

@IT NETWORK Live Week 2022

Now is the Time for Network Transformation to Accelerate DX/Cloud Strategy

[Collective Live Web Seminar]

Ver.1.0

Date: In the week of May 16, 2022

Registrants: Estimated 550

Order Deadline: March 4(Fri.), 2022

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The key words to consider when thinking about future DX/cloud strategies are “fluidity” and “diversity”. For example, no one can fully predict how and where application services will be developed and operated, how they will be linked, and how internal and external parties will use or participate in them in the next 5 years. Furthermore, it is increasingly difficult to know how this will change in the coming 10 years. This means that integrated management, including security, will become increasingly important.

The critical factor in this is the network. Even though we may not have been aware of it in the past as a watertight entity, we will need a strategy to connect various locations, connect people, improve the visibility of our virtual infrastructure, and increase the security of our activities.

How will we be able to use the network technologies that have evolved and matured over the past few years? This year's NETWORK Live Week will take a closer look at this theme.

Event Details

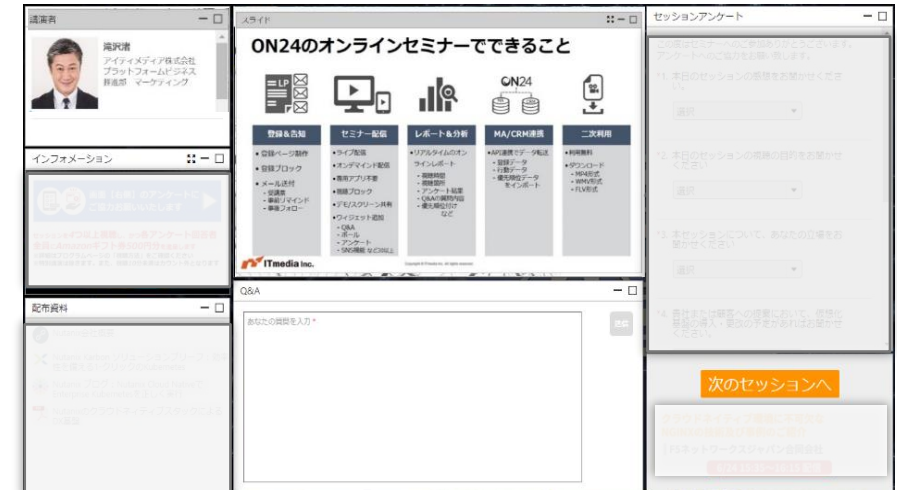
Date: In the week of May 16, 2022

Style: Collective live web seminar (online event)

Number of Pre-Registrants: Estimated 550

Entree Fee: Free

Image of Web Seminar



Assumed Viewers:

Management executive, corporate planning, operation and policy formulation managers of in-house information system, planning staff of corporate information system department, system operation and management staff, System Integrators, etc.

Announcement Media: @IT and its related Information Technology media

Organizer: ITmedia Inc. (@IT editorial team)

Operation: ITmedia seminar operation office

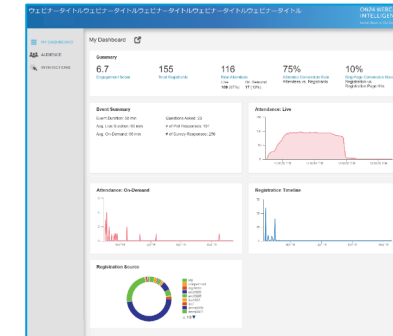
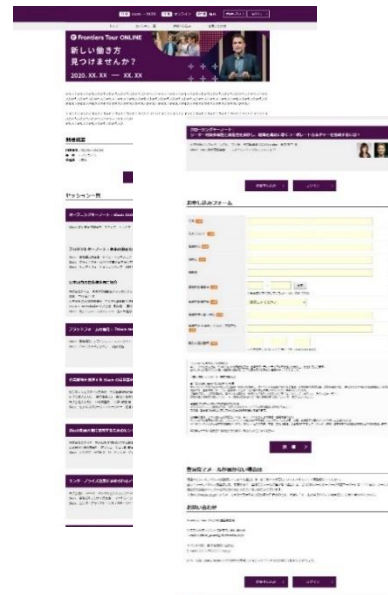
Outline of Live Web Seminar

Audience
Creation

Registration

Live Web
Seminar

Event
Report



ITmedia will invite audience by using our website promotion and email blast to the registration page in the same way as regular physical seminar. Sponsors will receive detailed reports such as session and document downloads only available at online events.

