

ITmedia Security Week 2026 Winter

Protecting Data, the Source of Value in the AI Era

Event Dates :

Mar.2(Mon.), – Mar.9(Mon.), 2026

First Order Deadline: Dec.18(Thu.), 2025

Final Order Deadline:

Session Plan... Jan.29(Thu.), 2026

List Plan... Feb.20(Fri.), 2026

ITmedia Security Week 2026 Winter -Protecting Data, the Source of Value in the AI Era-

Hosting Media



Event Dates

Mar.2(Mon.) – Mar.9(Mon.), 2026

First Order Deadline

Dec.18(Thu.), 2025

Final Order Deadline

Session Plan... Jan.29(Thu.), 2026
List Plan... Feb.20(Fri.), 2026

Number of Applicants

Estimated 1,000 registrants

Target audience

User company management/business planning,
internal IT managers/staff, security-focused
system engineers, System Integrators, etc.

Sponsorship Plan

- Platinum Plan | JPY 3,500,000
- Gold Plan | JPY 2,400,000
- Full List Plan | JPY 2,400,000
- Section List | JPY 2,000,000

Past events

<ITmedia Security Week 2025 Spring>

- Registration Page▶[here](#)
- Event Report▶[here](#)

If enough sponsors are not secured by the initial application deadline, the event may be canceled, the theme changed, or the scale reduced without prior notice.

Please be advised. For any questions, please contact your sales representative.

Event Overview

Protecting Data, the Source of Value in the AI Era

With generative AI driving business, **corporate data is a critical source of competitive advantage.**

Protecting this valuable data is an urgent priority for companies.

First, companies must establish **a solid security foundation** by **thoroughly implementing cyber hygiene**. They must then **leverage AI technologies** and **implement measures to enhance resilience**.

This event provides **essential security strategies for the AI era**, covering the latest trends and key implementation points.

Protecting Data, the Source of Value in the AI Era

1. Escalating Cyber Risk: Japanese Firms' DX Challenge	#DX and Cyber Security Risk #Cybersecurity Management #Intensified AI-leveraged cyber attacks
2. What Is the Zero Trust Environment: That's Right for Your Company?	#EDR #NDR #Network Security #Firewall #IDS #IPS #VPN #IDaaS #BYOD #Shift Left
3. Authentication Is Not Enough: Rethinking ID management in the Zero Trust era	#Risk-Based Authentication #IDaaS #Policy Decision Point #Policy Enforcement Point #Single Sign-On #FIDO
4. Cloud Security Strategy in the Age of AI	#SaaS #PaaS #IaaS #SASE #SDP #SWG #CNAPP #CASB #CSPM #SSPM
5. ASM: Exposing Attack Entry Points to Transform Defense and Operations	#Attack Surface Management (ASM) #EDR #XDR #VPN #Vulnerability Management #Email Security Products #Web Tampering Countermeasures
6. Comprehensive Endpoint Security Defense	#AI-Powered Threat Detection and Analysis #EDR #XDR #Malware Detection #Phishing Countermeasures #Information Leakage Countermeasures #Asset Management
7. Blocking the Attack Vector: Practical Comprehensive Email Security	#Phishing Countermeasures #PPAP #Email Misdelivery Prevention #Attachment Risk #File Transfer Governance
8. Next-Gen Ransomware Egress Defense: Boosting Resilience with AI	#Backup Solutions #SOAR #SIEM #SOC #EDR #XDR #SASE #DLP
9. Data Security Strategy in the Generative AI Era	#Data Encryption #DSPM #DLP #Posture Management #Data Protection
10. Leveraging AI for Security Operations	#AI-Powered Security Operations Automation #SOAR #UEBA #SIEM #XDR
11. Key Insights into Partnered Security Operations: Leveraging Professional Expertise	#MSS #MSSP #MDR #SOC

