

@IT NETWORK Live Week 2026 Winter

The Present and Future of Networks——
A Compass for Operations Managers

Dates: Feb. 4(Wed.), 2026 – Feb.6 (Fri.), 2026

First Order Deadline: Nov. 26(Wed.), 2025

Final Order Deadline:

Session Plan...Dec. 24(Wed.), 2025

List Plan...Jan. 28(Wed.), 2026

Event Overview

Name	@IT NETWORK Live Week 2026 Winter The Present and Future of Networks—— A Compass for Operations Managers
Date	Feb.4(Wed.), 2026 – Feb.6(Fri.), 2026
First Order Deadline	Nov.26(Wed.), 2025
Final Order Deadline	Session Plan...Dec.24(Wed.), 2025 List Plan...Jan.28(Wed.), 2026
Number of Applicants	Estimated 700 participants <small>*This is an estimate based on past performance and may be subject to change depending on the number of themes or other factors.</small>
Expected Audience Attributes	Individuals working at user companies <ul style="list-style-type: none"> • Engaged in Operations Management • Management/Management Planning • Internal Information System Planner • Those Responsible for Operations and Policy Formulation • System Integrators (Sler)
Sponsorship Plan	Platinum Plan: JPY 3,800,000 List Plan: JPY 2,600,000
Event Format	Multi-company sponsored digital event
Organization	
Operations	ITmedia Inc.

Event Theme

<u>1: Building a “Borderless Security Strategy” with SASE and Zero Trust</u> Keywords: #NoMoreVPN #SASE #ZeroTrust #SD-WAN Viewer Challenges: How to resolve operational and cost challenges after implementation
<u>2: Invisible Threats in the Era of API Integration — The Next Step to Protect Your Web Services —</u> Keywords: #DDoS Mitigation #WebSecurity #APISecurity #WebApplicationProtection #WAAP #LogAnalysis Viewer Challenges: Understanding threats surrounding web/API and implementing countermeasures
<u>3: Now Is the Time to Adopt SD-WAN</u> Keywords: #SD-WAN #InternetBreakout #LocalBreakout Viewer Challenges: SD-WAN cost efficiency, communication quality, and availability are challenges
<u>4: Local 5G: Emerging as a Realistic Solution</u> Keywords: #Local5G #Private5G #SmartFactory Viewer's Challenge: Want to learn about Local 5G technology and use cases
<u>5: Ransomware Protection Through Network Security</u> Keywords: #NDR #Micro-Segmentation #MFA+PAM Viewer Challenges: Shortage of personnel for monitoring and incident response

| Overview

Overview: As the speed of business accelerates, internal networks are becoming increasingly complex, raising the bar for security. While new trends like borderless and integrated networks gain attention, **optimal design varies by organization**, posing a challenge for managers.

This event will **first clarify the current network status**, then **outline a practical roadmap for network modernization and security enhancement that fits today's business environment**.

| Theme

Section 1

Building a “Borderless Security Strategy”
with SASE and Zero Trust

Section 2

Invisible Threats in the Era of API Integration
— The Next Step to Protect Your Web Services —

Section 3

Now Is the Time
to Adopt SD-WAN

Section 4

Local 5G: Emerging
as a Realistic Solution

Section 5

Ransomware Protection
Through Network Security

*Please note that the contents of this event are subject to change or cancellation without prior notice. In addition, the participation of the lecturers is not guaranteed.

Time Table

Feb. 4 (Wed.)

Section 1: SASE & Zero Trust

Feb. 5 (Thu.)

Section 2: Web service and API integration/Section 3: SD-WAN

Feb. 6 (Fri.)

