsored session 3-2 Platinum priority	14:30-15:00	Sponsored session 4-2
15:10-15:40	Sponsored session 1-3	Sponsored session 2-3	Sponsored session 3-3	15:10-15:25	Short session 4-3
15:50-16:20	Sponsored session 1-4	Sponsored session 2-4	Sponsored session 3-4	15:30-15:45	Short session 4-4
16:30-17:00	Sponsored session 1-5	Sponsored session 2-5	Sponsored session 3-5	15:55-16:35	Keynote session 5: Power Devices
17:10-17:25	Short session 1-6	Short session 2-6	Short session 3-6	16:45-17:15	Sponsored session 4-5 Platinum priority
17:30-17:45	Short session 1-7	Short session 2-7	Short session 3-7	17:25-17:55	Sponsored session 4-6
				18:05-18:20	Short session 4-7
				18:25-18:40	Short session 4-8

Archived release 1 to 2 weeks from the day after the date of delivery. The above timetable is subject to change depending on circumstances. The number of days of the event and the number of slots for organizer sessions may be adjusted depending on the situation of sponsors. Sponsor sessions will basically be delivered live (i.e., you must come to the venue on the day of the event). If you are unable to make plans on the day of the event, you will need to deliver the video data in advance. Keynote speeches will be assigned after the event is decided.

# Sponsored Plan


	Promote to a highly interested audience throughout the session! Obtain a diverse list of participants from your session audience to the entire event.	Promote to a highly interested audience throughout the session!	Promote to a highly interested audience of your session	Capable of acquiring a large number of listings even when it is difficult to prepare for a sponsored session!
	Platinum	Gold	Bronze	All list
Sponsored sessions live & archived	● 30min	● 30min	● ✕15min	-
Session questionnaire	●	●	●	-
List of all applicants Estimated around 1,000 applicants	Estimated 1,000 or above	-	-	Estimated 1,000 or above
List of applicants for sponsorship section	Estimated 300	Estimated 300	-	-
Viewing data by reporting site	●	●	●	-
Preliminary Questionnaire Results	●	●	●	●
Sponsor logo	●	●	●	●
Distribution of materials	●	●	●	-
report of an event	●	●	●	●
Price (All prices are net.)	USD 42,000	USD 28,800	USD 12,000	USD 33,600

\*The number of attendees is an estimate. \*The slots following the keynote speech and the next sponsor session are “**Platinum plan priority**” slots.

\*The number of applicants for sponsored sections is an estimate for all sections. Please note that the estimated number may increase or decrease depending on the actual number of sponsor sessions.



# Sponsored Menu

Sponsored session    Live streaming + archive		List of all registrants	List of all registrants	Viewing data by reporting site	
<div></div> <div><p>Sponsor session slots are available to promote your company's products and services!</p><p>Functions: Session Questionnaire, Session Introduction, Question Submission Form, Document DL, Related Links</p></div>	<p>We will provide you with a list of business card information for the list of applicants</p> <p>*Information to be provided: Name, company name, department, position, address, telephone number, e-mail address, industry, job title, position class, employee size, involvement, etc.</p> <p>*Delivery date: Delivered in Excel data format within 3 to 5 business days after the event</p>	<p>We will provide a list of business card information such as "company name," "department position," "phone number," and "e-mail address" of the applicant in the sponsorship section.</p> <p>*The list of those who have checked the relevant section as their viewing preference at pre-application (optional/required to have at least one viewing preference at application) is the target of the delivery.</p>	<div></div> <p>The report of your session is provided.</p> <p>*Viewer information (Personal name, Title, Company name, Department name, Job function, Phone number, email address etc.)</p>		
Session questionnaire		Registrant survey	Sponsored logo	Document/Material	Event report
<p>You can conduct your own survey during your company's session slot.</p> <p>*By clicking the survey button, a pop-up window will appear. *Single/Multiple/Free format answer.</p>	<p>When pre-registering, we will also provide you with information such as our position on product selection (BANT information).</p> <p>* Questions will be set by ITmedia. They cannot be set individually.</p>	<p>We will display your company's logo and link to your website on the event's visitor attraction site.</p>	<p>You can distribute materials to the audience during your session.</p> <p>*In addition to sending PDF data as a download link, we can also provide an external link that you specify.</p>	<p>ITmedia will conduct a questionnaire survey of general visitors, and the results will be provided as a report of the event after the exhibition.</p> <p>*This information is provided in the form of aggregate data that does not include personal information.</p>	

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

# Sponsored Menu | Option 1

## LIVE session recording data provision

### Want to utilize session videos!

When you apply for a plan with a session and you take live speaking at the event, we will provide the recording data of your LIVE session in mp4 format.  
※No data editing, the data will be as it was at the time of streaming.

USD**600**

## Session recording support

### Easy video production with professional equipment!

This option is tailored for video recording with a focus on production aspects, as opposed to regular live sessions. We offer dedicated professional equipment and a recording venue to facilitate seamless video production. This plan is specifically designed to address your requirements for pre-recorded dialogue and subtitling.

