

# @IT Architect Live 2026 Winter

Redefining Engineering in the AI Era

Event Dates:

Mar. 23(Mon.), 2026 – Mar. 25(Wed.), 2026

First Order Deadline: Jan. 21(Wed.), 2026

Final Order Deadline:

Session Plan...Feb. 19(Thu.), 2026

List Plan ... Mar. 13(Fri.), 2026

# Event Overview

Name	@IT Architect Live 2026 Winter Redefining Engineering in the AI Era
Event Dates	Mar. 23(Mon.), 2026 – Mar. 25(Wed.), 2026
First Order Deadline	Jan. 21(Wed.), 2026
Final Order Deadline	Session Plan...Feb. 19(Thu.), 2026 List Plan ... Mar. 13(Fri.), 2026
Number of Registrants	Estimated 800 *The actual number may vary depending on the number of themes held, as this is an estimate based on past event performance.
Expected Audience Attributes	<ul style="list-style-type: none"> <li>• <b>Development department heads/managers at user companies / System Integrators</b></li> <li>• <b>System developers supporting their company's business</b></li> <li>• <b>IT Architects who solve customers' business challenges with technology, and those aspiring to become IT Architect, etc.</b></li> </ul>
Sponsorship Plans	Platinum Plan   JPY 3,800,000 All List Plan   JPY 2,700,000
Event Format	Multi-sponsor online event
Organization	
Management Office	ITmedia Inc.

## Event Theme

### Section 1 | AI for Development Productivity

#### Keywords:

#Development Productivity #AI Driven Development #Code Generation #Test Generation #Low Code #DevOps #Agile #Collaboration #Project Management #In-House Development #In-House Development Support #CI/CD

### Section 2 | DevSecOps in the Age of AI

#### Keywords:

#CNAPP #CSPM #CWPP #CIEM #KSPM #SBOM  
#Cloud Native Security #Container Security #DevOps  
#API Security #Identity Management #Shift Left #IDaaS  
#Static Analysis #Vulnerability Management #CI/CD

### Section 3 | IT Infrastructure in the AI Era

#### Keywords:

#Cloud Native #Kubernetes #Microservices #IaC  
#API-First #CI/CD #Cloud Native Database  
#Observability #LLMOps #MLOps #DevOps #DataOps

### Section 4 | Generative AI and CX Transformation

#### Keywords:

#AI for Business Value Creation #LLMOps #AI Application Development  
#MLOps #AI Agents #Expert AI #AI Adoption Support #RAG  
#AI Ethics and Security

\*Please note: If sufficient sponsors are not secured by the initial application deadline, the event may be canceled, the theme changed, or the scale reduced without prior notice.

For any inquiries, please contact your sales representative.

## | Event Mission & Overview

@IT Architect Live is an online event **for corporate users who manage their mission-critical systems** and for **developers and IT architects** who solve customer business challenges through technology.

The event provides **innovation-focused content** on **software development for business advancement**, highlighting **cutting-edge technologies** such as Generative AI and cloud-native approaches.

AI is rapidly integrating into every part of development—from code generation and quality assurance to security and infrastructure. Yet, **achieving true productivity gains will make the human role more crucial than ever.**

@IT Architect Live 2026 Winter will explore **the transformations happening in the AI-era development environment and the new essential roles for engineers and organizations**, joined by frontline experts.

