

2025
June

Edge AI Initiative 2025


Edge AI Everywhere:
Accelerating Technology Depth and Practical Application Status

Date : June 17(Tue.), 2025 - June 19(Thu.), 2025

Order Deadline: March 3(Mon.), 2025

EE Times
Japan

Outline of the event

Name	Edge AI Initiative 2025 Edge AI Everywhere: Accelerating Technology Depth and Practical Application Status
Date	June 17(Tue.), 2025 - June 19(Thu.), 2025
Order deadline	March 3(Mon.), 2025
Event format	Multi-company sponsored digital events
Assumed audience demographics (Industry)	Manufacturing/FA/robotics/automotive/logistics and distribution/ICT/energy/AI data center/aerospace and other industries
Assumed audience demographics (Occupations)	Hardware & software & system engineers/design developers/researchers/data scientists/machine learning researchers/engineers from semiconductor equipment and materials manufacturers and trading companies/tool vendors, etc.
Organizer	
Operation	ITmedia.inc

Number of pre-registrants	Approx. 3,000 people expected *Actual figures may vary depending on the number of themes and other factors.
Theme	Section 1: Technology Trends Section 2: Edge AI Infrastructure Section 3: Edge AI Use Cases
Committee chairman	National Institute of Advanced Industrial Science and Technology (AIST) Invited Researchers Kunio Uchiyama
Support (including application)	<ul style="list-style-type: none"> ■ Local Government Mie Prefecture / Kumamoto Prefecture / Nagasaki Prefecture / Hiroshima Prefecture / Iwate Prefecture / Hokkaido / Yamagata Prefecture / Ishikawa Prefecture ■ Related Industry Organizations National Institute of Information and Communications Technology (NICT) / Information-technology Promotion Agency, Japan (IPA) / Software Association of Japan (SAJ) / Society for the Promotion of Generative AI Application / The Society of Materials Science, Japan / Japan Society for Simulation Technology (JSST) / Smart Process Society / The Robotics Society of Japan / Entertainment XR Association / Japan Data Center Association of Japan / Embedded Software Managers and Engineers Development Study Group / Japan Electronics and Information Technology Industries Association (JEITA) / Japan Automobile Research Institute / Japan EDA Venture Liaison Committee / SEMI Japan / Semiconductor Industry Association of Japan / The Japan Society of Mechanical Engineers / Society of Instrument and Control Engineers / Security Council for Linking Important Life Devices Mobile Computing Promotion Consortium/Japan Robot Association/Japan CSIRT Council/Japan Semiconductor Equipment Association/JPCERT Coordination Center (JPCERT/CC)/Japan OPC Council/Japan Quantum Computing Association/Japan Council for the Creation of New Industries with Quantum Technology (Q-STAR) STAR) / The Auto ware Foundation / Quantum ICT Forum / Quantum Innovation Initiative Council / Japan Deep Learning Association / Japan Drone Association (JDA) Association for the Promotion of AI and IoT / Japan Cloud Security Alliance

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.

The program committee will cover all the information necessary for this theme.

Concept

- The Program Committee will be formed from industry, government, academia, and media.
- Focus will be on engineers, researchers, developers, and designers of IoT devices, consumer/industrial devices, etc.
- It will cover "Edge AI" market trends, hardware/software technology trends, security, and edge AI applications.

Contents

- Keynote speeches will be given by key persons and experts selected by the Program Committee.
- The event will cover three themes: 'Trends', 'Applications' and 'AI Infrastructure'.
- We will arrange a number of keynote sessions to help guide attendees to the sponsored sessions.

External organization collaboration

- We will attract organizations from the semiconductor utilization sector.
- We will work with local governments that place importance on the semiconductor industry.
- We will gather information from each region and spread the information of this conference to those regions.

Audience creation

- EE Times Japan and EDN Japan will play a central role in attracting audiences.
- We will announce the event to members of supporting organizations.
- We will attract decision makers and product developers who are the target audience of this event.