Screen Image of Live Web Seminar

▼ Entrance of seminar venue ※The screenshots below are the past seminar's.



Event title / summary

Zone introduction

Session details

To session screen
by clicking session
list

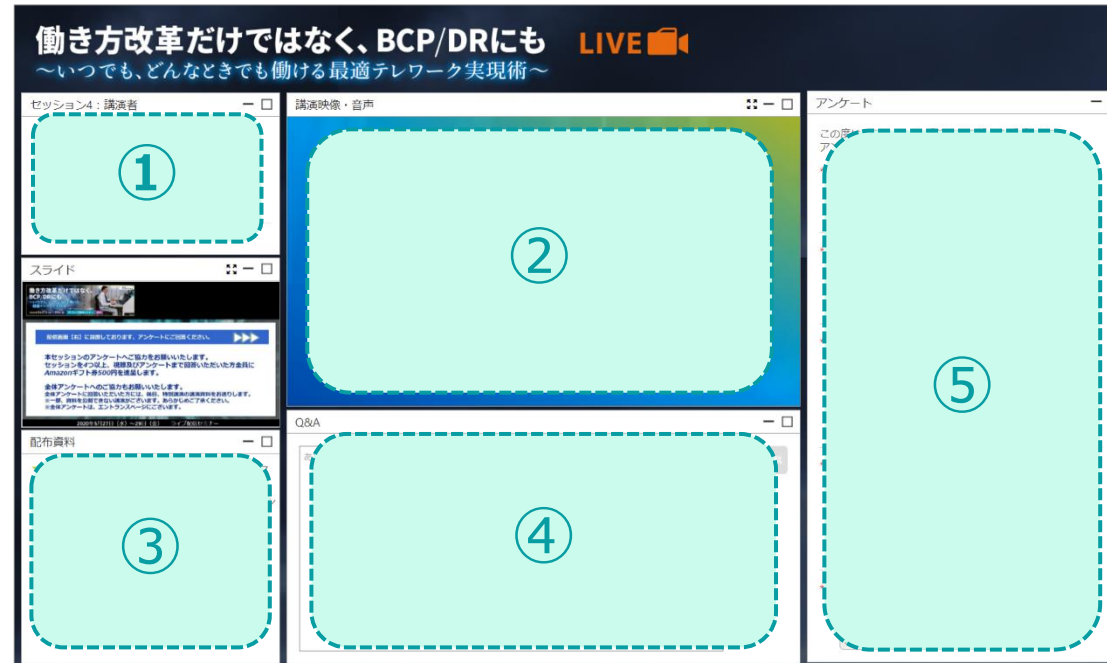


Live Web Seminar - Image of Session Screen

① Introduction of the lecturer

② Projection materials

③ Downloadable assets and related links



⑤ Questionnaire (Displayed during the whole session.)

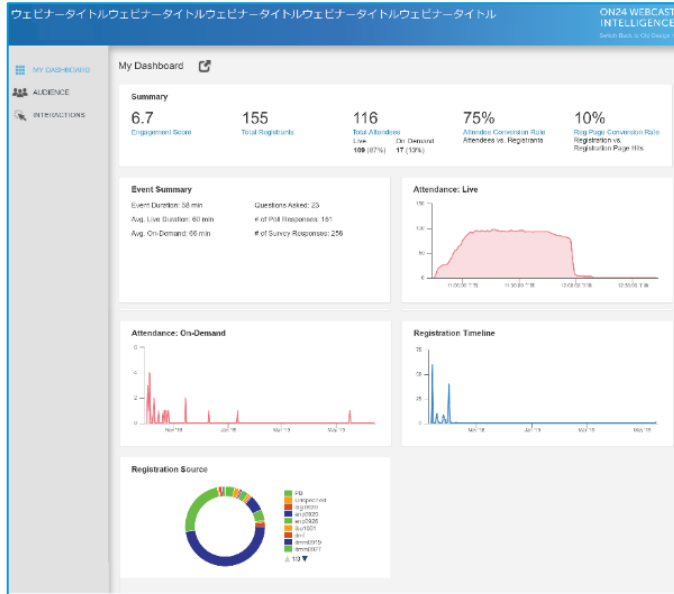
The sponsored sessions during the live streaming will have a Q&A section, where viewers attending the lecture can ask questions via text on the spot. (※ Only if the sponsor wishes to conduct QA.)