## | Event Themes

Section **1** AI for Development Productivity

Section **3** IT Infrastructure in the AI Era

Section **2** DevSecOps in the Age of AI

Section **4** Generative AI and CX Transformation

## Mar. 23 (Mon.)

## Mar. 24 (Tue.)

## Mar. 25 (Wed.)

		Section 1   AI for Development Productivity	Section 2   DevSecOps in the Age of AI			Section 3   IT Infrastructure for the AI Era Section 4   Generative AI and CX Transformation
Time	Length			Time	Length	
13:00 - 13:40	40 minutes	<b>Keynote speech 1</b> (Section 1)	<b>Keynote speech 2</b> (Section 2)	13:00 - 13:40	40 minutes	<b>Keynote speech 3-1</b> (Section 3)
13:50 - 14:20	30 minutes	<b>Sponsored session 1-1</b> DAY1-1-S101	<b>Sponsored session 2-1</b> DAY2-2-S201	13:50 - 14:20	30 minutes	<b>Sponsored session 3-1</b> DAY3-3-S301
14:30 - 15:00	30 minutes	<b>Sponsored session 1-2</b> DAY1-1-S102	<b>Sponsored session 2-2</b> DAY2-2-S202	14:30 - 15:00	30 minutes	<b>Sponsored session 3-2</b> DAY3-3-S302
15:10- 15:40	30 minutes	<b>Sponsored session 1-3</b> DAY1-1-S103	<b>Sponsored session 2-3</b> DAY2-2-S203	15:10 - 15:50	40 minutes	<b>Keynote speech 3-2</b> (Section 4)
15:50 - 16:20	30 minutes	<b>Sponsored session 1-4</b> DAY1-1-S104	<b>Sponsored session 2-4</b> DAY2-2-S204	16:00 - 16:30	30 minutes	<b>Sponsored session 3-3</b> DAY3-4-S303
16:30- 17:00	30 minutes	<b>Sponsored session 1-5</b> DAY1-1-S105	<b>Sponsored session 2-5</b> DAY2-2-S205	16:40 - 17:10	30 minutes	<b>Sponsored session 3-4</b> DAY3-4-S304

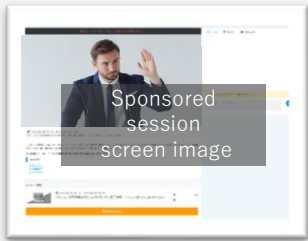
※The program will be changed as necessary depending on the number of sponsors.

	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 session	●	● (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 800	Estimated 350	Estimated 800	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 excluded)	JPY 3,800,000	JPY 2,800,000	JPY 2,700,000	JPY 2,000,000

# Sponsorship Menu Details

## | Sponsored Session

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



## | Session Questionnaire

- Conduct your own survey during your session 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

- Distribute materials to the audience during your session.
- Number of items to be distributed: Presentation materials + up to 3 items
- We will create a download link from the provided PDF data, or set an external link specified by your company.

## | Leads (Viewer)

- Provide lead information on your session viewers.

### 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 lead information on sponsored section applicants.

### 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)

- We will 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 in product selection, etc.

## | Sponsor Logo Placement

- Your company's logo will be placed on the event's registration site with a link to your company's website.
- Your company logo will be placed on the intermission slides displayed between sessions.
- \*Depending on the event, logos may not be displayed on the intermission slides.

