

# Power Supply Design and Development Seminar 2024 Spring

- The Frontline of Power Supply Technology  
Behind the Digital Transformation/Green Transformation -

**Date: Mid. May, 2024      Order deadline: Mar. 15 (Fri.), 2024**

Event

**Power Supply Design and Development Seminar 2024 Spring**  
- The Frontline of Power Supply Technology Behind the Digital Transformation/Green Transformation -

Organizer



Date

Mid. May, 2024 (1-day event)

Order  
deadline

March 15 (Fri.), 2024

Style

Collective online seminar

How to view

Free registration required

Number of pre-  
registrants

Estimated 250 (Actual viewers are expected to be 150.)

Estimated  
audience

Engineer in charge of power supply design for equipment that uses high-performance LSIs, especially in the industrial, server/storage, telecommunications, medical, automotive, mobile, and other device industries in the manufacturing industry.

Expected  
lecturers

Experts who can talk about recent developments in power supply design and development, and solutions to problems.

Announcement  
media

EDN Japan, EE Times Japan, MONOist, TechFactory and related media

Operated by

ITmedia Inc. Seminar Operation Office



Seminar announcement  
page image

\*These images are from the  
Power Supply Design and  
Development Seminar held in May  
2023.



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

# Objectives

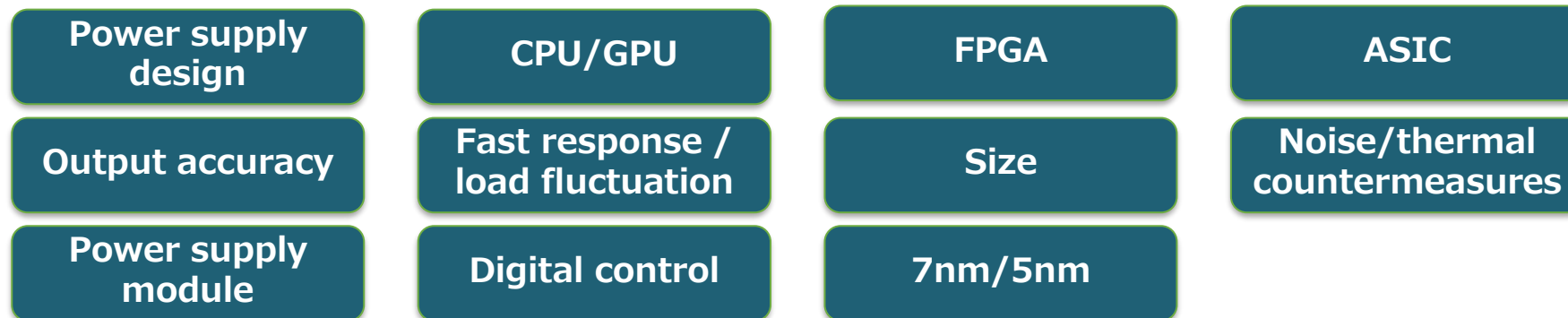
As Digital Transformation (DX) progresses, large amounts of data are generated every day, and the computing power to process it needs to be continually improved. The result is a trend toward high-performance computing devices that are driven by low-voltage, high-current, state-of-the-art process rules. Computing devices such as CPUs, GPUs, FPGAs, and ASICs are applied state-of-the-art process rules to achieve high-performance processing capability through low-voltage/high-current drive.

In line with this trend, the power supply systems that drive the computing devices also need to evolve. Low-voltage/high-current systems must achieve more accurate and stable power conversion than ever before, and must meet stringent design requirements.

In addition, energy efficiency, as represented by the term "Green Transformation" (GX or decarbonization), is also an urgent issue, and power supply systems are required to further improve power conversion efficiency.

In this online seminar, we will explore the needs for future switching power supplies and introduce the technologies and know-how that will enable lower voltage and higher current in power supplies.

- Keywords -



# Time Table

## 【Session time】

Keynote session: 40min.  
Sponsor session: 30min.