Agenda

		March 2, 2026(Mon)	March 3, 2026(Tue)	March 4, 2026(Wed)	March 5, 2026(Thu)	March 6, 2026(Fri)	March 9, 2026(Mon)
		Section1: Cybersecurity Risks and Management	Section2: Zero Trust Section3: Authentication Technology and ID Management	Section4: Cloud Security Section5: Attack Surface Management	Section6: Endpoint Security Section7: Email Security	Section8: Ransomware Countermeasures Section9: Data Security	Section10: Dedicated Zone Section11: Operational Automation Section12: Managed Services
Time	frame Time						
10:00-10:40	40m	Morning Session 1 (Section1)	Morning Session 2 (Section2)	Morning Session 3 (Section4)	Morning Session 4 (Section6)	Morning Session 5 (Section8)	Morning Session 6 (Section10) Dedicated zone
10:50-11:20	30m	Sponsored Session1-1 DAY1-1-S101 (Section1)	Sponsored Session2-1 DAY2-2-S201 (Section2)	Sponsored Session3-1 DAY3-4-S301 (Section4)	Sponsored Session4-1 DAY4-6-S401 (Section6)	Sponsored Session5-1 DAY5-8-S501 (Section8)	Sponsored Session6-1 DAY6-10-S601 (Section10) Dedicated zone
Platinum Plan Limited Slots							
11:30-12:00	30m	Sponsored Session1-2 DAY1-1-S102 (Section1)	Sponsored Session2-2 DAY2-2-S202 (Section2)	Sponsored Session3-2 DAY3-4-S302 (Section4)	Sponsored Session4-2 DAY4-6-S402 (Section6)	Sponsored Session5-2 DAY5-8-S502 (Section8)	Sponsored Session6-2 DAY6-10-S602 (Section10) Dedicated zone
13:00-13:40	40m	Keynote1-1 (Section1)	Keynote2-1 (Section2)	Keynote3-1 (Section4)	Keynote4-1 (Section6)	Keynote5-1 (Section8)	Keynote6-1 (Section11)
13:50-14:20	30m	Sponsored Session1-3 DAY1-1-S103 (Section1)	Sponsored Session2-3 DAY2-2-S203 (Section2)	Sponsored Session3-3 DAY3-4-S303 (Section4)	Sponsored Session4-3 DAY4-6-S403 (Section6)	Sponsored Session5-3 DAY5-8-S503 (Section8)	Sponsored Session6-3 DAY6-11-S603 (Section11)
Platinum Plan Limited Slots							
14:30-15:00	30m	Sponsored Session1-4 DAY1-1-S104 (Section1)	Sponsored Session2-4 DAY2-2-S204 (Section2)	Sponsored Session3-4 DAY3-4-S304 (Section4)	Sponsored Session4-4 DAY4-6-S404 (Section6)	Sponsored Session5-4 DAY5-8-S504 (Section8)	Sponsored Session6-4 DAY6-11-S604 (Section11)
15:10-15:50	40m	Keynote1-2 (Section1)	Keynote2-2 (Section3)	Keynote3-2 (Section5)	Keynote4-2 (Section7)	Keynote5-2 (Section9)	Keynote6-2 (Section12)
16:00-16:30	30m	Sponsored Session1-5 DAY1-1-S105 (Section1)	Sponsored Session2-5 DAY2-3-S205 (Section3)	Sponsored Session3-5 DAY3-5-S305 (Section5)	Sponsored Session4-5 DAY4-7-S405 (Section7)	Sponsored Session5-5 DAY5-9-S505 (Section9)	Sponsored Session6-5 DAY6-12-S605 (Section12)
Platinum Plan Limited Slots							
16:40-17:10	30m	Sponsored Session1-6 DAY1-1-S106 (Section1)	Sponsored Session2-6 DAY2-3-S206 (Section3)	Sponsored Session3-6 DAY3-5-S306 (Section5)	Sponsored Session4-6 DAY4-7-S406 (Section7)	Sponsored Session5-6 DAY5-9-S506 (Section9)	Sponsored Session6-6 DAY6-12-S606 (Section9)