## | Pre-Questionnaire Results Sharing

- 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 Provision

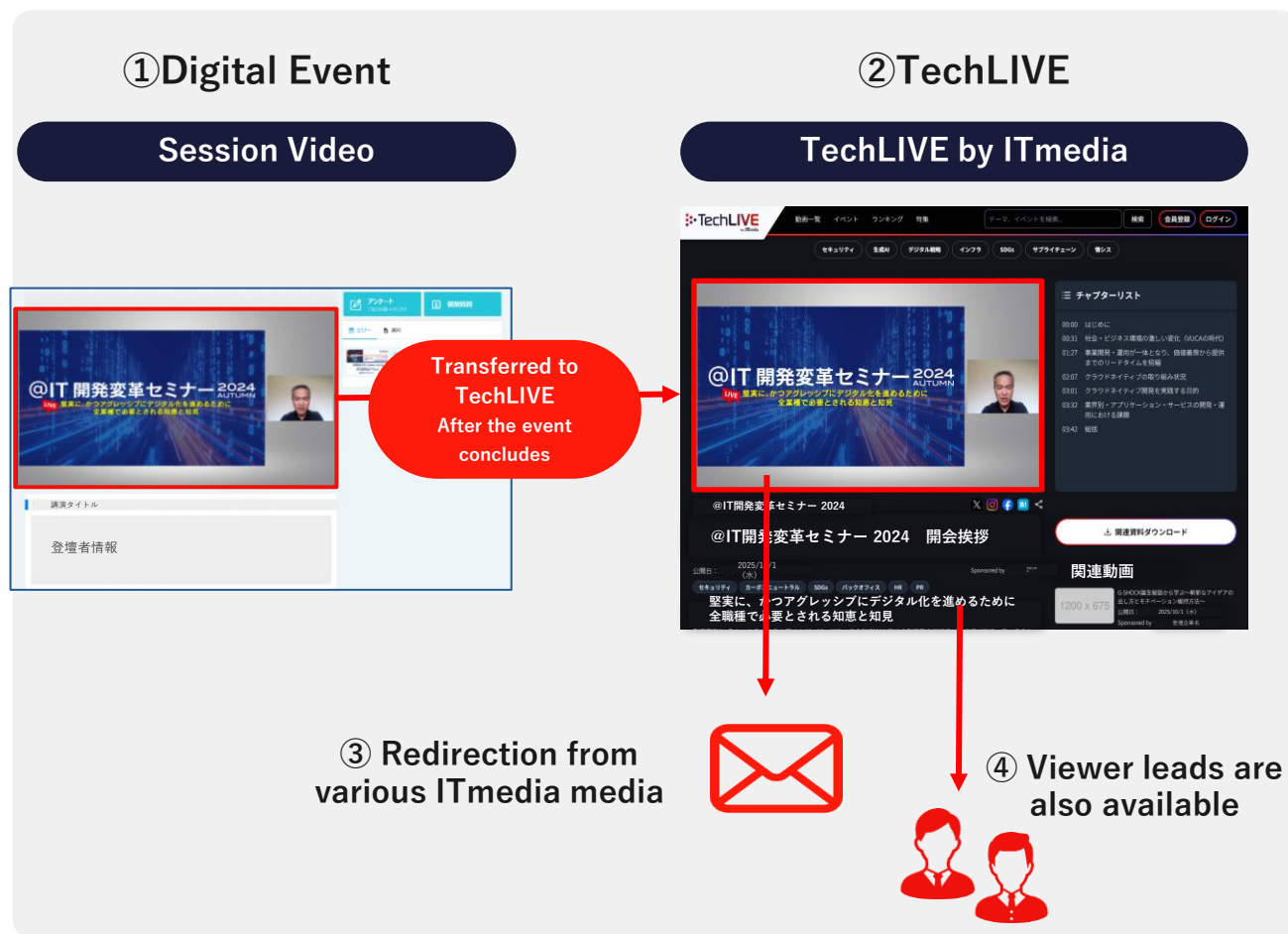
- ITmedia will conduct a participant survey and provide the aggregate results as an event report after the exhibition.
- The data is provided as aggregate information, excluding personal data.


※画像はイメージです。



# Sponsor Session Video on TechLIVE


Your sponsored session video will be featured on TechLIVE by ITmedia.






OPEN  
October 2025


## Video platform to deep dive 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 during 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 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 as streamed during the event (No editing of the main content).
  - **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 generally remain on TechLIVE indefinitely; however, you can request their removal 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.



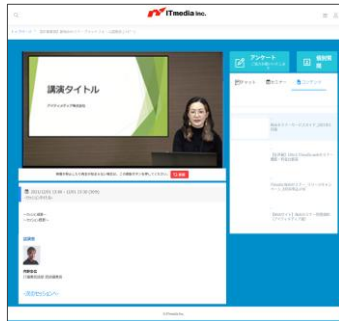
# Bundled Plan Overview

Maximize lead generation by repurposing session videos from the event.

## Session Presentation 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 800**

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

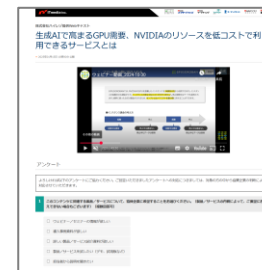
## (Option) Lead Generation Program Using Session Videos

We will feature one sponsored session video and one to two related content pieces 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 4,800,000**

※ Image is for illustrative purposes only.

## Deadline

### | Delivery of Your Session mp4 Video

#### 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**

### | Adding Sponsor 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**

### | Adding 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](https://go.itmedia.co.jp/l/291242/2022-10-19/2bvm1in)

JPY **200,000**

### | Custom Lead Delivery Service

#### By 3 business days before the event date

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

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

Rate varies depending on the number of leads.