Section 4: Local 5G
Section 5: Ransomware Protection

Time	Length		Time	Length		
13:00-13:40	40 minutes	Keynote speech 1	13:00-13:40	40 minutes	Keynote speech 2-1 (Web service and API)	Keynote speech 3-1 (Local 5G)
13:50-14:20	30 minutes	Sponsored session 1-1 DAY1-1-S101	13:50-14:20	30 minutes	Sponsored session 2-1 DAY2-2-S201	Sponsored session 3-1 DAY3-4-S301
14:30-15:00	30 minutes	Sponsored session 1-2 DAY1-1-S102	14:30-15:00	30 minutes	Sponsored session 2-2 DAY2-2-S202	Sponsored session 3-2 DAY3-4-S302
15:10-15:40	30 minutes	Sponsored session 1-3 DAY1-1-S103	15:10-15:50	40 minutes	Keynote speech 2-2 (SD-WAN)	Keynote speech 3-2 (Ransomware Protection)
15:50-16:20	30 minutes	Sponsored session 1-4 DAY1-1-S104	16:00-16:30	30 minutes	Sponsored session 2-3 DAY2-3-S203	Sponsored session 3-3 DAY3-5-S303
16:30-17:00	30 minutes	Sponsored session 1-5 DAY1-1-S105	16:40-17:10	30 minutes	Sponsored session 2-4 DAY2-3-S204	Sponsored session 3-4 DAY3-5-S304

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

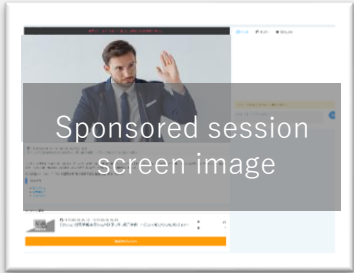
Sponsored Menu

	Session Plan		List Plan	
	Platinum	Gold	All List	Section List
Sponsored session	●	●	—	—
Questionnaire by sponsor	●	●	—	—
Distribution of related materials	●	●	—	—
Lead generation of your session viewers	●	●	—	—
Lead generation of your sponsored Section	●	● (Up to 450)	●	● (Up to 450)
Lead generation of all registrants in this event	●	—	●	—
Insertion of sponsor company's logo	●	●	●	●
Sharing the results of pre-questionnaire	●	●	●	●
Event report	●	●	●	●
Number of lists (total number of all lists)	Estimated 700	Estimated 350	Estimated 700	Estimated 350
Remarks	*The number of registrants is an estimate.	*Up to 450 *Viewer leads will be delivered in full even if they exceed the limit.	*The number of registrants is an estimate.	*Up to 450
	*Plans are subject to change depending on sponsorship status by the application deadline.			
Price (All prices are Gross/Tax is not included)	JPY 3,800,000	JPY 2,800,000	JPY 2,600,000	JPY 2,000,000

Sponsored Menu Details

| Sponsored Session

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



| Session Questionnaire

- Conduct your own survey within your session time slot.
- You can freely combine three types of questions: single answer, multiple answers, and free response.
- Click the survey button, and it pops up.

*Session surveys will only be conducted during live broadcasts.

| 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

| Leads (Viewer)

- Providing lead information on viewers of your company's sessions

Information provided

Standard contact information (company name, department, title, phone number, email address, etc.)

* Downloadable

* Viewer leads collected up to the second day after the archive is available will be delivered

| Section Applicant List

- We will provide you with lead information on applicants for the sponsorship section.

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 of people who checked the relevant section as "wish to view" when applying in advance (optional/must select at least one viewing option when applying) will be delivered.

| 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, and annual sales size, Involvement in product selection, etc.

| 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.

*Depending on the event, logos may not be displayed on the intermission slides.

| Pre-registration Questionnaire Results

- We will provide the results of the pre-registration questionnaire, including the respondent's stance on product selection (BANT information).