Time	Length	June 17 Technology Trends	June 18 Edge AI Infrastructure	June 19 Edge AI Use Cases
9:25-9:30	5min.	Opening message	Opening message	Opening message
9:30-10:10	40min.	Opening session 1-1	Opening session 2-1	Opening session 3-1
10:15-10:55	40min.	Sponsor session (Platinum sponsor) 1-1	Sponsor session (Platinum sponsor) 2-1	Sponsor session (Platinum sponsor) 3-1
11:00-11:40	40min.	Invited session 1-2	Invited session 2-2	Invited session 3-2
11:45-12:15	30min.	Sponsor session(Gold sponsor) 1-2	Sponsor session(Gold sponsor) 2-2	Sponsor session(Gold sponsor) 3-2
12:15-13:00	45min.	Break	Break	Break
13:00-13:40	40min.	Keynote session 1-3	Keynote session 2-3	Keynote session 3-3
13:45-14:25	40min.	Sponsor session (Platinum sponsor) 1-3	Sponsor session (Platinum sponsor) 2-3	Sponsor session (Platinum sponsor) 3-3
14:30-15:00	30min.	Sponsor session(Gold sponsor) 1-4	Sponsor session(Gold sponsor) 2-4	Sponsor session(Gold sponsor) 3-4
15:05-15:45	40min.	Invited session 1-4	Invited session 2-4	Invited session 3-4
15:50-16:20	30min.	Sponsor session(Gold sponsor) 1-5	Sponsor session(Gold sponsor) 2-5	Sponsor session(Gold sponsor) 3-5
16:25-16:55	30min.	Sponsor session(Silver sponsor) 1-6	Sponsor session(Silver sponsor) 2-6	Sponsor session(Silver sponsor) 3-6
17:00-17:40	40min.	Invited session 1-5	Invited session 2-5	Invited session 3-5

*The program will be changed accordingly depending on the number of sponsors.

Sponsored Menu

Limited to 2 companies per day, 6 companies in total	Limited to 3 companies per day, 9 companies in total	Limited to 1 company per day, 3 companies in total	No limit
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	Platinum	Gold	Silver	Bronze
Sponsored session	40min	30min	30min	10min
Lead Generation (all of the registrants' personal data)	Estimated 3,000 (Max 3,500)	—	—	—
Lead generation (registrants' personal data of the sponsored section)	—	Estimated 1,000 (Max 1,200)	—	—
Questionnaire by sponsor	●	●	●	—
Lead generation of your session viewers	●	●	Estimated 150 (Your session viewers)	Estimated 50 (Your contents viewers)
Sharing the results of pre-questionnaire	●	●	●	●
Insertion of sponsor company's logo	●	●	●	●
Distribution of related materials	●	●	●	●
Event report	●	●	●	●
Price (All prices are excluding consumption tax and gross rate.)	USD 42,000	USD 30,000	USD 18,000	USD 7,200

*If the "number of provided lists" for Platinum or Gold exceeds the specified amount, the lists will be delivered in the order of participation registration dates. The list of all applicants includes data of participants' preferred sections.

*The event may be canceled depending on the sponsorship situation. We kindly ask for your understanding and cooperation with the registration deadline.

*The sponsorship slots will be allocated on a first-come, first-served basis and will close once the slots are filled. Please understand in advance.

*The program may be adjusted according to the number of sponsors.

*For the Bronze Plan, please note that the amount of information posted on the promotion page may be adjusted. Thank you for your understanding.

| Sponsored session

- Sponsor session slots are available to promote your company's products and services!
- Platinum, Gold, Silver Plans: Live streaming + archive
- Bronze Plan: Distribution of your provided video. There will be no session surveys or question submission forms.

| Leads (All registrants)

- We provide lead information for all applicants who have registered for the event.
- **Information provided:** Name, company name, department, title, address, phone number, email address, industry, job title, position class, employee size, and annual sales size, involvement, etc.

| Leads (Section registrants) | Session questionnaire

- We provide lead information for applicants for sponsorship sections.
- **Information provided:** Name, company name, department, title, address, phone number, email address, industry, job title, position class, employee size, and annual sales size, involvement, etc.

