

製造業の夜明け。

The Latest Trends and Future Prospects for Manufacturing: A 30-Day Outlook



ITmedia
Virtual EXPO
2026 冬
Winter

Date: Feb. 10(Tue.)-Mar. 13(Fri.),2026

Order Deadline

Zone Sponsor	:	Nov. 14(Fri.),2025
Live Streaming Seminar Sponsor	:	Dec. 5(Fri.),2025
Corporate Booth Sponsor First Deadline	:	Dec. 5(Fri.),2025
Corporate Booth Sponsor Final Deadline	:	Jan. 8(Thu.),2026
All Visitor List Sponsor	:	Feb. 3(Tue.),2026

Name	ITmedia Virtual EXPO 2026 Winter		Projected Audience Size	Registered: 6,000 / Attendees: 4,000
Organizer	ITmedia Virtual EXPO Executive Committee			
Date	Feb. 10(Tue.)-Mar. 13(Fri.), 2026		Target Audience	All manufacturing professionals, including R&D, business planning, and management
Order Deadline	Zone Sponsor	: Nov. 14(Fri.),2025		
	Live Streaming Seminar Sponsor	: Dec. 5(Fri.),2025		
	Corporate Booth Sponsor First Deadline	: Dec. 5(Fri.),2025	Format	Online event (Seminar and exhibition)
	Corporate Booth Sponsor Final Deadline	: Jan. 8(Thu.),2026		
	All Visitor List Sponsor	: Feb. 3(Tue.),2026	Operator	ITmedia Inc.
Planning	    			

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.

Theme and Keyword

Theme

Keywords

By Process


Materials & Chemistry

**Development of
High-Performance Materials /
Sustainability**

- Weight reduction
- making sustainable
- Antimicrobial/antiviral
- Increase in strength
- Molding/processing

- technology
- Carbon-neutral
- Resource/Energy Conservation
- Abrasion resistance


Mechanical design

**Shorten Product Design Process
Improve Flexibility & Accuracy**

- 3D CAD
- Product planning/design
- 3D printer

- AR/VR/MR
- Prototyping / Cutting / Molding
- Computer-aided engineering


Embedded Systems &
Electronics

Improve Productivity and Quality


- Semiconductor/electronic components
- Automated inspections
- Deep learning
- Embedded software


Supply Chain DX

**Enhance Efficiency & Customer
Satisfaction Across the Supply
Network**

- Supply Chain Management
- RFID / electronic (wireless) tags
- ERP
- Real-time data analysis

- Supply Chain Resilience
- Big Data Analysis
- Inventory management, delivery route optimization
- IoT


Smart Factory

**Boost Production Efficiency and
Quality Management**

- Industry 4.0
- Industrial networks
- Connected factory

- IoT
- Robot
- Data visualization

Latest trends and
strategies


Future Technology Strategy

**Key Trends for Corporate Planning
and Leadership**

- Generative AI
- Mobility
- Carbon Neutral
- Manufacturing Quality

- Manufacturing Security
- Labor DX
- SME Strategy, etc.

Live Streaming

Live Streaming by Experts and Sponsors is planned.

The entrance allows visitors to navigate to all content, including theme venues and live-streaming seminars.



Live streaming seminar venue

The live-streamed seminar information will be posted in the list.