**13:00-13:40**

**Keynote session 1**

**13:50-14:20**

**Sponsored session 1**

**14:30-15:00**

**Sponsored session 2**

**15:10-15:40**

**Sponsored session 3**

**15:50-16:20**

**Sponsored session 4**

**16:30-17:10**

**Keynote session 2**

\*The number of slots for keynote sessions may be adjusted depending on the number of sponsored sessions.

\*The above timetable is subject to change.

\*We will make a decision on the implementation of the session at the time of the deadline. If the sponsor session is implemented by only one company, we will adjust the number of expected registrants.

	Session plan	List plan	Remarks
Sponsored session	● Live broadcast + archive	—	30-minute session slots will be available. An archived webcast will be available to registrants during the exhibition.
Questionnaire by sponsor	●	—	Sponsors can conduct their own surveys during the presentation time.
Lead Generation (all of the registrants / attendees personal data) ※estimated 250	●	●	A list of business card information such as "company name," "department name," "position," and "e-mail address" of all applicants for the entire seminar will be provided.
Provide session viewer data viewable from the reporting site	●	—	The business card information of the viewers of your own session can be acquired.
Sharing the results of pre-questionnaire	●	●	When registering, audience will be asked about their position, selection status, etc., and the data will be delivered at a later date with these answers. Please make use of this information when screening prospective clients and making appointments. (Questions are set by ITmedia).
Insertion of sponsor company's logo	●	●	Logo will be posted on the seminar announcement page (link to your company's website).
Distribution of related materials	●	—	Seminar participants will be informed of the download URL on the viewing screen/thanks e-mail. You can provide up to 3 items such as catalog materials. (Apart from the 3 items, presentation materials can also be distributed.)
Event report	●	●	The results of the visitor survey will be provided at a later date. (Personal information will not be included in this report.)

\*If sponsorship applications are received after the application deadline, there is a possibility that the number of registrants for each plan will not reach the expected number of registrants in advance.  
\*Please note that the event may be postponed depending on the number of sponsors. We appreciate your understanding in advance and your cooperation in meeting the application deadline.  
\*The program will be changed according to the number of sponsors.

USD 24,000

USD 18,000

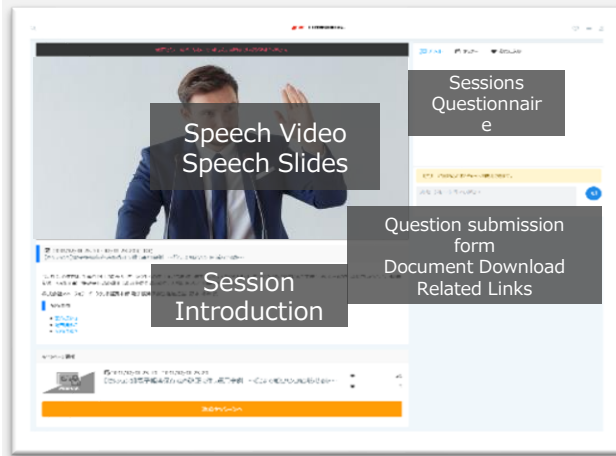
Order deadline: March 15(Fri.), 2024

(All prices are net.)



# Sponsored Menu | Detail 1

## Sponsored session Live streaming + Archive



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

\*You can choose either Live session or Pre-Recorded session.  
\*Q&A session is included during sponsored session and viewers can ask questions by text.  
Only if the sponsor requests.

## Lead generation (All List)

A screenshot of a lead generation table. It is a large table with many columns and rows, displaying a list of applicants. The table is organized into sections with green headers.

We will provide a list of business cards information of the all applicants who have applied for the event.

Information provided: name, company name, department, position, address, telephone number, e-mail address, industry, job title, position class, employee size, involvement, etc.  
Deadline : It can be delivered in Excel file within 3-5 business days after the event.