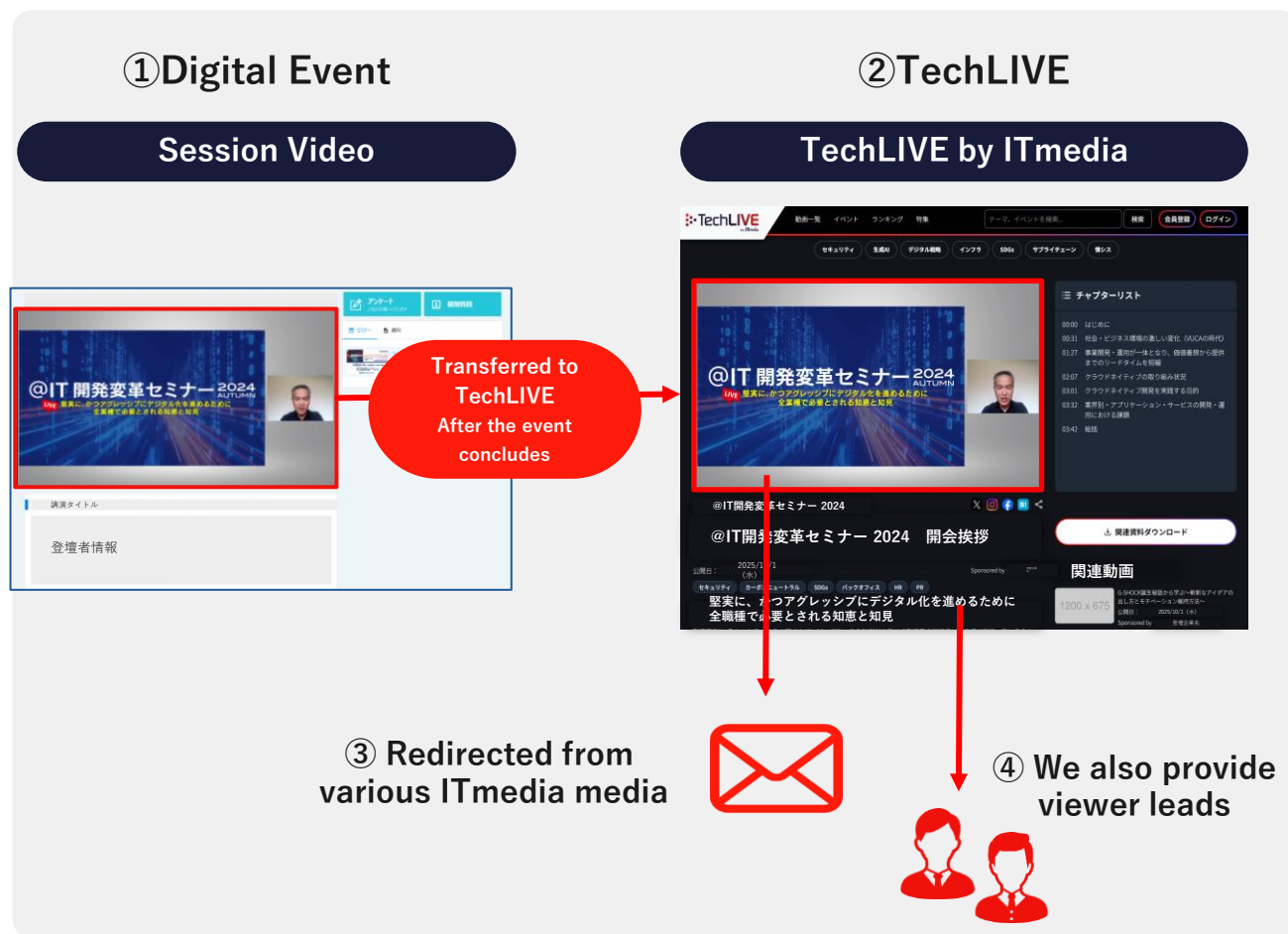
※Morning sessions and the immediate post-keynote sponsor slots are Platinum-only.
※The program will be changed accordingly depending on the number of sponsors.


Sponsored Menu

	Session Plan			List Plan	
	Dedicated Zone	Platinum	Gold	All List	Section List
Sponsored session	●	●	●	—	—
Questionnaire by sponsor	●	●	●	—	—
Distribution of related materials	●	●	●	—	—
Viewer Leads (all captured for your session within the delivery window)	●	●	●	—	—
Sponsored Section Applicant List	● (unlimited)	●	● Up to 450	●	● Up to 450
Complete List of Applicants	—	●	—	●	—
Insertion of sponsor company's logo	●	●	●	●	●
Sharing the results of pre-questionnaire	●	●	●	●	●
Event report	●	●	●	●	●
Number of lists (total number of all lists)	Estimated 300	Estimated 1,000	Estimated 350	Estimated 1,000	Estimated 350
Remarks	*The number of registrants is an estimate.	*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 order deadline.			
Price (Gross/Tax is not included)	JPY 5,000,000	JPY 3,500,000	JPY 2,400,000	JPY 2,400,000	JPY 2,000,000

Sponsor Session Video Placement on TechLIVE


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






OPEN
October 2025


A video platform delving 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

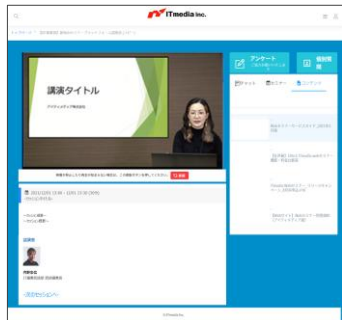
- **Posting on TechLIVE**
 - If you do not wish your session video to be published, please inform the event office representative at the time of sponsorship.
 - If we do not receive such notice, your video will be posted under the following conditions
- **Eligible Session Videos**
 - Sponsor session videos from ITmedia Inc.-hosted digital events held on or after October 2025 (excluding those related to the Industrial DX Partnership program).
- **Posting Timeline**
 - Videos will be published sequentially after the conclusion of sponsored events held from October 2025 onwards.
- **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.