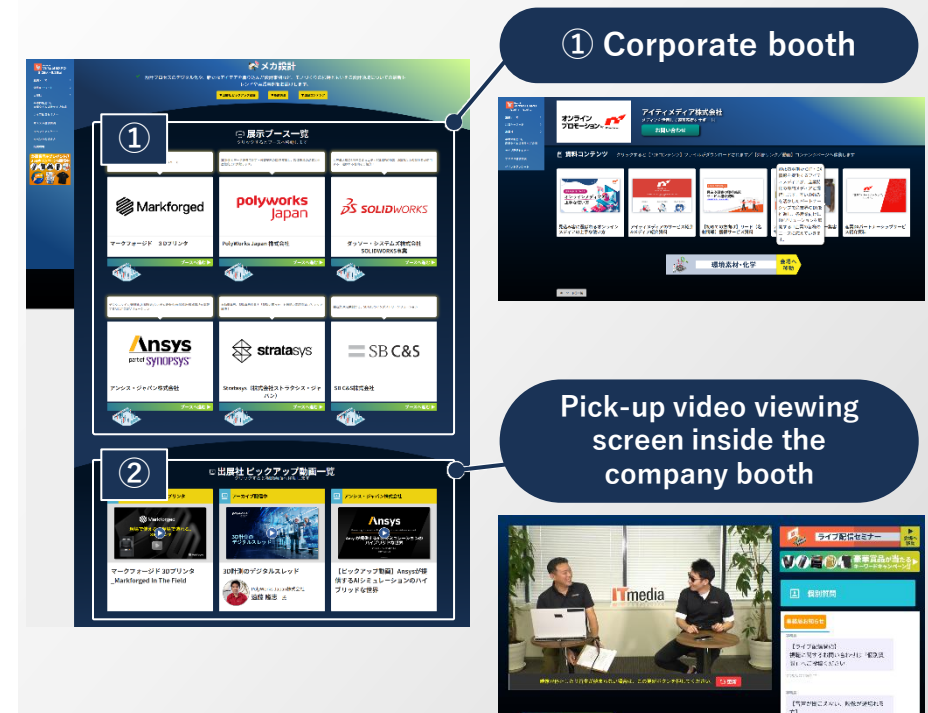
Hot keywords

From the contents of the corporate booth listing, up to five of them can be displayed.



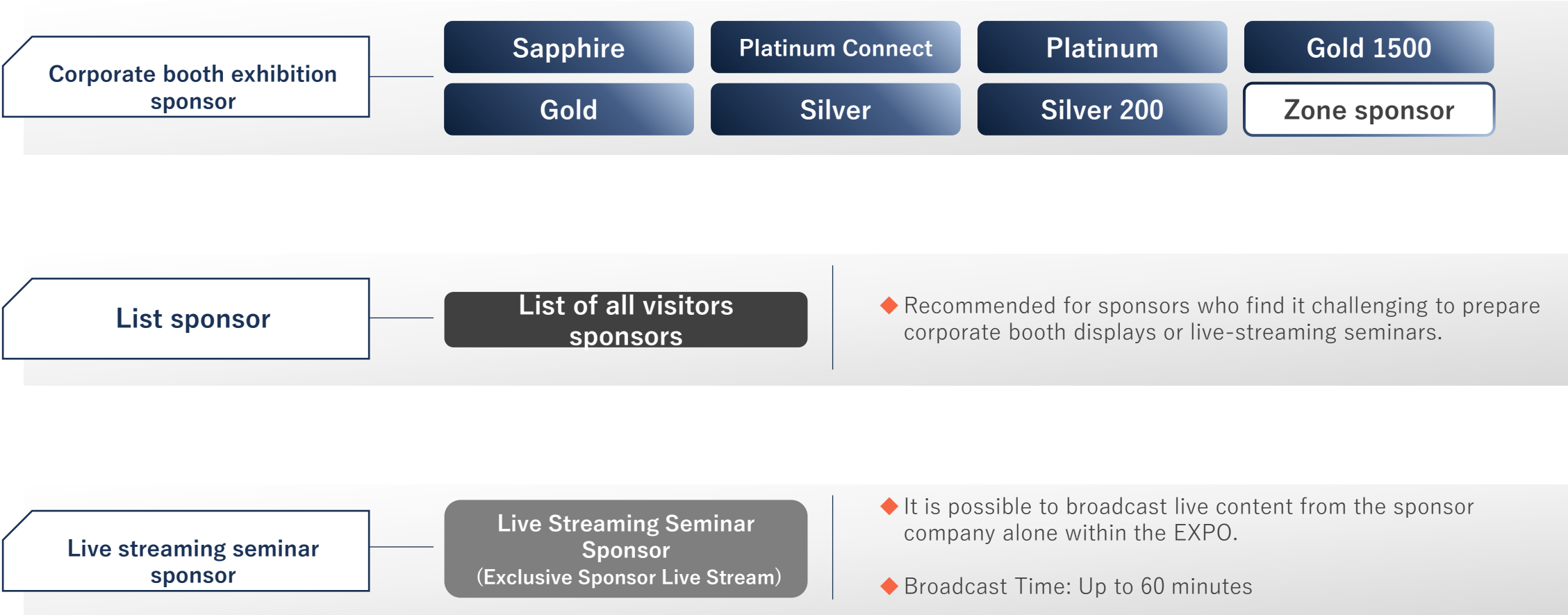
Theme Zone

All the companies exhibiting under each theme are shown in a list. Depending on the plan, pick-up videos from the corporate booths are also displayed.



