Produced by @IT atmarkIT

@IT NETWORK Live Week 2024 Spring

Now is the time to move to Next Generation Network

Date: Apr. 22(Mon.), 2024 – Apr. 23(Tue.), 2024
Application deadline: Feb. 22(Thu.), 2024

Summary

Event	@IT NETWORK Live Week 2024 Spring
Organizer	@IT atmarkIT
Date	April 22, 2024 - April 23, 2024
Application deadline	February 22, 2024
Type of event	Webinar

Number of pre-registrants	Estimated 700
Assumed viewers	Management, corporate planning, operation of internal information systems, and planning of corporate information systems divisions management, people in charge of planning and management, operation managers, System integrators, etc.
Promotion via	@IT atmarkIT
Operation	ITmedia Inc.

Past event

@IT NETWORK Live Week 2023 秋 特別編集版
LIVE いま解き明かす、企業ネットワークの最先端と現実解
視聴無料 2023/9/20 [wed] ▶ 21 [thu]

Event	**@IT NETWORK Live Week 2023 Fall**
Date	Sept. 20(Wed.), 2023 – Sept. 21(Fri.), 2023
Number of pre-registrants	818
Number of viewers	567

Please note that this event may be changed/cancelled without prior notice. If you have any questions, please contact our sales rep.

Contents

Next-generation networks: Time for change

More and more companies have been promoting network transformation over the past few years.
Leading companies have been modernizing their networks one after another,
as they can no longer keep up with the accelerating speed of business and changing work styles.
The challenge is the same for companies that have not yet taken the initiative.
Now is the time to engage in network renewal.

1 **Global companies SD-WAN**

Global enterprises are burdened by traditional networks, and the lack of flexibility, mobility, and unified management increasingly plagues them. How have leading companies solved this with SD-WAN?

2 **Data center anti-malware**

For malware/ransomware countermeasures,
it is effective to implement a zero-trust approach within the data center,
and measures to segment the network are required.

3 **SASE has the next best thing**

SASEs have emerged rapidly in the past couple of years, but some people are saying, "I still can't pinpoint what they are good for," or "The COVID-19 disaster has been contained, so they are no longer needed. We explore the current state of SASEs that are changing network security.

Time Table

Day1. Global companies SD-WAN Day2. Data center anti-malware			Day 3. SASE has the next best thing		
13:00-13:40	40 min.	**Keynote speech 1 (SD-WAN)**	13:00-13:40	40 min.	**Keynote speech 3**
13:50-14:20	30 min.	**Sponsored session 1-1 (SD-WAN)**	13:50-14:20	30 min.	**Sponsored session 3-1**
14:30-15:00	30 min.	**Sponsored session 1-2 (SD-WAN)**	14:30-15:00	30 min.	**Sponsored session 3-2**
15:10-15:50	40 min.	**Keynote speech 2 (Anti-malware)**	15:10-15:40	30 min.	**Sponsored session 3-3**
16:00-16:30	30 min.	**Sponsored session 2-1 (Anti-malware)**	15:50-16:20	30 min.	**Sponsored session 3-4**
16:40-17:10	30 min.	**Sponsored session 2-2 (Anti-malware)**	16:30-17:00	30 min.	**Sponsored session 3-5**

*If the number of session sponsors is less than two, the event will not be held.
*The program will be changed accordingly depending on 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!

	Platinum (Most Popular)	Gold	All List	Section List
Sponsored session Live broadcast + archive	●	●	-	-
Lead generation (All of the registrants /attendees' personal data ※Estimated 700)	Estimated 700	-	Estimated 700	-
Lead generation (Registrants/attendees' personal data of the sponsored section)	-	Estimated 350	-	Estimated 350
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 3,200,000	JPY 2,400,000	JPY 1,800,000	JPY 1,300,000

*The number of attendees is an estimate.
*If the number of session sponsors for the entire seminar is less than two, the seminar will not be held.
*If the number of session sponsors for the entire seminar is less than three, the number of expected applicants may decrease.

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Schedule

Order Deadline
Feb. 22（Thu.）,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 Mar., 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
Apr. 22 (Mon.),2024 – Apr. 23 (Tue.),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.

Sponsored Menu ｜ Detail

Sponsored session Live Streaming + Archive

Sponsored Session Screen Image

Sponsor session slots are available to promote your company's products and services!

Functions: Session Questionnaire, Session Introduction, Question Submission Form, Document DL, Related Links

Leads (All registrants)

You will receive a list of business card information for all applicants who have applied for the event.
Information provided : Name, company name, department, title, address, phone number, email address, industry, job title, position class, employee size, involvement, etc.
Delivery date : It can be delivered in Excel within 3-5 business days after the event

Leads (Section registrants)

The lead information of a part of registrants, including company name, department name, title, telephone number and e-mail address, is provided.

Only registrants who applied to a Section.

Session report site

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.

Session questionnaire

You can conduct your own survey during your company's session slot.

*You can freely combine single responses, multiple responses, and free responses.
*When you click the "Survey" button, a pop-up window will appear.

Registrant survey

When viewers pre-register, they will also submit their position on product selection and the issues they are facing (BANT information).

* Questions will be set by ITmedia. They cannot be set individually.

Sponsored logo

Your name and logo are posted on the registration page.

Document/Material

Materials can be distributed to the audience during your company's session.

Number of items to be distributed: Presentation materials + up to 3 items
*In addition to sending PDF data as a download link, we can provide an external link to your company's website

Event report

ITmedia will conduct a questionnaire survey of general visitors, and the results will be provided as a report of the event after the exhibition.
*This information is provided in the form of aggregate data that does not include personal information.

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

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

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

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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