※Order must be placed up to 1.5 months prior to the date of the event.  
※Please note that the fee may vary depending on the number of speakers and other factors. Please ask us in advance.

USD**2,160**

## Add ABM data to delivery lists

### Able to discover opportunities efficiently from delivery leads!

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](http://go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn)

USD**2,400**

## Lead generation using session video

### Double the Results of Your Seminar! Get effective leads with session videos!

Reuse your seminar videos and related product materials on TechFactory. 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>

USD**3,600** or more

## Behavior targeting advertorial

### Track readers' interests and broaden the audience you can reach

Attract readers with high "interests and concerns" to your company's advertorial based on their article reading history. By linking readers' behavioral data to external services for extended distribution, you can extend your reach by capturing people with the same "interests and concerns" even if they have never visited ITmedia. ※This menu summarizes the main points of live/on-demand webinars. No separate interviews will be conducted.

Details: <http://go.itmedia.co.jp/l/291242/2023-03-07/2cvjftc>

~~USD20,400~~ ➡ USD**18,000**

## Follow-up seminar

### ITmedia will provide full support from customer attraction to distribution!

Our editorial department will design a plan that matches the content of your company's appeal and the interests of your readers, 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>

~~USD29,400~~ ➡ USD**27,600**

※Images are for reference only. ※Option only cannot be applied (all prices are net).

# Sponsored Menu | Option 2

## Lead information x Organizer survey response information granted

By linking the lead information with the responses to the organizer's survey, it is easier to follow up with the respondents, as their interests and sense of issues can be visualized more deeply!

We will provide the lead information based on the plan you have ordered, with the organizer survey response information added to the lead information.

※ Some of the delivered leads will be assigned/not assigned response information.

### Image

Normal lead information						Survey response information						
会社名	従業員規模	セキュリティ対策、いま本当に必要なこと	サプライチェーン攻撃に はじまらない、新たな脅威	クラウド&ゼロトラスト	エンドポイント対策&情 報管理	企業名	順位	変化	「課長以 上の役職 者の有 無」フラ グ	「導入予 定1年以内 の有無」 フラグ	「新規シ ステム等 入目的の 有無」フラ グ	「裁量権 の有無」 フラグ
8												
9	総合警備保障（株）	06.5000人以上	●	●	●							
10	エヌ・ティ・ティ・データ先端技術株式会社	05.1000人～5000人未満		●		エヌ・ティ・ティ・データ先端技	49	1	1	0	0	0
11	西日本電信電話株式会社 東海支店	05.1000人～5000人未満				西日本電信電話（株）				0	1	0
12	株式会社デンソー	06.5000人以上			●							
13	株式会社三井住友銀行	06.5000人以上				（株）三井住友銀行	25	2			0	1
14	SCSK株式会社	06.5000人以上	●	●		SCSK（株）	11				0	0
15	昭和産業株式会社	05.1000人～5000人未満	●			昭和産業（株）	212	-56		0	0	1
16	タカシ乳業株式会社	05.1000人～5000人未満	●		●							
17	株式会社TMJ	06.5000人以上	●	●	●							

### Delivery date

Lead information: Delivered 3-5 business days after the seminar closing date.  
Survey response information: Delivered 2-3 weeks after the seminar closing date.

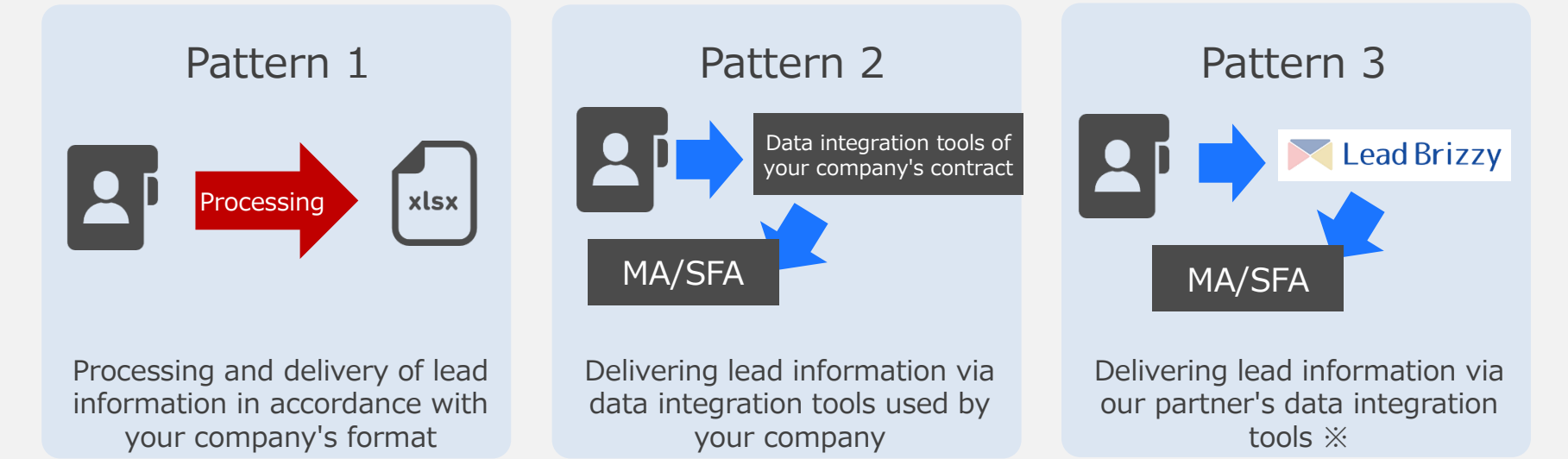
※Delivery dates for survey response information vary by event.