*Images are from ITmedia Virtual EXPO 2025 Summer. *The images are for illustrative purposes only and are subject to change.

Three types of sponsorship programs are available.



If there are many requests to sponsor live seminars, we may end the application process early. Please understand in advance.
Please contact our sales representative for the latest information.

		Corporate booth exhibition sponsor						
		Regular Sponsor (Please select one theme for your exhibit.)						
		Sapphire	Platinum Connect	Platinum	Gold 1500 ※2	Gold	Silver	Silver 200※3
Estimated Leads (Total of all lists below)		4,000	1,800 + <small>List of Department manager and above</small>	1,800	1,200	800	400	200
Maximum Leads Provided		Unlimited	Maximum 2,200 + <small>List of Department manager and above</small>	Maximum 2,200	Maximum 1,500	Maximum 1,000	Unlimited	Maximum 200
Sponsor price(Tax excluded, gross price)		USD 54,000	USD 50,400	USD 38,400	USD 32,400	USD 26,400	USD 14,400	USD 7,200
Lead information	Full Visitor List	●	—	—	—	—	—	—
	Director-Level & Above Visitor List (Non-Sponsored Theme)	—	● (up to 350 leads)	—	—	—	—	—
	Pre-Registered Visitor List (Sponsored Theme)	●	●	●	—	—	—	—
	Visitor List (Sponsored Theme Venue)	●	●	●	●	●	—	—
	Corporate Booth Visitor List	●	●	●	●	●	●	●
	Content Viewer List (Corporate Booth)	●	●	●	●	●	●	●
	Survey Response Data (Corporate Booth)	●	●	●	●	●	●	●
Corporate booths exhibition Contents	Corporate booth setup	●	●	●	●	●	●	●
	Corporate Booth Pick-up Video	Created by Organizer or Data provided by Sponsor	Created by Organizer or Data provided by Sponsor	Created by Organizer or Data provided by Sponsor	Data provided by Sponsor	Data provided by Sponsor	Data provided by Sponsor ※Not listed in the theme venue	Data provided by Sponsor ※Not listed in the theme venue
	Dedicated Zone Entrance Setup	—	—	—	—	—	—	—
	Booth Setup within Dedicated Zone	—	—	—	—	—	—	—
	Dedicated Field on Registration Form	—	—	—	—	—	—	—
	Featured Content Promotion Support (Theme Venue)	●	●	●	—	—	—	—
	Logo display (other than entrance)	●	●	●	●	●	●	●
Free option	Logo displayed (entrance)	●	●	●	—	—	—	—
	EXPO Alerts (ABM data provision)	●※1	●※1	●※1	—	—	—	—

※The number of expected lists is an estimated value based on past results. Please note that this is not a guaranteed number of expected or maximum leads provided.
※The number of “Platinum Connect”, “Platinum”, “Gold 1500”, “Gold” and “Silver” delivered is limited, and the maximum number of lists will be detailed on a later page along with how to deliver lists.
※1 The Environmental Materials and Chemistry theme venue is excluded.
※2 Application requirements of “Gold 1500” : The companies that sponsored as either “Silver” or “Gold” in “ITmedia Virtual EXPO 2025 Winter”, or “ITmedia Virtual EXPO 2025 Summer” and had over 800 visitors to their booth
※3 Application requirements of “Silver 200” : The companies sponsoring “ITmedia Virtual EXPO” for the first time, or the companies that did not sponsor in “Winter 2025” and “Summer 2025”

		Corporate booth sponsor	List Sponsor
		Zone Sponsor	List of All Attendees Sponsor
Estimated leads *Total of all lists below		Approx. 1,000 Leads	Approx. 4,000 Leads
Maximum number of leads provided		Unlimited	Unlimited
Sponsorship Price (Excluding Tax, Gross Price)		USD 75,600	USD 54,000
Leads information	Full Visitor List	—	●
	Director-Level & Above Visitor List (Non-Sponsored Theme)	—	—
	Pre-Registered Visitor List (Sponsored Theme)	—	—
	Visitor List (Sponsored Theme Venue)	●※1	—
	Corporate Booth Visitor List	●	—
	Content Viewer List (Corporate Booth)	●	—
	Survey Response Data (Corporate Booth)	●	—
Company booth exhibits	Corporate booth setup	●	—
	Corporate Booth Pick-up Video	Created by Organizer or Data provided by Sponsor	—
	Dedicated Zone Entrance Setup	●	—
	Booth Setup within Dedicated Zone	Up to 5 booths ※2	—
	Dedicated Field on Registration Form	Available only upon obtaining consent for individual personal information acquisition	—
	Featured Content Promotion Support (Theme Venue)	—	—
	Logo display (other than entrance)	●	—
Free option	Logo displayed (entrance)	—	—
	EXPO Alerts (ABM data provision)	—	—

※The projected number of leads is an estimate based on past performance. Please note that this is not a guaranteed number of leads, nor does it represent a commitment to provide a specific maximum number of leads.