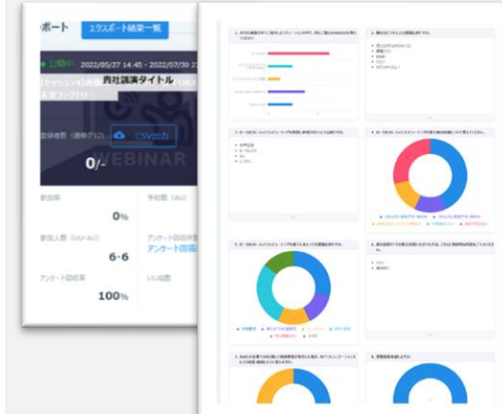
## Questionnaire by sponsor

A screenshot of a questionnaire form. It contains several questions with multiple-choice options (radio buttons) and open-ended text input fields. The form is titled 'アンケート' (Survey).

In your session, original questionnaire can be held.

\*By clicking the survey button, a pop-up window will appear.  
\*Single/Multiple/Free format answer.

## Session report site



The report of your session is provided.

Information provided: company name, department, job title, telephone number, e-mail address etc.

\*Images are sample.

# Sponsored Menu | Detail 2

## Results of registrant survey

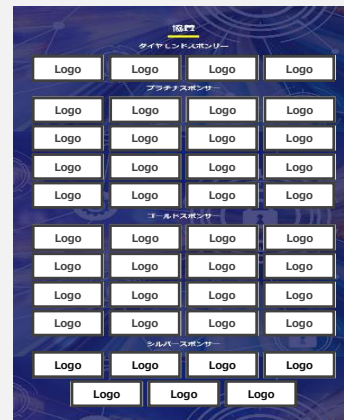
A screenshot of a registration form titled "参加申込" (Registration Application). It contains several input fields for personal and professional information, including name, company, position, and contact details. Some fields are highlighted in yellow.

When applying for this event, all registrants fill in their positions, needs, authority, etc.

Please use this information as preliminary information when screening prospective clients and making appointments.

\* All questionnaires are set by ITmedia

## Sponsored logo



Your name and logo are posted on the registration page and it'll be linked to your site.

## Document/Material



In your session, additional document/material are set so that the viewer can download.

- \* Materials provided: Presentation materials + up to 3
- \* In addition you can send PDF data as a download link, or set up an external link to your company's website.

## Event report



We will provide the results of the survey to the general public as the event report after the exhibition.

\*Items: List of applicants/companies, prefecture where they work, industry, job title, position, employee size, involvement in product and service introduction, topics of interest, and Viewer/satisfaction by session, seminar satisfaction, multiple questions appropriate for each other event

\* It'll be provided as aggregate data that doesn't include personal information.

\*Images are sample.

# Sponsored Menu | Option

## LIVE session recording data provision

**Utilize session videos without missing a beat!**

**Double the power of your presentation!**

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!**

Professional equipment and a recording venue will be provided, making it easy for you to produce your video.

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.

**USD 2,160**

## Behavior targeting advertorial

**Behavioral history targeting to track reader interests  
and extend 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 <https://go.itmedia.co.jp/l/291242/2022-09-09/2bjcm9g>

~~USD 20,400~~ →

**USD 18,000**

## Follow-up seminar

**An after-seminar option that IT Media will support fully,  
from attracting visitors to delivery!**

Our editorial team will design a plan that matches your company's appeal and the interests of registrants, 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>

~~USD 29,400~~ →

**USD 27,600**

※ You cannot apply for these option programs only. All prices are net.



# Set menu Traffic driving to an advertorial with behavioral targeting

Based on readers' behavioral data (article browsing history), we identify their "interests" and induce those with high "interests" to your advertorial. By linking readers' behavioral data to external services for extended distributions, you can expand your reader reach by capturing people with the same interests, even if they have never visited ITmedia before.

## Produced advertorial



## Extracted persons who have interests



## Price

**USD 18,000**

**Sponsors only!**  
List price  
~~USD 20,400~~

## Guaranteed Page views

**5,000 page views**

## Insertion term

Minimum 1 week to maximum 2 months  
(Ends when guaranteed page views are reached.)