④ Question submission form

In addition to broadcasting lectures, the seminar offers interactive features such as Q&A, Poll, and other interactive features, as well as downloadable assets and related links which provide information (some features are optional).

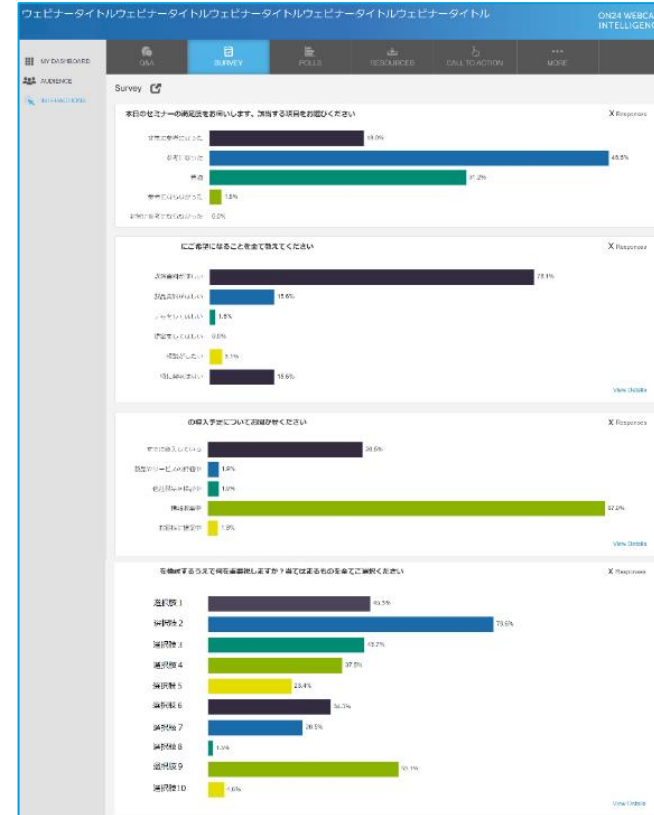
Real-time Online Dashboard

Highly visible dashboard is provided with real-time information such as session registration status, viewing status, viewing time, influx route, and survey questions / results for each webinar.



Online report items

- Registrant/viewer information (registration items, registration date and time, registration route, OS, browser, etc.)
- Changes in the number of people registered for live and on-demand services
- Live/on-demand viewership and average viewing time
- Maximum number of simultaneous live viewers and number of viewers
- Action history, including polls, Q&As and document downloads



Zone	Session Time	セッション内容				
		Day 1	Day 2	Day 3	Day 4	Day 5
		SD-WAN & Cloud Access Transformation	Zero Trust & Data Center Network Transformation	SASE & Client Security Transformation	Local 5G & Edge Network Transformation	Dedicated Zone
13:00 13:40	40 minutes	Keynote Session (Live)	Keynote Session (Live)	Keynote Session (Live)	Keynote Session (Live)	Keynote Session (Live)
13:50 14:20	30 minutes	Sponsored Session 1 (Live)	Sponsored Session 1 (Live)	Sponsored Session 1 (Live)	Sponsored Session 1 (Live)	Dedicated Zone 1 (Live)
14:30 15:00	30 minutes	Sponsored Session 2 (Live)	Sponsored Session 2 (Live)	Sponsored Session 2 (Live)	Sponsored Session 2 (Live)	
15:10 15:40	30 minutes	Sponsored Session 3 (Live)	Sponsored Session 3 (Live)	Sponsored Session 3 (Live)	Sponsored Session 3 (Live)	Dedicated Zone 2 (Live)
15:50 16:20	30 minutes	Sponsored Session 4 (Live)	Sponsored Session 4 (Live)	Sponsored Session 4 (Live)	Sponsored Session 4 (Live)	

※ The timetable and times are tentative. Please note that the number of days and programs are subject to change depending on the number of sponsors.

- Guest sessions + 3 sponsored sessions will be broadcast live as 1 unit. (The dedicated zone will have 2 sponsored sessions.)
- All sessions will be archived and broadcasted for pre-registrants after the seminar. (Scheduled for 2 weeks to 1 month)
- The venue for the live streaming is scheduled to be a studio in the seminar room of ITmedia Inc.
- If it is difficult to adjust your schedule on the day of the live webcast, please submit a pre-recorded video of the seminar. The video will be broadcasted at the time of the session.