※1 The visitor list for the sponsorship theme venue for zone sponsors is the visitor list for the zone (dedicated venue).

※2 Zone sponsors can add up to 5 additional booths for a fee of USD 2,400 (tax not included) per booth after the 6th booth. Including the additional booths, a maximum of 10 booths will be available in the exclusive zone (venue).
The additional booths can be used to promote the event.

Promote your company's vision, products, and services to a large audience of manufacturing professionals!
Multiple lectures can be delivered, and case studies can also be used!

Live streaming seminars		
Estimated leads *All offer listings below combined		100
Rate		USD 24,000
Leads Information	Number of views of own seminars + list of archived views	●
	List of visitors to your content	●
	Questionnaire information to your booth	●
内容	Estimated number of viewers (Live viewing + archived viewing) -Up to 5 handouts -Up to 5 questions in the seminar questionnaire -Publication of sponsor's theme in the lecture hall	100
	Notification to all EXPO registrants	●
	Banners at entrances	●
	Application requirements	First 4 companies

Special offer

Corporate booth sponsor

Live streaming seminar sponsor

If you sponsor either of these programs, we will offer you special pricing!
***Some listings may be duplicated.**

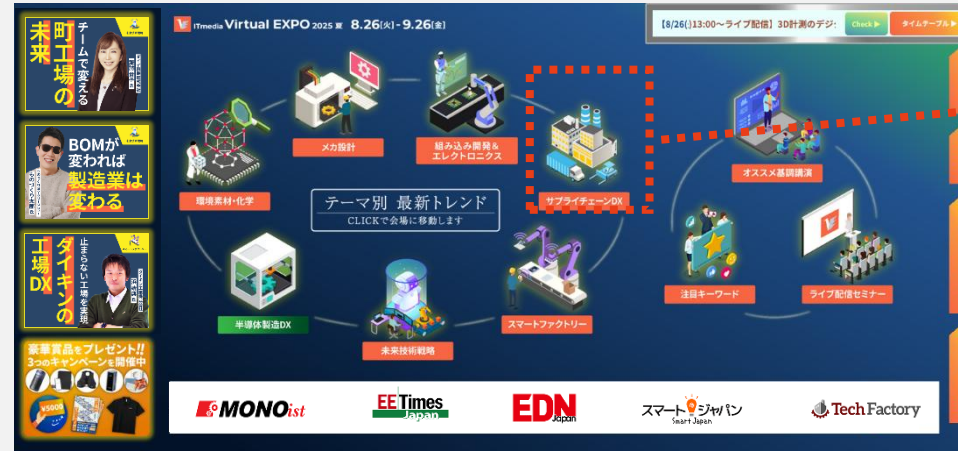
Special Rate: USD 12,000

Order deadline	December 5 (Fri.), 2025
Application Requirements	First 4. Up to 1 slot per company
Delivery time	Max 60 min.
Delivery method	The video of the lecture delivered in advance will be broadcasted in a live streaming format. Please note that there will be no keynote speech before the video streaming.
Delivery slot *Start from 13:00 *You can choose in the order of your application.	<ul style="list-style-type: none">February 10 (Tue.), 2026 *Priority quota for early application sponsorsFebruary 12 (Thu.), 2026February 13 (Fri.), 2026February 17 (Tue.), 2026
Items that need to be submitted	<ul style="list-style-type: none">Video for distribution5 handouts and 5 survey questions*Your company's house list can also be provided.Content information (lecturer information, lecture outline, abstract) *For posting on the announcement page.
Submission deadline	Our staff will inform you of the details.

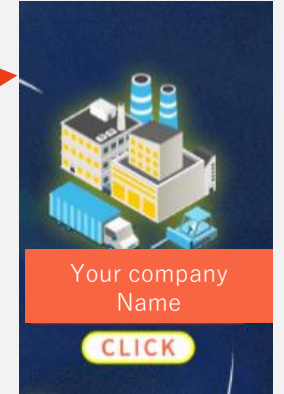
7 *The number of lists is an estimate based on past results. Please note that this is not a guaranteed number.
*Archives will be placed in the pick-up video or content area of the corporate booth. It will be calculated separately from the maximum of 10 content listings. It will also be placed at the sponsor's theme venue.
*The archive will be available until the end of the exhibition.