USD2,400

## Lead custom delivery service

We will deliver leads obtained at the event directly to your MA tool or process and deliver them in accordance with your company's format!

### Image



### Remarks

Please contact us for available integrations tools.

※ If Lead Brizzy initial setup is performed on behalf of the client, an optional fee of USD 600 per project will be charged.

### Delivery date

6-8 business days after closing  
※Delivery dates vary by event.

Rate	500 leads or less	USD 1,200
	500-1,000 leads	USD 1,800
	1,000 leads or more	USD 2,400
	3,000 leads or more	USD 3,600


※Images are for reference only. ※Option only cannot be applied (all prices are net).



# Sponsored Menu Option 3

## Lead generation using session video

Want more leads from people who have seen our content!



Publication

Offer

DL

Lead Acquisition

- Session video or product material
- At least 1 new PDF (presentation material, product material, etc.)  
At least 2 contents in total
- Offer your company's content to your target audience via email, etc.
- Obtain permission to answer questionnaires and provide personal information when viewing content
- Acquired leads can be downloaded via management site. (Updated daily)

**Specification** Reuse your seminar videos and related product materials on TechFactory. We will use your prepared content as is, allowing you to continue lead generation after the seminar at a reasonable price.

Guarantee	100 ※No segmentation ※Customization of plans such as attribute designation is possible. Please contact our sales representative.
Media Inducement	Media : TechFactory Inducement : Distribution of e-mails to members of our manufacturing industry media such as TechFactory and MONOist
Period	Approx. 2 months (Campaign will end when the number of guaranteed lead is reached.)

- Campaigns can be launched at any time within 3 months after the seminar.
- We can begin capturing leads in as little as 11 business days after receiving your campaign application.
- If your campaign is not progressing well, we may ask you to add more content to your campaign.
- If you wish to have your video hosted, we will charge you USD600 (hosting is guaranteed for one year).

~~USD13,200~~ ➡ **USD10,800**

## Advertorial Article (MONOist Special)

Your session will be featured in an article.  
Promote your products and solutions  
to those who could not attend the event!


We will provide an advertorial article (or an event report article focusing on your session) only if you sponsor a session plan.

### Specification



Publish Freely possible

Publish Freely possible

Guarantee	2,000 Page Views
Period	Minimum 1 week to estimated 1 month (Ends as soon as the guaranteed page view is achieved)
Menu	Production of one advertorial article approx. 3000-4000 characters Viewing report (Page views, Number of unique browsers, companies viewed, etc.) Including content posting costs
記事掲載	

- The article will be written while viewing the streaming and recorded data of this seminar session. No separate coverage will be conducted.
- ITmedia will be responsible for the space and content of the inducement advertisement.
- ITmedia will prepare the ad copy (prior confirmation and specification are not possible).
- Once the guaranteed Page View is reached, the advertisement will be suspended, but we guarantee that it will remain up for at least one week.
- In the case of a re-submission of the first draft: USD3,600, in the case of revisions after the final draft: USD1,200 will be charged separately.

~~USD14,400~~ ➡ **USD12,000**

※Images are for reference only. ※Option only cannot be applied. All prices are net.

# Schedule

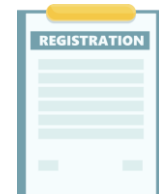
## Order Deadline



Apr. 1 (Mon.) ,2024

Please inform our sales representative of your intention to exhibit. We will send you a purchase order form. **Please sign it with DocuSign and return it to us.**

## Preparation of Public Notice



**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.

## Event Notice Start



Around late Apr. 2024

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.

## Event Preparation



**In preparation for the event, please submit handouts, session survey questions for the audience, and lecture data in the case of on-demand session to the event office.** We also send you the reporting site information at least 2 business days prior to the event.

## Event Period

Jun. 3 (Mon.),2024 – Jun. 6 (Thu.),2024



If you wish to give a live presentation at the event, please arrive at our studio reception by the time announced by the event office.

## Report



**A list of registrants is to be provided within 3 to 5 business days after the event.** Archived sessions can be accessed for 1-2 weeks after the event. (Tentative) Event report will be provided separately by a sales representative after tabulation.

※The schedule is tentative. Please note that the schedule is subject to change depending on circumstances.

※The sales representative will send you a report on the event around early July 2024. (Please note that this may be delayed.)

# Notes

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## 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.



# ITmedia Inc. Sales Division

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