### | Branding Enhancement Measures

#### 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/291242/2024-04-30/2czfbvy>

JPY **500,000**

### | Follow-up Seminar/Webinar

#### By 1.5 months event date

- ITmedia will support you from the proposal and assignment of lecturers to audience creation and broadcasting.
- Panel discussions and recording 30-minute session videos 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 Service

#### 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

## Deadline

### | Lead Generation through Session Video Repurposing

#### 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 Placement

#### By 3 business days before the event

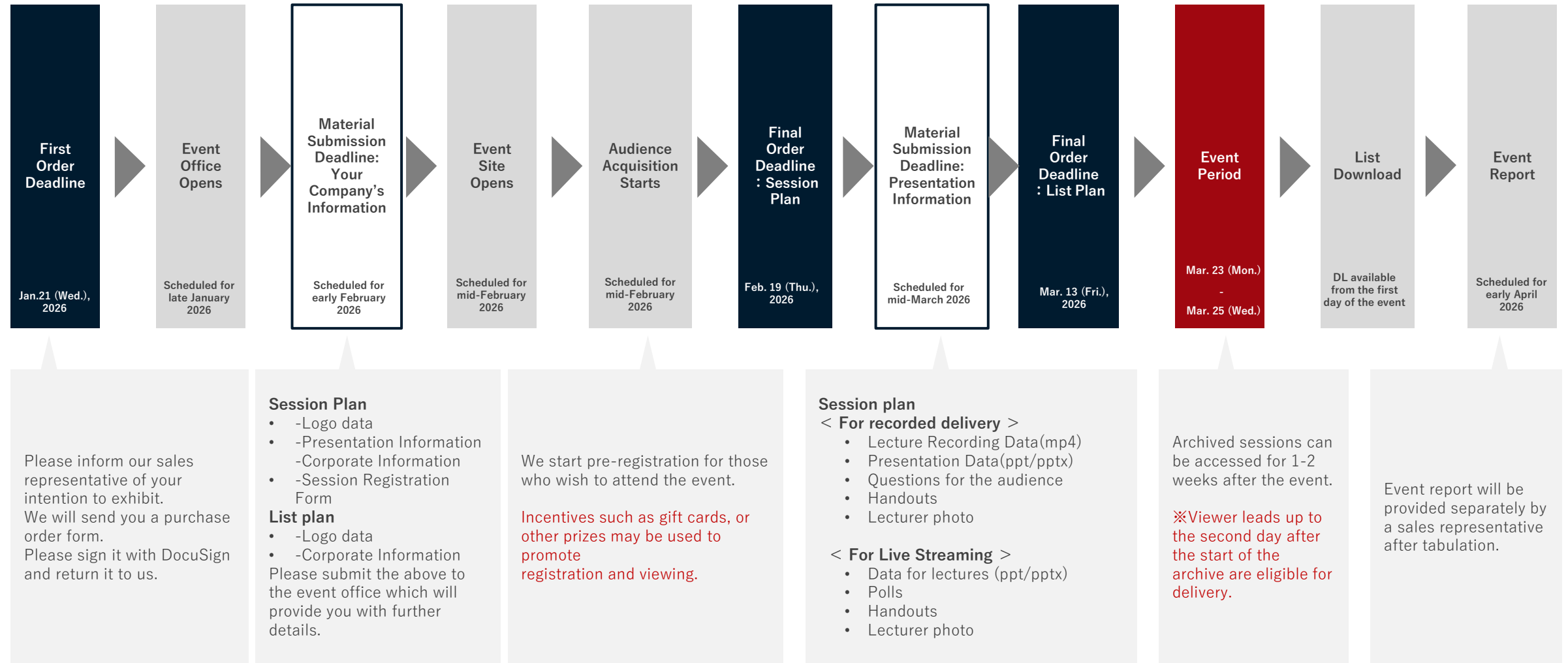
- We will post permissions in accordance with your company's regulations.
- Customizations are available in the following three patterns:
  1. Placement of a checkbox (one per company)
  2. Addition of a permission text
  3. Inclusion of a privacy policy URL (up to five URLs)
- Customizing the deliverable 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