Set up a dedicated zone (venue) for your company at the entrance!
You can strongly promote your company's information to visitors in the Virtual EXPO!
Exhibiting with multiple solutions or joint partners is also possible!

Image of zone venue location



Dedicated exhibition area



*The number of lists is an estimate based on past results.
Please note that this is not a guaranteed number.
*Details of the list delivery method will be provided later.
*Please consult us for customization.

*1
The visitor list for the sponsorship theme venue for zone sponsors is the visitor list for the zone (dedicated venue).

*2
Zone sponsors can add up to 5 additional booths for a fee of USD 2,400 (tax not included) per booth after the 6th booth. Including the additional booths, a maximum of 10 booths will be available in the exclusive zone (venue). The additional booths can be used to promote the event.

Image of posting dedicated items



Dedicated Items

*Image from ITmedia Virtual EXPO 2025 Summer. Images are for illustrative purposes only and are subject to change.



Company logo

Space for your corporate logo or product logo.

Featured video

You can insert up to one video.
Please submit your video in MP4 format.
Thumbnails can also be submitted by sponsoring companies. (If no thumbnails are submitted, the organizer will create them based on the submitted video.)

※Videos can also be posted on the contents section.
※If you are also sponsoring a live seminar, the archived video will be added to the sponsoring theme venue and to the corporate booth contents here.
※This is separate from the 10 items of contents.

Corporate booth

Number of exhibition contents/linking to keywords of interest

You can insert technical documents and other content and obtain a list of visitors.
You can insert up to 10 items of content.
Clicking on the button will display a summary of the content.
You can link 5 items of content to key words, increasing the number of ways visitors can reach the content.

Inquiry

You can accept inquiries from booth visitors or attract them to your company's contact page.

Questionnaire

You can conduct a survey of booth visitors.
The results of the survey can be viewed on the report screen.
You can offer (accept applications for) novelty gifts and other presents.

*Please handle the drawing and shipping of the presents yourself.

Welcome movie

All companies, regardless of plan, can post this.
Company and product introduction videos can be posted, and visitors can press the play button to begin playback.

*Welcome movie is based on supplied materials. Please refer to the submission guide for video specifications.

Keyword quiz

Keywords are placed to help visitors move around the venue and visit each booth.

Corporate booth set up



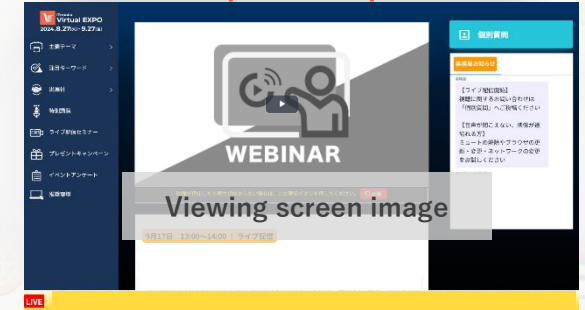
- Number of exhibition contents: 10
- Linking to 5 keywords of interest
- Questionnaire insertion
- Contact insertion (external URL)
- Welcome movie insertion
- Logo insertion on announcement page

Logo insertion (other than entrance)



Company logos of sponsoring companies will be posted on the corporate booths, in the sponsored theme areas, and on the announcement page.
The order of insertion on the announcement page is sponsor grade order > order of application
Up to two logos can be posted.
The size will be scaled down to fit in the space.
Please check the logo regulations for companies of yours or your partners.

Alongside the Corporate Booth Exhibition Sponsorship, we also encourage you to take advantage of the **Live Streaming Seminar Sponsorship**.



Corporate booth – Pick-up video

Insertion of pick-up video in corporate booth

By placing images (thumbnails) with impact or images (thumbnails) that match the content of the video, you can expect to increase the number of views.

※Includes insertion in the venue of the sponsored theme.

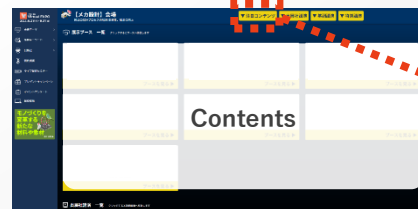
※For Gold Plan and above, the video will be displayed in the corporate booth and also linked to the theme venue on the floor above the corporate booth.