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

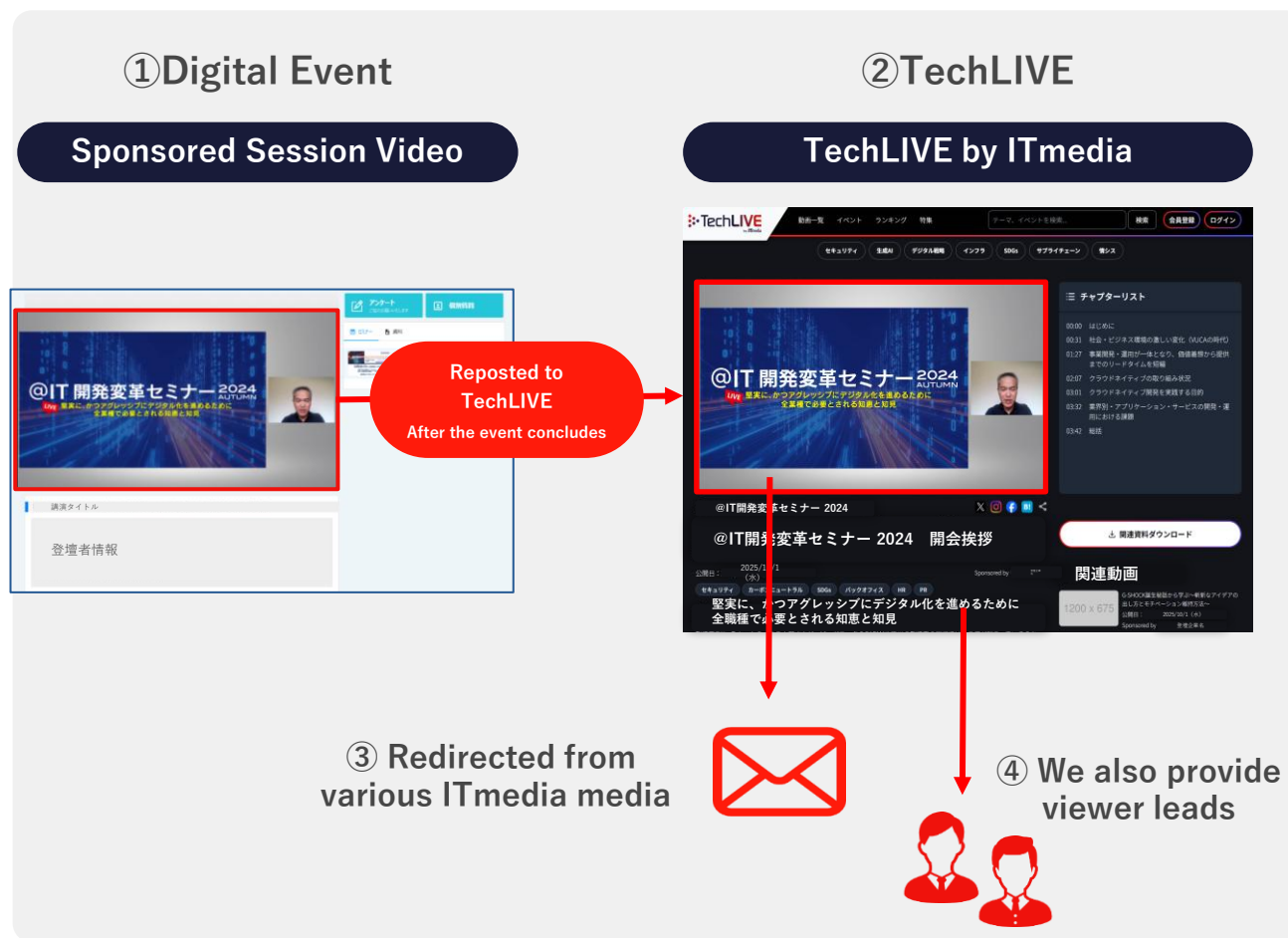
| Event Report

- 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.

*Image is for reference only.

Sponsor Session Video posted on TechLIVE

Your company's sponsored session video will also be featured on TechLIVE by ITmedia.



TechLIVE
by ITmedia

OPEN
October 2025

A video platform that delves deep into
“Technology that moves the present”

- Program content planning by professional editors
- Explore the world of technology through video
- Viewer leads can be acquired

Learn more

- **Posting on TechLIVE**
 - If you do not wish your session video to be published, please inform the event office representative at the time of sponsorship.
 - If we do not receive such notice, your video will be posted under the following conditions
- **Eligible Videos**
 - Sponsor session videos from our company-hosted digital events held on or after October 2025 (excluding those related to the Industrial DX Partnership program).
- **Posting Schedule**
 - Videos will be published sequentially after the conclusion of sponsored events held from October 2025 onwards.
- **Posting Fee**
 - Free of charge (no additional costs for posting).
- **Video Handling**
 - In principle, videos will be published in the same format as streamed during the event (the main content will not be edited).
 - **For some videos, we may add a digest clip or an editorial commentary at the beginning to enhance viewer accessibility. (The decision and content will be at our discretion.)**
 - Published videos will generally remain available on TechLIVE indefinitely. However, if you wish to have a video removed, you may request its withdrawal at any time.
- **Viewer Lead Information**
 - Viewer data (lead information) will not be provided.
 - If you require lead information, we offer separate products. Please contact your sales representative for details.