# 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.

# 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 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

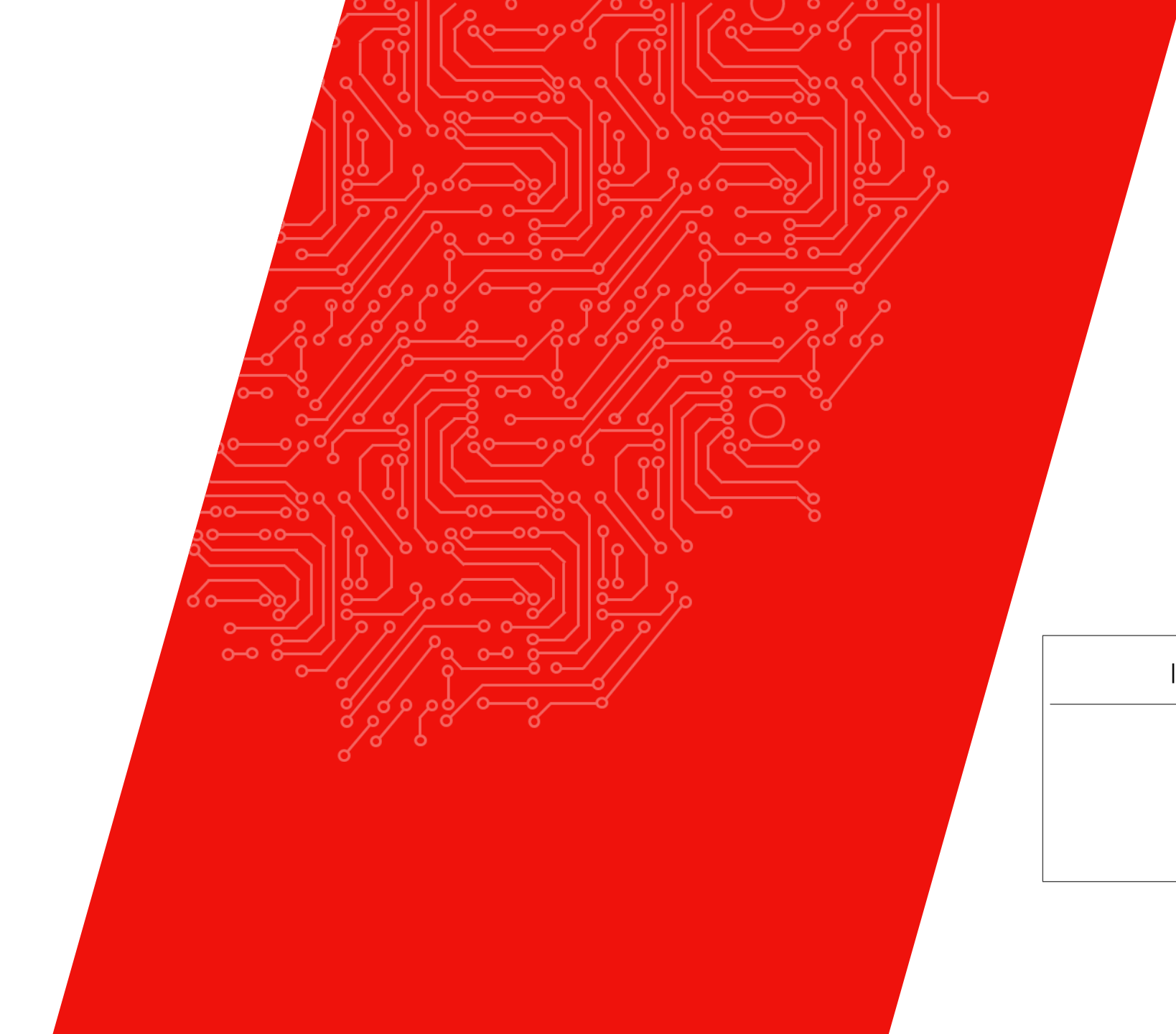
Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

### ● 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.



## 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>

**[Latest Information on Our Digital Events](https://promotion.itmedia.co.jp/contact)**