※For Silver Plan, the video will only be displayed in the corporate booth and there will be no link to the theme venue.

If you want to increase the rate of contact with your content, please consider Gold Plan and above.

※For information on how to record the video, please refer to the recording method on the next page.

Exhibition Theme Venue Content Guidance Support (Featured Content)



Featured Content button

Featured Content

During the event, a “Featured Content” button will be displayed in the sponsor theme area.
This will list the inserted content and direct users to the inserted content.

※Please note that there is a possibility that the inserted content of multiple companies will be displayed in the list.
The inserted content to be picked up and whether or not to insert it will be left to the discretion of the organizer.

※This is only available for the Platinum Plan and above.

The Sapphire, Platinum, and Zone sponsor plans include the production of one video to be shown in your company's booth.

*You can choose from 2 types. * The Gold Plan and below can be produced by applying for the option plan.

Lecture style



The orthodox type with the longest distribution time and the least burden on the instructor.

Interview style



This type is **best for clear and concise messages, such as when you want to answer a frequently asked question.**

Type	Time	Details
Lecture	30 min.	Session slides and speaker videos (photos only are also acceptable)
Interview	10 min.	Only one person speaks. The questions are displayed in subtitles, and the format is to answer them. Using only one camera.

Filming location	ITmedia Conference Room (Kojimachi, Tokyo) or remote recording
Movie file format	MP4 *Delivery data: Finalized video data (MP4 format) *Please use the data after the exhibition period has ended.
Revision	Up to 2 times (additional fees will be incurred for revisions after the third time and after proofreading)

* All types have one lecturer. If there are more lecturer, an additional charge may be required.

* The image is an example.

Select up to 5 of the following keywords to be used to promote the contents of your booth, and attract visitors to your booth via the "Featured Keywords" section at the entrance.

1 For management planning and leadership

Manufacturing Trends and Strategies

- Latest Trends
- Case Studies, Success Stories
- Business Strategies
- Innovation
- Risk Management
- Customer Experience, etc.

2 Skill transfer

Formalizing implicit knowledge into digital knowledge

- Aging and loss of technical know-how
- Creation of manuals and videos
- Human resource development
- AR / VR
- Remote control
- Digital archiving
- Multilingualization, etc.

3 Quality control

Aggressive quality control through digitization and data linkage

- Quality Data
- Digitalization of equipment operating conditions
- Data linkage and data analysis tools
- PLM, PDM
- Management of process data linked to work
- Efficiency improvement

4 Decarbonization

Sustainable decarbonization compatible with technological innovation

- Supply chain
- Factory visualization and efficiency
- Sustainable design
- EVs
- Highly efficient power conversion
- New materials, etc.

5 Security

Production stability
Maintaining competitiveness starts with security

- OT security / Zero trust
- Factory security / Preventive security
- Predictive maintenance / Preventive maintenance
- Visualization
- IoT security / Cloud security
- Security education, etc.

6 Production management

Ensure efficient operations and safe production

- Production planning
- Production process optimization
- Inventory control
- Production line monitoring and coordination
- Schedule management
- ERP / QMS
- Risk assessment tools, etc.

7 Generative AI

Improving efficiency and quality in manufacturing
Featured topic

- NLP
- Reinforcement learning
- GPT
- Business representation
- Chatbots
- Efficiency
- RPA
- Image recognition
- Natural decimation technology
- Process optimization, etc

8 Automation

Efficient production
Enhanced competitiveness

- Improved efficiency and productivity
- Improved quality and safety
- Cost reduction
- Reduced labor shortages
- Improved data collection and analysis
- Enhanced competitiveness

The list provided will differ depending on the plan you apply for.