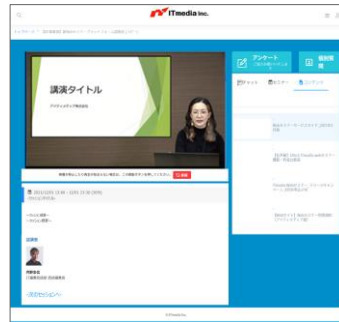
Overview of Bundled Plans

Maximize Lead Generation by Leveraging Session Videos

Sponsored session program for online seminars

Deliver your company's message directly to an audience actively seeking information on the event's theme through a sponsored session in our online seminar.

▼Sponsor session broadcast screen



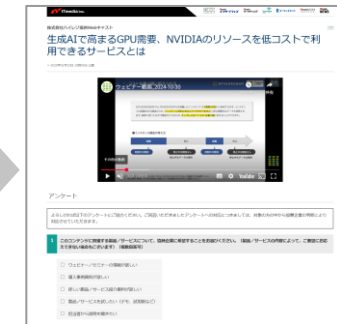
Lead generation program using session videos

We will feature one sponsored session video from the event along with one to two pieces of related content from your company on our media platform. These will be set as gated content, with viewer consent obtained before providing personal information.

▼Content introduction screen



▼Content viewing screen (for videos)



※ For more details, please click [here](#).

【 Example 】

Plan name	Platinum plan	Lead generation program using session videos
Number of leads	Estimated 700 ※may vary by event	100 ※User companies only
Rate (Excluding tax / Gross)	JPY 4,800,000-	

※ Image for illustration purposes only.

Option Menu 1

Order deadline

| LIVE Session Video Delivery (MP4)

3 months after the closing

- 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**

| Session recording support

1.5 months prior to the event date

- 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.

JPY **200,000 or more**

| Survey Data Integration with Leads

1 week prior to the event date

- 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>

JPY **200,000 or more**

| Add ABM data to delivery lists

1 week prior to the event date

- 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:
<https://go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn>

JPY **200,000**

| Lead custom delivery service

3 business days prior to the event

- 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
- Delivery conditions must be finalized before submitting your order.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbv2>

Delivery fee varies depending on the leads amounts.

| Branding enhancement

2 months prior to the event

- Add your company information to the event announcement site for use as a branding initiative.
- Display your company logo larger than usual.
- Embed short videos.
- Insertion of floating banner information.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbv2>

JPY **500,000**

| Follow-up seminar

1.5 months prior to the event date

- Our editorial team designs plans tailored to your company's appeal and reader interests, with ITmedia providing support from audience creation to distribution.
- We can also record panel discussions and 30-minute session videos.
- Professional equipment and recording venues are provided.

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

JPY **2,500,000**

| Telemarketing

3 weeks prior to the event date

- 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 **75,000 or more**

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

Option Menu

Deadline

| Lead generation through the use of session video

By the end of two months after the closing

- A service that reuses session 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:
<https://go.itmedia.co.jp/l/291242/2024-06-14/2czswgv>

JPY **300,000** or more

| Advertorial Push Targeting & ABM

By 6 weeks before the desired delivery date

- 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.
- Condition: Session plan sponsorship is required.

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

Advertorial Push Targeting & ABM 15,000 messages or more

JPY **1,000,000** or more

| Advertorial Published
(Attracting Readers to the Article)

By 1.5 month before the desired publication date

- We create an advertorial based on your company's session.
- Direct users to cross-media tie-up articles that are viewed by many people interested in DX.
- 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>

4,000 page views guaranteed

JPY **1,200,000**

| Session brochure creation (IT & Business)

By one week before the event date

- 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. (2,000 page views guaranteed)
- You can also aim to gain awareness among readers.
- Condition: Session plan sponsorship is required.