Maximize Lead Generation by Leveraging Session Videos

Sponsored session program for this online seminar

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



of leads **Estimated 1,000**

- ※ For the Platinum Program
- ※ Subject to change depending on the event or program

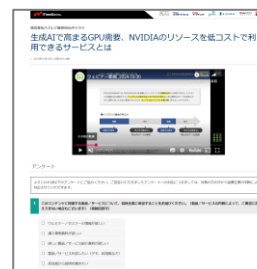
(Option) Lead generation program using session videos

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)



of leads

+ 100

- ※ Session video content insertion will be made on either “TechTarget Japan” or “TechFactory,” or both, depending on the content.
- ※ ※Please leave the method of directing users to the content to ITmedia. (We will implement email newsletters, phone calls, and in-media promotions as appropriate.)
- ※ For more details, please click [here](#).

※ User companies only

Rate (Excluding tax / Gross)

JPY 4,500,000

※ Image is for illustrative purposes only.

Option Menu

Deadline

| LIVE session recording data delivery (MP4)

By the end of three 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

By 1.5 months before 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**

| Connecting survey responses to lead data

By one week before the event date

- The lead information to be delivered will be delivered with the response information of the sponsor's survey.
- Please use this information as a reference during lead follow-up.
- Application must be made at least 1 week prior to the event date.

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

JPY **200,000 or more**

| Add ABM data to delivery lists

By one week before 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: go.itmedia.co.jp/l/291242/2022-10-19/2bvm1in

JPY **200,000**

| Lead custom delivery service

By 3 business days before the event date

- 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/291242/2024-04-30/2czfbvv>

- Delivery fee varies depending on the number of leads.

| Branding enhancement

By 2 months before the event date

- 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/291242/2024-04-30/2czfbvv>

JPY **500,000**

| Follow-up seminar

By 1.5 months event date

- ITmedia will support you from the proposal and assignment of lecturers to audience creation and broadcasting. Panel discussions with the editorial team and keynote speakers are also available upon request.
- We will provide professional equipment and a recording venue.

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

JPY **2,500,000**

| Telemarketing

By three weeks before 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**

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

Option Menu 2

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 Delivery (Targeted Push)

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. (Available in archives)
- 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 messages or more

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

| Advertorial Placement
(Broad Audience Redirection)

By 1.5 months 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>

DX Cross-Media Advertorial with 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.
- Conditions: Sponsorship of a session plan sponsorship.

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 Privacy Permission

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 : <https://go.itmedia.co.jp/l/291242/2025-06-02/2d2cgrk>