*The list will be delivered to those who have checked the relevant section as their preferred viewing section at the time of pre-registration (optional/required to select at least one viewing preference at the time of registration).

- 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.
- Click the survey button, and it pops up.

| Leads (Section viewers)

- We provide lead information for viewers of your session.
- **Information provided:** company name, department, title, phone number, email address, and other business card information.

| 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 company's logo on the event's registration site with a link to your company's website.
- Your company logo on the intermission slides displayed between sessions.

| 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.

| 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.

USD **600**

| Session Recording Support

- Support for recording a 30-minute session video.
- Dedicated professional equipment and recording venue provided.
- Online recording is also available.
- Application must be made at least 1.5 months prior to the event date.
- Additional fees may apply depending on the content of the recording, such as when there are more than two speakers.

USD **2,160** or more

| Connecting survey responses to lead data

- The lead information to be delivered will be delivered with the response information of the sponsor's survey.
- We will deliver the lead information 3-5 business days after the seminar closing date, with the survey response information attached.
- Please use this information as a reference during lead follow-up.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbw2>

USD **2,400** or more

| 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.

Detail:
go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn

USD **2,400**

| Lead custom delivery service

- Deliver leads obtained at events directly to MA tools or processed to your company's format.
- Delivering lead information via our partner's data integration tools

Detail:
<https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbv1>

* Delivery fee varies depending on the leads amounts.

500 leads USD **1,200** or more

| Branding Enhancement

- Additional information about your company can be posted on the event announcement website and used as a branding measure. Display a larger-than-usual company logo, embed a short video, or post floating banner information.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbv1>

USD **6,000**

| 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

USD **900** or more

| Lead generation through the use of session video

- A service that reuses lecture videos and materials on TechTarget Japan/Keyman's Net. To generate leads.
- Even after the seminar, you can continue to generate leads with guaranteed attributes and numbers.

Detail:
go.itmedia.co.jp/l/291242/2024-06-14/2czswgv

~~13,200~~
USD **10,800**

| Advertorial Push Targeting & ABM

- We will create an advertorial based on your company's session, and deliver it via HTML email with specified viewer attributes.
- We will deliver your company's session content by targeting the desired target attributes.
- Conditions: Sponsorship of a session plan sponsorship

Detail:
<https://go.itmedia.co.jp/l/291242/2024-06-04/2czqsvy>

Advertorial Push Targeting & ABM 15,000~
USD **12,000 or more**

| Advertorial with guaranteed page views across DX technology medias

- We will create an advertorial based on your company's session.
- Cross-media promotion of an advertorial to attract a large audience interested in industrial technology such as manufacturing and construction.
- Media where the advertorial is inserted: Media that organizes the event
- Conditions: Sponsorship of a session plan sponsorship

Detail:
<http://go.itmedia.co.jp/l/291242/2024-06-04/2czqsty>

Industrial Technology Media Cross-Sectional page view guaranteed advertorial (3,000 page view guaranteed)
USD **14,400**