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

2,000 page views guaranteed
 Session brochure creation (PDF/x file format)

JPY **1,200,000**

| Commercial Video Broadcast Sponsor Plan

By 3 weeks before the event date

- Show your company's video to viewers during the waiting time before each keynote speech (organizer session) begins.
- By repeatedly promoting your company's services to event viewers using video and audio, you can improve awareness of your products and services.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq>

JPY **300,000**

| Repurposing content from a panel discussion

By 3 weeks before the event date

- Repurposing the content we created for panel discussion package for ITmedia-hosted event.
- We will provide two 30-minute sponsor session slots, broadcasting the previously produced 60-minute content in its entirety.
- You can acquire additional leads without creating new content.

Detail:
<http://go.itmedia.co.jp/l/291242/2024-04-17/2czbqt5>

※The price and discount rate will vary depending on the sponsored event.

JPY **3,000,000**

| Custom permission posting

By 3 business days before the event

- We will post permissions in accordance with your company's regulations.
- Customizations are available in the following three patterns:
 1. Placement of a checkbox (one per company)
 2. Addition of a permission text
 3. Inclusion of a privacy policy URL (up to five URLs)
- Customizing the deliverable list is available as an additional option.
- The permission text provided by the organizer cannot be changed.

Detail:
go.itmedia.co.jp/l/291242/2025-06-02/2d2cgrk

JPY **50,000** or more

※Options cannot be purchased individually. (all prices are gross and do not include tax).

Session Sponsors Only

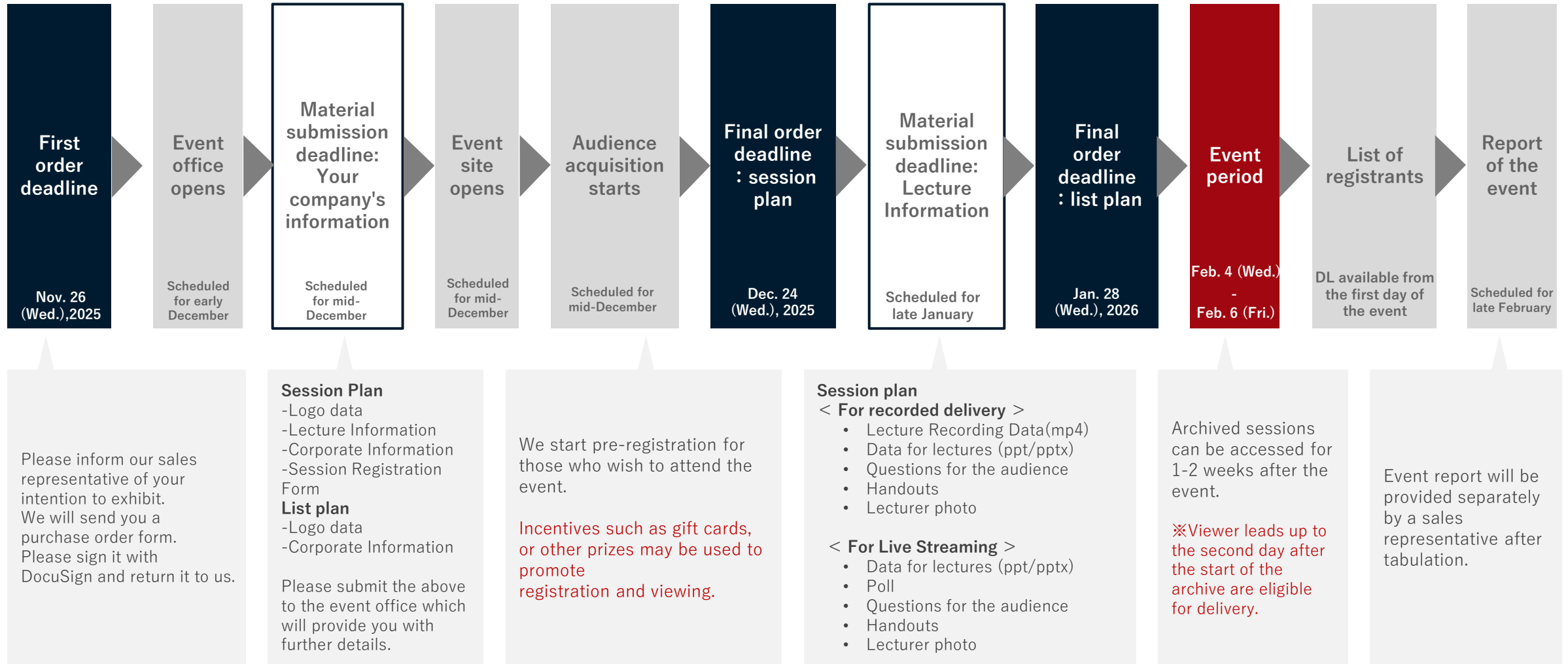
Special program for ITmedia's digital event | Panel discussion