Contents	Diamond Sponsorship (Setting up dedicated Zones: 1 sponsor only)	Platinum Sponsorship	Gold Sponsorship	All List Sponsorship	Zone List Sponsorship
Sponsored Session 30-minutes session is provided in the seminar.	✓ (Guest + 2 sessions) Live broadcast + Archive	✓ Live broadcast + Archive	✓ Live broadcast + Archive	Not available	Not available
Questionnaire by Sponsor During the session, sponsor can insert their original questionnaire.	✓	✓	✓	Not available	Not available
Lead Generation (All of the Registrants / Attendees Personal Data) All of the registrants / attendees personal data are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	Not available	Estimated 600 leads (All of the registrants)	Not available	Estimated 600 leads (All of the registrants)	Not available
Lead Generation (Registrants / Attendees Personal Data of the Sponsored Zone) Registrants / attendees personal data of the sponsored Zone are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. ※The list of people who select the Zone as their preferred viewing zone when pre-registering will be delivered to sponsors.	Estimated 250 leads (Zone registrants) ※Additional options are available		Estimated 300 leads (Zone registrants)	Not available	Estimated 300 leads (Zone registrants)
Lead Generation of Your Session Viewers and Provision of Online Report Site of Your Session Online report site of your session is provided. Viewers personal data of your session are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	✓	✓	✓	Not available	Not available
Sharing the Results of Pre-questionnaire When readers apply for the seminar, their positions and product/service selection status will be also asked in the application form. These data are provided to the sponsors along with the personal information. These data can be used when sponsors classify the potential customers and make appointments with them. (Pre-questionnaire is configured by ITmedia.)	✓	✓	✓	✓	✓
Insertion of Sponsor Company's Logo Sponsor Company's names, logos and links are inserted on the seminar announcement page.	✓	✓	✓	✓	✓
Distribution of Related Materials Sponsor can upload up to 3 related materials for audience to download. (Session presentation is not included in the materials. It is distributed to the respondents of sponsor questionnaire as incentive.)	✓	✓	✓	Not available	Not available
Provision of Seminar Report (Including the Results of the Audience Questionnaire by ITmedia) Seminar report, including the results of the audience questionnaire by ITmedia, is provided. (These data is provided as aggregate results.) ※If the order is provided after the deadline, it is highly possible that the number of leads will not reach the estimated target above. ※If the number of sponsor companies do not reach 4, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.	✓	✓	✓	✓	✓
	JPY 4,500,000- (Excluding Consumption Tax)	JPY 2,800,000- (Excluding Consumption Tax)	JPY 2,000,000- (Excluding Consumption Tax)	JPY 1,400,000- (Excluding Consumption Tax)	JPY 900,000- (Excluding Consumption Tax)
■ Option Plan (1): Advertorial of the Sponsored Session (@IT / ITmedia Enterprise / ITmedia Executive Special) Only when sponsors order Sponsorship with sessions, you can additionally order advertorial of the sponsored session with the special rate. ※When ordering, please specify the media.				JPY 1,000,000- (Excluding Consumption Tax)	
■ Option Plan (2): Provision of Recorded Session Movie File Only when sponsors order Sponsorship with sessions, you can additionally order MP4 movie file of the session with the special rate. (Live session only / No editing.)				JPY 50,000- (Excluding Consumption Tax)	

This is a plan to set up a **dedicated zone** for your company consisting of a **guest session planned by ITmedia editorial team + 2 sessions for your company.**

Points

① ITmedia editorial team plans exclusive guest session for your company

The ITmedia editorial team will plan content and assign a guest that has a high affinity to your company's promotion.

② Provides a list of pre-registered participants for your zone

ITmedia will provide you with a list of pre-registered participants for your entire zone, including your exclusive guest session (estimated 250 participants). ※2

Structure

Guest session (Planned by the editorial team, 40 minutes)



Your company session ① ※1
(30 minutes)

Your company session ②
(30 minutes)

Contents

- Planning and setting up of zone guest session
- 2 sessions for your company
- Providing a report site for your session (audience data)
- Providing a list of pre-registered participants for the zone (estimated 250 participants) ※2
- Sharing the results of pre-questionnaire
- Insertion of your company's logo
- Distribution of Related Materials (up to 3 related materials such as catalogues)
- Provision of Seminar Report (Including the Results of the Audience Questionnaire by ITmedia (※The

data is provided as aggregate results. Personal information are not included.)

