

Produced by





# **@IT Cloud Native Week 2024 Spring**

## **Cloud Native Practices**

**-Learn from the leading companies to become cloud-native.-**

**Date : Jun. 17(Mon.), 2024 - Jun. 19(Wed.), 2024**  
**Order deadline: Apr. 5(Fri.), 2024**

# Summary

Event	@IT Cloud Native Week 2024 Spring Cloud Native Practices -Learn from the leading companies to become cloud-native.-	Number of pre-registrants	400
Organizer		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.
Date	Jun. 17(Mon.), 2024 – Jun. 19(Wed.), 2024	Promotion via	
Application Deadline	Apr. 5(Fri.), 2024	Operation	ITmedia Inc,
Type of event	Webinar		

## Past event

	<table><tr><td>Event</td><td>@IT Cloud Native Week Winter 2023 - Special Edition</td></tr><tr><td>Date</td><td>Dec. 6(Wed.), 2023 - Dec. 8(Fri.), 2023</td></tr><tr><td>Number of pre-registrants</td><td>520</td></tr><tr><td>Number of viewers</td><td>357</td></tr></table>	Event	@IT Cloud Native Week Winter 2023 - Special Edition	Date	Dec. 6(Wed.), 2023 - Dec. 8(Fri.), 2023	Number of pre-registrants	520	Number of viewers	357
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Please note that this event may be changed/cancelled without prior notice. If you have any questions, please contact our sales rep.

# Contents

1

## How do we start Cloud Native?

How are companies leveraging cloud environments today?  
Are they cloud-native if they only utilize the cloud?  
Where do you start to go cloud native?  
This presentation will explain how to start being cloud native.

2

## Database

How are leading companies choosing databases for their cloud-native practices? What are the key points and issues in selecting a database? Learn from case studies, how to select and utilize databases.

3

## Security

What areas are targeted in a cloud environment? What are the key points in protecting cloud-native infrastructure? Experts talk about the key points of real cloud-native security.

4

## Development & operations

What are the benefits of using cloud-native technologies in development and operations?  
What are the issues that can be identified by utilizing cloud-native technologies?  
How should cloud-native technologies be put into practice when stable operation is required?

# Time Table

Day1. How do we start Cloud Native?		
13:00-13:40	40min.	Keynote session1-1
13:50-14:20	30min.	Sponsored session1-1
14:30-15:00	30min.	Sponsored session1-2
Day1. Database		
15:10-15:50	40min.	Keynote session1-2
16:00-16:30	30min.	Sponsored session1-3
16:40-17:10	30min.	Sponsored session1-4

Time	Lecture Time	Day2. Security	Day3. Development & operations
13:00-13:40	40min.	Keynote session2	Keynote session3
13:50-14:20	30min.	Sponsored session2-1	Sponsored session3-1
14:30-15:00	30min.	Sponsored session2-2	Sponsored session3-2
15:10-15:40	30min.	Sponsored session2-3	Sponsored session3-3
15:50-16:20	30min.	Sponsored session2-4	Sponsored session3-4
16:30-17:00	30min.	Sponsored session2-5	Sponsored session3-5

【Notes.】  
If the number of session sponsors is less than two, the session will not be held.  
The program will be changed according to the number of sponsors.

# Sponsored Menu

## Promote your products and services at the session!

### Platinum

Promote to a highly interested audience throughout the session! Obtain a diverse list of participants from your session audience to the entire event.

### Gold

Promote to a highly interested audience throughout the session! A list of interested participants can be obtained in the sponsorship section.



## It is difficult to prepare a session, but I would get a list!

### All List

Capable of acquiring a large number of listings even when it is difficult to prepare for a sponsored session!

### Section List

Capable of acquiring a list of viewers interested in the theme of the sponsored section!



Most Popular

	Platinum	Gold	All List	Section List
Sponsored session Live broadcast + archive	●	●	-	-
Lead generation (All of the registrants / attendees' personal data ※Estimated 400)	Estimated 400	-	Estimated 400	-
Lead generation (Registrants/attendees' personal data of the sponsored section)	-	Estimated 200	-	Estimated 200
Questionnaire by sponsor	●	●	-	-
Online report site of your session viewers	●	●	-	-
Sharing the results of pre-questionnaire	●	●	●	●
Insertion of sponsor company's logo	●	●	●	●
Distribution of related materials	●	●	-	-
Event report	●	●	●	●
Price (Gross/Tax is not included)	JPY 2,800,000	JPY 2,200,000	JPY 1,500,000	JPY 1,000,000

\*Plan is subject to change.