JPY **50,000** or more

／For Session Sponsors Only／

Special digital event hosted by ITmedia | Panel discussion

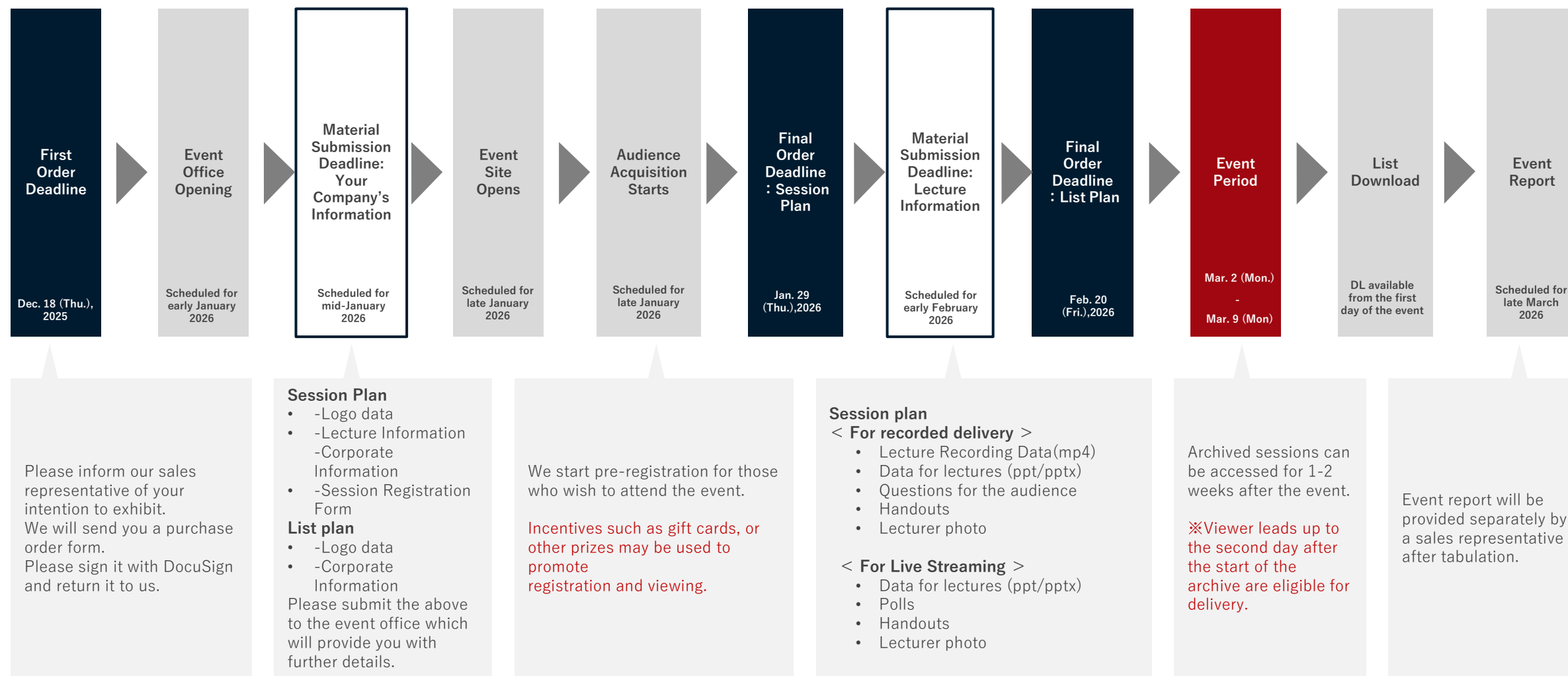
Service	<ul style="list-style-type: none"> Session content planning Assignment of an expert (1 person) Distribution within the ITmedia-hosted digital event (60 minutes) Provision of lead information for session viewers
Speaker	<ul style="list-style-type: none"> 1 sponsor company representative 1 expert 1 ITmedia editor <p>*In principle, there will be 3 speakers, with a maximum of 4</p> <p>*If there are 4 speakers, an optional fee will be incurred</p> <p>*More than 5 speakers is not possible</p>
Recording	<ul style="list-style-type: none"> Recording format: : Pre-recording only (live appearances not possible) Pre-recording studio : ITmedia Studio @ Kojimachi, Tokyo Appearance of speakers in video : Seated at long table Option *The following two options are the only options available <ol style="list-style-type: none"> Inserting subtitles into video: 200,000 yen (before tax) - Presenting agenda and titles of speakers Video delivery: 50,000 yen (before tax)
Conditions	<ol style="list-style-type: none"> Please apply for the plan with a session at the regular price. The discussion session is scheduled for the final slot on the day of the broadcast. <p>*The order of the discussion sessions may be adjusted depending on the sponsorship situation of other sponsor companies.</p>

Time table (Sample)	<p>(Example) Session sponsor + panel discussion</p> <p>* The timetable varies depending on the event</p> <div> <div> Keynote1 Sponsor Session 1 (30 min.) Sponsor Session 2 (30 min.) Sponsor Session 3 (30 min.) Sponsor Session 4 (30 min.) </div> <div> <p>Sponsor company session You will give a lecture unique to your company at the sponsor session.</p> <p>Panel Discussion You will be invited to participate in a discussion project with experts and ITmedia editors, as well as the speakers from your company.</p> </div> </div>
Remarks	<ul style="list-style-type: none"> As with regular sponsor session slots, viewership is not guaranteed We will not implement any measures to attract customers, such as independent announcements for this panel discussion slot Reports will be provided for the overall event only. This plan does not include an individual report.
Deadline	Same as the First Order Deadline (2 months before the opening)
Sponsorship Price	JPY 1,500,000

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

Application and Event Flow

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 we do not receive enough corporate sponsors by the initial application deadline, we may cancel the event, change the theme, or reduce the scale of the event without prior notice. We appreciate your understanding in advance.

| 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 delivery

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

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)