List	Sponsorship Plan		Details	Deadline	Delivery
List of all visitors	<div>Sapphire</div> <div>List of all visitors Sponsors</div>		We will provide you with a list of business card information for all visitors who attended the event. * Only visitors who came to the event entrance will be eligible for the offer.	The morning of the day after the event	Delivered via LG Report Center (Lead Information Management System)
List of pre-registered visitors for the sponsored theme	<div>Sapphire</div> <div>Platinum Connect</div> <div>Platinum</div>		We will provide you with a list of business card information for those who have registered in the sponsorship category. * This information is for those who selected the relevant sponsorship theme in the “participation/viewing plan” section of the registration questionnaire.		
List of visitors to the venue for the sponsored theme	<div>Sapphire</div> <div>Platinum Connect</div> <div>Platinum</div>	<div>Gold 1500</div> <div>Gold</div> <div>Zone sponsor</div>	Co-sponsor category We will provide you with a list of business cards of visitors to the venue. * Zone sponsors will receive a list of visitors to the dedicated venue		
List of visitors to the company's booth	<div>Sapphire</div> <div>Platinum Connect</div> <div>Platinum</div> <div>Gold 1500</div>	<div>Gold</div> <div>Silver</div> <div>Silver 200</div> <div>Zone sponsor</div>	We will give you a list of the business cards of people who visited your company's booth.	The latest content contact data is delivered hourly	
List of visitors to the company's booth who viewed the content	<div>Sapphire</div> <div>Platinum Connect</div> <div>Platinum</div> <div>Gold 1500</div>	<div>Gold</div> <div>Silver</div> <div>Silver 200</div> <div>Zone sponsor</div>	We will provide you with a list of business cards of people who have viewed the content of your company's booth.		
List of survey responses for the company's booth	<div>Sapphire</div> <div>Platinum Connect</div> <div>Platinum</div> <div>Gold 1500</div>	<div>Gold</div> <div>Silver</div> <div>Silver 200</div> <div>Zone sponsor</div>	You can view the results of the questionnaire set up at your company's booth.		
List of visitors (at the level of department head and above)	<div>Platinum Connect</div>		We will give you a list of business card information for managers and above who visited any venue other than the sponsored theme venue. * Up to 350 entries. If you wish to deliver all entries, use the Sapphire Plan.	Mar. 23. 2026 (Mon)	Excel

* The number of entries in the “Gold Sponsor: List of Visitors to Sponsored Theme Venue” is limited, and the maximum number of entries delivered is 1,000, including the “Gold Sponsor: List of Visitors to corporate booth”.

* The number of Platinum Sponsor “Pre-registered visitors to the sponsored theme venue” delivered is limited, and the maximum number of deliveries is 2,200, including “visitors to the company's own booth” and “visitors to the sponsored theme venue”.

* The expected number of lists is affected by the actual number of visitors and registrations. Please note that the expected number and maximum number are not guaranteed.

Attracting more attendees

① Logo placement

Entrance

Showcase your logo in a carousel display at the entrance of the EXPO venue. Clicking on the logo will also allow attendees to be seamlessly directed to your corporate booth.

* Place of publication not selectable

USD 1,200 (Tax not included, gross price)

② Banner advertisement

Entrance

Place a company-exclusive banner at the EXPO entrance. Please submit creative by the specified deadline.
※One slot per period; first-come, first-served."

USD 400,000 and more (Tax not included, gross price)

③ Special edition email

Mail delivery

An exclusive email advertisement that allows direct outreach to registered participants of Virtual EXPO.

* Please prepare the content in your company.
* Limited to one slot for each day. Offered on a first-come, first-served basis.

* March 17(Tue.), 2026 only

USD 4,200 (Tax not included, gross price)

USD 6,000 (Tax not included, gross price)

For Better Leads or Effective Nurturing

④ Content plus

Booth

Add up to 5 additional featured contents to your booth. Introduce a specified content within the EXPO in the sponsored theme venue

USD 1,800 (Tax not included, gross price)

⑤ Booth pick-up video

Other

This includes filming and production of videos and posting of pick-up videos at the company's booth. Choose from three predefined video types:

- Lecture Type: 30 minutes
- Interview Type: 10 minutes
- Chroma Key Type: 10 minutes

* Silver sponsors will have booth posting only.
* Gold Sponsors and above will be posted in the sponsorship theme venue.
* Additional fees may be incurred if the document does not fit into the specified format.

USD 2,400 (Tax not included, gross price)

⑥ EXPO Alert

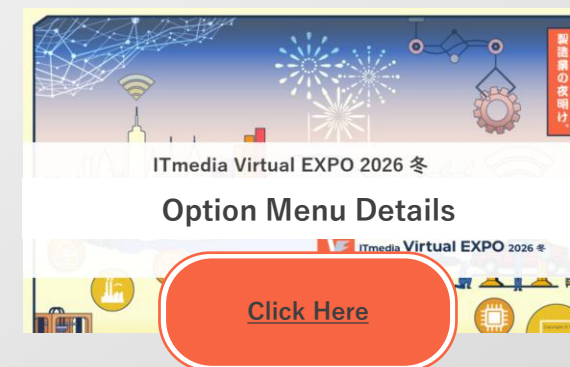
Follow-up after the event

Inform you via email about companies from the acquired list at the EXPO every month for a duration of three months. These companies, featured on ITmedia's manufacturing-focused media, will be identified based on their information-gathering activities, providing potential for business discussions.