\*The number of attendees is an estimate.

\*The number of registrants for each section is based on the estimated number of registrants for each section.

However, the number of registrants for Sections 1 and 2 may be less than 200, since the number of sponsored sessions is lower than other sections.

# Schedule

## Order Deadline

Apr. 5 (Fri.) ,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

Mid May., 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. 17 (Mon.),2024 – Jun. 19 (Wed.).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.

<div>Sponsored session Live Streaming + Archive</div> <div><div>Sponsored Session Screen Image</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>	<div>Leads (All registrants)</div> <div><p>You will receive a list of business card information for all applicants who have applied for the event.</p><p><b>Information provided</b> : Name, company name, department, title, address, phone number, email address, industry, job title, position class, employee size, involvement, etc.</p><p><b>Delivery date</b> : It can be delivered in Excel within 3-5 business days after the event</p></div>	<div>Leads (Section registrants)</div> <div><p>The lead information of a part of registrants, including company name, department name, title, telephone number and e-mail address, is provided.</p><p>Only registrants who applied to a Section.</p></div>	<div>Session report site</div> <div></div> <div><p>Session report is provided. Business card information such as "company name," "department name," "job title," "phone number," and "e-mail address" of session viewers can be downloaded.</p></div>	
<div>Session Questionnaire</div> <div><p>You can conduct your own survey during your company's session slot.</p><p>*You can freely combine single responses, multiple responses, and free responses.</p><p>*When you click the "Survey" button, a pop-up window will appear.</p></div>	<div>Registrant survey</div> <div><p>When viewers pre-register, they will also submit their position on product selection and the issues they are facing (BANT information).</p><p>* Questions will be set by ITmedia. They cannot be set individually.</p></div>	<div>Sponsored logo</div> <div><p>Your name and logo are posted on the registration page.</p></div>	<div>Document/Material</div> <div><p>Materials can be distributed to the audience during your company's session.</p><p>Number of items to be distributed: Presentation materials + up to 3 items</p><p>*In addition to sending PDF data as a download link, we can provide an external link to your company's website</p></div>	<div>Event report</div> <div><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></div>

# Sponsored Menu | Option

## LIVE session recording data provision (MP4)

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.

JPY **50,000**

## Lead generation using session video

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

## Session Recording Support

ITmedia can provide support for recording a 30-minute session video. Professional equipment and a recording venue will be provided, making it easy for you to produce your video.

▼ Notes  
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 delivery lists

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)

JPY **200,000**

## Behavior targeting advertorial

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  
<https://go.itmedia.co.jp/l/291242/2022-09-09/2bjcm9g>

~~JPY 1,700,000~~ →

JPY **1,500,000**

## Follow-up seminar

ITmedia's editorial team will plan a seminar that combines your company's message with the interests of your readers. ITmedia will support you from the proposal and assignment of lecturers to audience creation (60 people) and broadcasting. Panel discussions with the editorial team and keynote speakers are also available upon request.

Details  
<http://go.itmedia.co.jp/l/291242/2022-01-30/281s4xh>

~~JPY 2,450,000~~ →

JPY **2,300,000**

## Telemarketing

After the event, ITmedia will make a predetermined number of calls to the generated leads. Effective calls are expected to have a high response rate and customer acquisition effect.  
Minimum number of calls: 50  
Duration: 3-4 weeks (for 250 calls)  
※Not more than 1,000 calls

JPY **705,000**

## Creation of session brochure

We create an original brochure based on your company's session and deliver the data for printing.  
The data can be used as sales materials for distribution at seminars and exhibitions. The content of the session will also be published in the media as an advertorial insertion to gain recognition from readers.

Details: <http://go.itmedia.co.jp/l/291242/2023-12-15/2cycg7h>

JPY **1,200,000**

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

# 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.

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