## Specs

3,000-4,000 Japanese characters and 2-3 illustrations/photos

## Provided Services

- Production of 1 advertorial
- ※ This service is designed to summarize the main points while viewing live/on-demand streaming, recorded data, etc. No additional interviewing is conducted.
- Inserting advertisement to guide readers to the advertorial based on reader behavior data
- Provision of browsing reports (page views, unique browsers, companies, etc.)

## Media

EDN Japan/EE Times Japan

- ※ The copyright of the produced advertorial belongs to ITmedia and the production staff (writers, photographers, etc.).
- ※ If you wish to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.
- ※ If the article is to be used in printed materials, a secondary use fee will be charged, so please contact our sales representative if you wish to use it.
- ※ Please note that additional fees may be incurred if the advertiser makes large changes to the agreed-upon content after the application has been submitted.

- This service is a plan for extended audience promotion and the use of external media.
- ITmedia will select the most appropriate external media based on the content. (Advertisers cannot specify the media).
- ITmedia will prepare the promotional materials. (Prior confirmation or specification is not possible).
- The promotional advertisement will be stopped as soon as the guaranteed page views are reached, but at least one week insertion will be guaranteed.

# Schedule

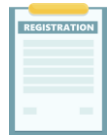
## Order Deadline

Mar. 15 (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

Early Apr. – Mid. 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

Mid. May, 2024



## 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.

# Overview of the Seminar

## ▼ Entrance of seminar venue ※The screenshots below are sample images.

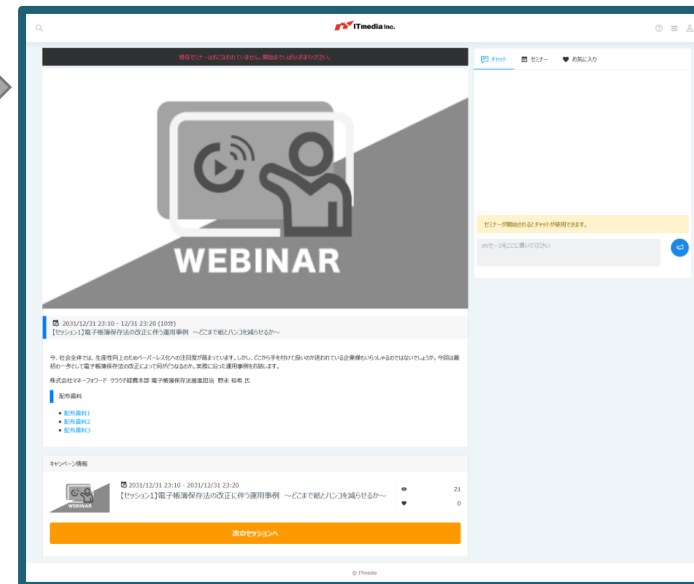


Event title / summary

Session details

## ▼ Viewing screen of each session

To session screen by clicking session list

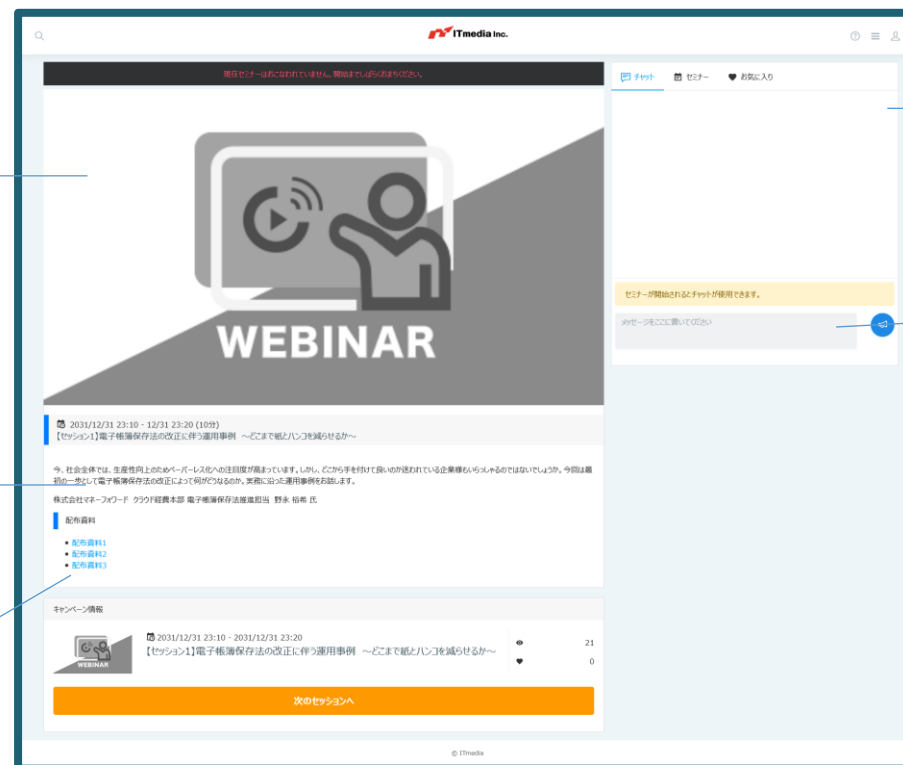


Logo insertion

①Projection materials

②Session introduction

③Downloadable assets and related links



④Questionnaire

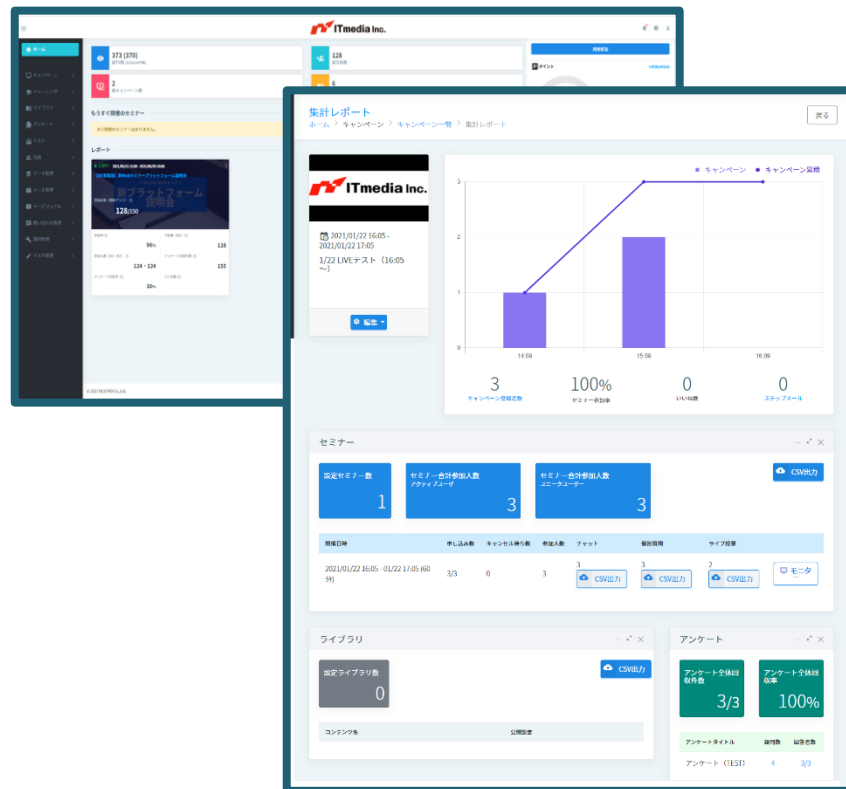
⑤Question submission form

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 Q&A.)

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).

※The screenshots above are sample images.

Highly visible dashboard is provided with real-time information such as session registration 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, related materials access date and time, etc.)
- Number of live/on-demand viewers, participation & withdrawal dates and times and number of survey responses
- Activity history for Q&A, individual questions, etc.



※The screenshots above are sample images.

# 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.



Thank you.

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