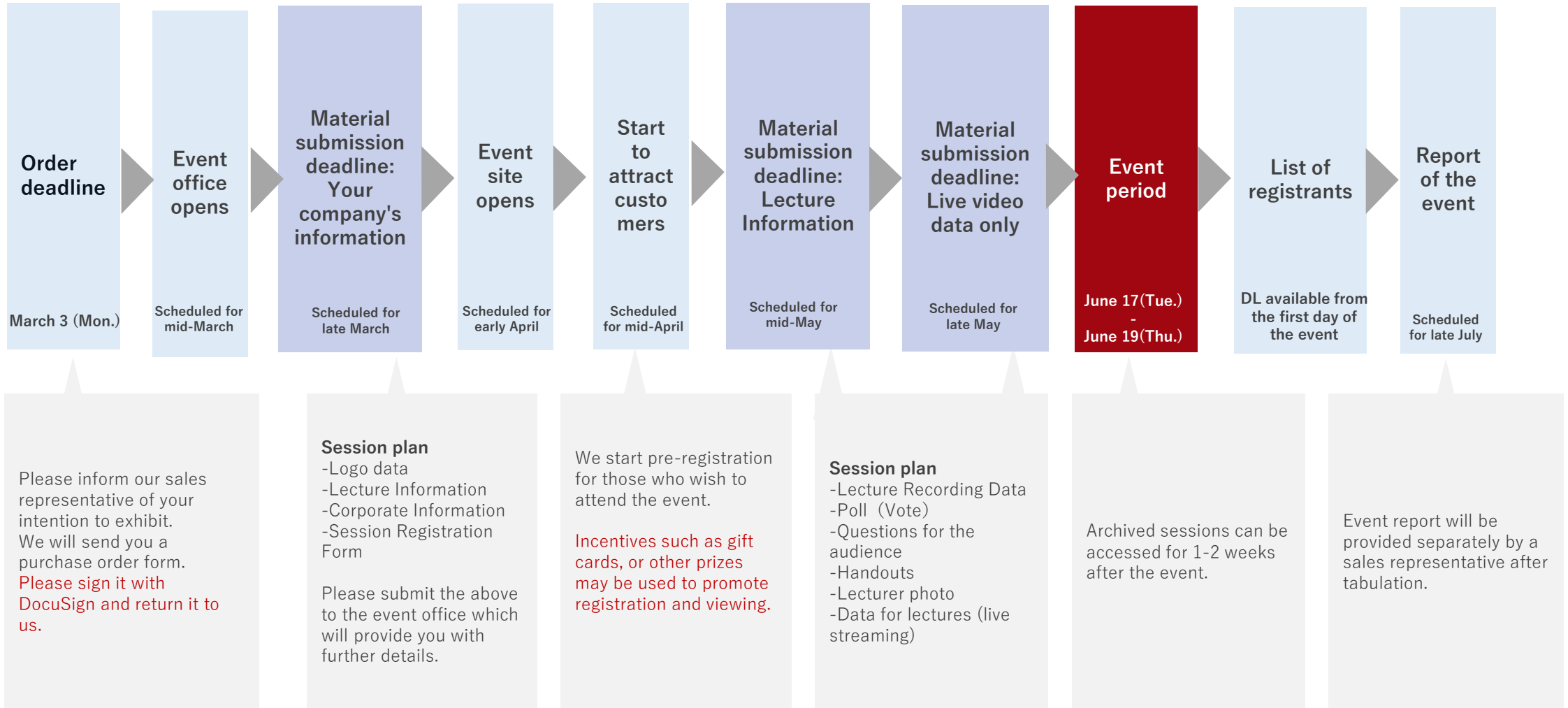
| Session brochure creation (IT & Business)

- We will produce a brochure of your session and deliver the data for printing (PDF/x file format).
- The contents of the session are also inserted into the media as advertorials.
- You can also aim to gain awareness among readers.
- Conditions: Sponsorship of a session plan sponsorship

Detail:
<http://go.itmedia.co.jp/l/291242/2024-06-04/2czqsvn>

Industrial Technology Media Cross-Sectional page view guaranteed advertorial (2,000 page view guaranteed)
Brochure Production (PDF/x format)
USD **14,400**

This schedule is a guide only and is subject to change depending on circumstances.
The event office will contact you with the confirmed schedule after the event is decided.



| Cancellation fee

Please note that a cancellation fee will be charged if any of the following conditions apply after the order form has been exchanged after submission of registration form after the start of the office guidance

In such cases, cancellation fees will be as follows;
up to 41 days prior to the event: 50%
within 40 days of the event: 100%

However, in the event that actual costs (such as venue cancellation fees, instructor assignment cancellation fees, etc.) are incurred in excess of the above cancellation fees, we will charge a cancellation fee that includes those additional costs.

| 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.

Contact

mail : sales@ml.itmedia.co.jp

ITmedia Inc. Sales Division

The latest information on digital events.
<https://promotion.itmedia.co.jp/plan>