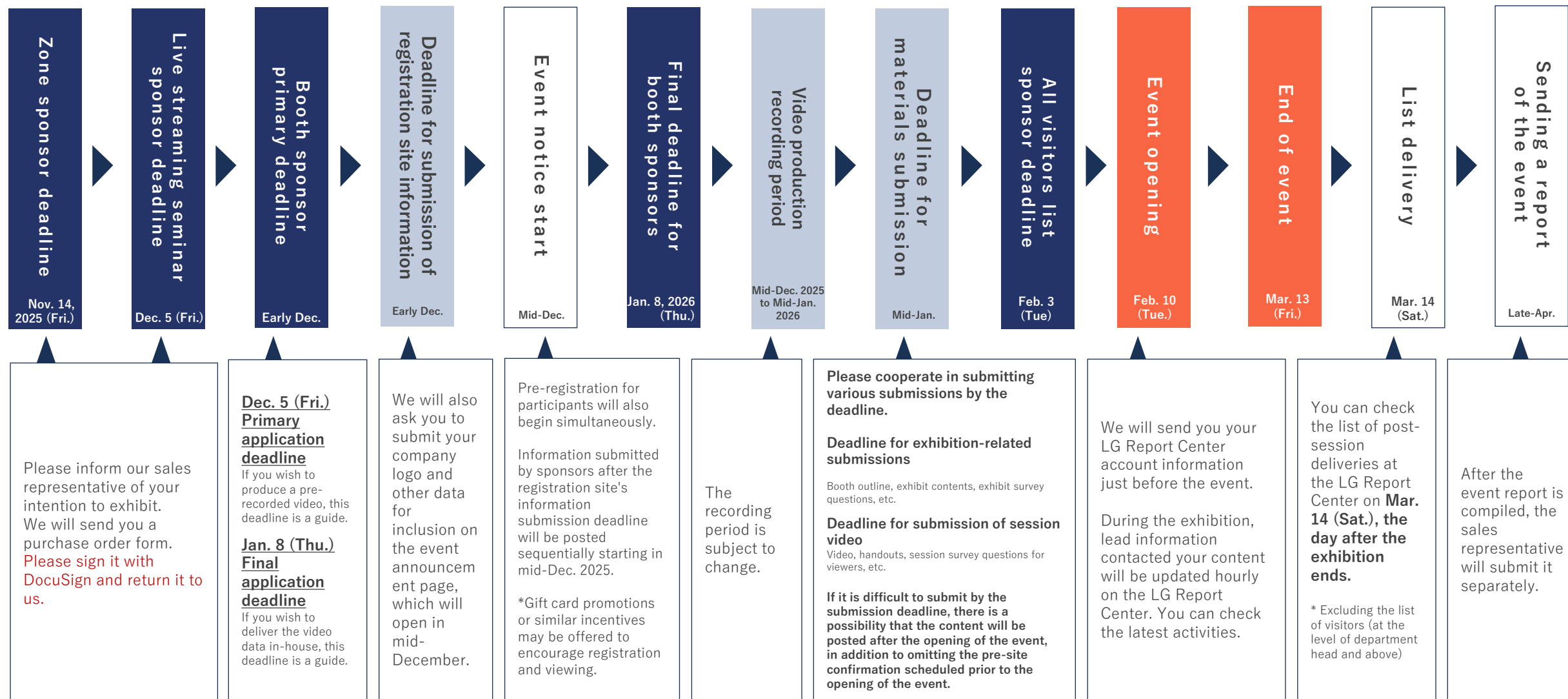
* Emails will be dispatched around the beginning of the month, approximately 7 business days in advance.
* In the case of numerous applications, we may need to limit the number of participating companies.
* The Environmental Materials and Chemistry theme venue cannot be selected.

USD 3,600 (Tax not included, gross price)

Please click on the link for more information about the optional menu.



The schedule below is a rough guide. It is subject to change depending on circumstances.
The event office will contact you with the finalized 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% 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 viewers report similar issues, 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

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<https://promotion.itmedia.co.jp/contact>



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