Services	<ul style="list-style-type: none">Session planningAssignment of expert speaker (1 person)Broadcast at ITmedia-hosted digital event (60 min)Provision of viewer lead information	<div>Expected Schedule</div> <div>Example: Session sponsor + panel discussion</div> <div>* The schedule may vary depending on the event.</div> <div><div>Keynote 1</div><div>Sponsor Session 1 (30 min)</div><div>Sponsor Session 2 (30 min)</div><div>Sponsor Session 3 (30 min)</div><div>Sponsor Session 4 (60 min)</div></div> <div><div>Sponsor Company Presentations</div><div>Hold your own presentation in a sponsor session.</div></div> <div><div>Panel Discussion</div><div>Join a discussion with experts, ITmedia editors, and representatives from your company.</div></div>
Speaker	<ul style="list-style-type: none">One representative from a sponsoring companyOne expertOne representative from ITmedia editorial department <div>* Up to three speakers. Maximum of four speakers</div> <div>* Additional fees apply for four speakers</div> <div>* Five or more speakers are not accepted</div>	
Specifications	<ul style="list-style-type: none">Recording format: Pre-recorded only (live streaming not available)Pre-recording studio: ITmedia Studio @ KojimachiSpeakers: Seated at a long tableOptions: <div>*No other options are available except for the following two</div> <div>1. Insertion of subtitles into the video: JPY 200,000</div> <div>Ex) Presentation of agenda and speakers' titles etc.</div> <div>2. Video delivery: JPY 50,000 (excluding tax)</div>	
Implementation Conditions	<div>1. Apply for the plan with sessions at the standard price</div> <div>2. Discussions are scheduled for the last slot on the broadcast date</div> <div>*The order of presentations may be adjusted depending on the sponsorship status of other sponsor companies.</div>	
Notes	<ul style="list-style-type: none">As with regular sponsor sessions, viewership numbers are not guaranteed.No promotional activities will be conducted specifically for this session.Reports will only be included in the overall event report. No individual reports will be provided for this session.	
Deadline	Two months before opening	
Price	JPY 1,500,000	

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

Schedule

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.



If the minimum number of sponsors is not gathered by the First Order Order Deadline, we reserve the right to cancel the event, change the theme, or reduce the scale without prior notice.. We appreciate your understanding in advance.

Important Notes

| 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% of the contract fee
 within 40 days of the event: 100% of the contract fee

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

If fewer than 10% of total viewers report viewing failures, the issue is likely caused by the viewer's individual environment and will be handled on a case-by-case basis. If 10 or more similar viewing failures are reported from the total audience, we will announce an apology for the streaming suspension and provide an on-demand version at a later date.



For inquiries regarding our digital events

ITmedia Inc. Sales Division
Kioi-cho Building 13F, 3-12 Kioi-cho,
Chiyoda-ku, Tokyo 102-0094, Japan
<https://promotion.itmedia.co.jp/contact>

[Click here for the latest information on our digital events](https://promotion.itmedia.co.jp/contact)