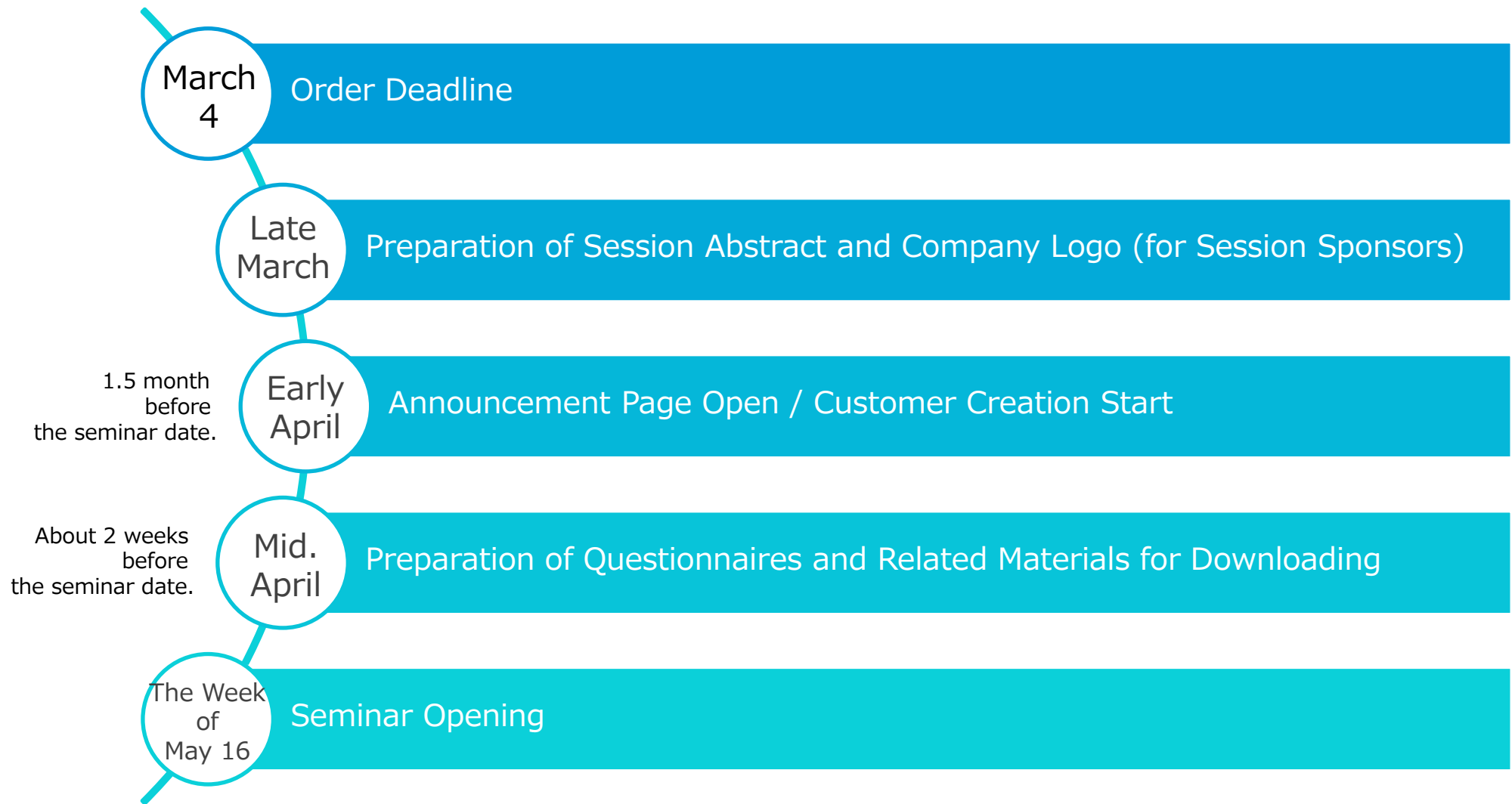
Diamond Sponsorship
(“Dedicated zone” plan) 1 sponsor only

Price: JPY 4,500,000-

(Excluding Consumption Tax)

※1: Please prepare your own content for your sessions.

※2: If you would like to receive a list of all pre-registered participants of this event, we can provide the list as an additional option for 1,000,000 yen. Please ask our sales staff in advance.



*Detailed schedules will be announced after the seminar date is fixed. Please see the schedule above as a rough indication.

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.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee • Until 41 days before the seminar: 50% of the advertising fee • Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. • Venue Fee/ ITmedia's Operating Fee • Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research



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