

@IT NETWORK Live 2026 Spring

Networking as a Strategic Foundation
for Business Growth

Date: Apr.22(Wed.),2026 – Apr.24(Fri.),2026

First Order Deadline: Feb.24(Tue.),2026

Final Order Deadline: Session Plan...Mar.25(Wed.),2026

List Plan...Apr.15(Wed.),2026

Event Overview

Name	@IT NETWORK Live 2026 Spring Networking as a Strategic Foundation for Business Growth
Date	Apr.22(Wed.),2026 – Apr.24(Fri.),2026
First Order Deadline	Feb.24(Tue.),2026
Final Order Deadline	Session Plan…Mar.25(Wed.),2026 List Plan…Apr.15(Wed.),2026
Number of Registrants	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, etc.
Sponsorship Plan	Session Plan From JPY 2,200,000 List Plan From JPY 2,000,000
Event Format	Multi-sponsor digital event
Organization	
Operations	ITmedia Inc.

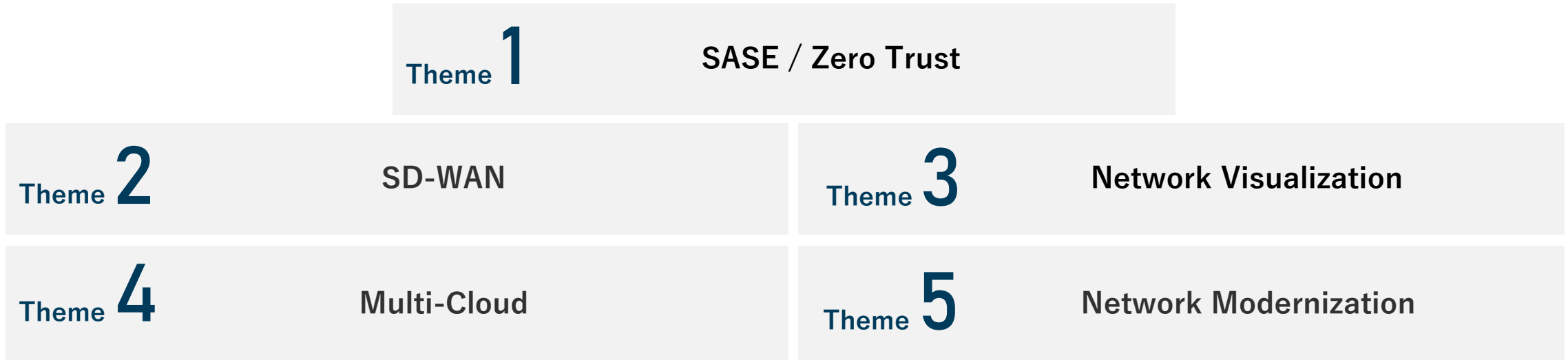
Event Theme	Theme 1 Zero Trust / SASE
	Keyword : #Moving away from VPN #Zero Trust #SASE #SD-WAN
	Theme 2 SD-WAN
	Keyword : #SD-WAN #Internet Breakout #Local Breakout
	Theme 3 Network Visualization
Event Theme	Keyword : #Network Visualization / Integrated Monitoring #NDR #Predictive Analysis by AI #Load Balancing / Improve Availability #DDI #Traffic Analysis / Log Visualization #DDoS Protection #Network Anomaly Detection
	Theme 4 Multi-Cloud
	Keyword : #Multi-Cloud Networking #Web Service / API Protection #Hybrid Cloud Connectivity #API Security #WAAP #WAF #Next-Generation WAF #ADC #DDoS Protection #Anti-bot / bot defense etc…
	Theme 5 Network Modernization
	Keyword : #Network Automation #AI Driven Network #NOC Utilization #IoT Network Operation #Automatic Troubleshooting #Reduce Operation Load / Network Optimization etc…

Contents

| Overview

Corporate network environments are undergoing unprecedented change. Organizations are adopting **hybrid and multi-cloud strategies** to deploy the right infrastructure for the right purpose, while requiring **flexible and reliable connectivity** to support **hybrid work, AI, and data-driven initiatives**. At the same time, **Zero Trust** has become essential to defend against increasingly sophisticated cyber threats. To meet these demands, a fundamental **shift in network design and operations** is required. However, many organizations face challenges such as growing system complexity, talent shortages, and over-reliance on individual expertise. At @IT NETWORK Live 2026 Spring, we will explore how to modernize network design and operations through **real-world case studies and practical insights**.

| Theme



*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.

April 22 (Wed)

April 23 (Thu)

April 24 (Fri)

Theme 1: SASE & Zero Trust			Theme 2 SD-WAN Theme 3 Network Visibility			Theme 4 Multi-Cloud Theme 5 Network Modernization	
Time	Length		Time	Length			
13:00~13:30	30 minutes	Keynote speech 1	13:00~13:30	30 minutes	Keynote speech 2-1 (SD-WAN)	Keynote speech 3-1 (Multi-Cloud)	
13:40~14:10	30 minutes	Sponsored session 1-1 DAY1-1-S101	13:40~14:10	30 minutes	Sponsored session 2-1 DAY2-2-S201	Sponsored session 3-1 DAY3-4-S301	
14:20~14:50	30 minutes	Sponsored session 1-2 DAY1-1-S102	14:20~14:50	30 minutes	Sponsored session 2-2 DAY2-2-S202	Sponsored session 3-2 DAY3-4-S302	
15:00~15:30	30 minutes	Sponsored session 1-3 DAY1-1-S103	15:00~15:30	30 minutes	Keynote speech 2-2 (Network Visibility)	Keynote speech 3-2 (Network Modernization)	
15:40~16:10	30 minutes	Sponsored session 1-4 DAY1-1-S104	15:40~16:10	30 minutes	Sponsored session 2-3 DAY2-3-S203	Sponsored session 3-3 DAY3-5-S303	
16:20~16:50	30 minutes	Sponsored session 1-5 DAY1-1-S105	16:20~16:50	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.

Sponsorship Menu

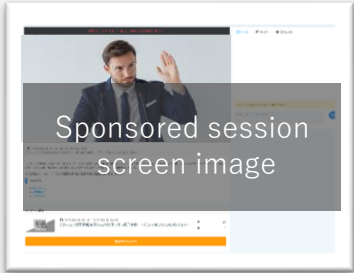
	Session Plan			List Plan	
	Diamond	Platinum	Silver	Full List	Theme-Specific List
Sponsored sessions	●	●	●	—	—
Sponsor session questionnaire	●	●	●	—	—
Distribution of related materials	●	●	●	—	—
Viewer leads (All leads delivered) ※Includes all viewer leads generated within two days of the archive launch.	●	●	—	—	—
Viewer leads (Capped) ※Includes all viewer leads generated within two days of the archive launch.	—	—	● (Up to 300)	—	—
Registrant list for your sponsored theme	● (Unlimited)	● (Up to 450)	—	● (Unlimited)	● (Up to 450)
All registrants list (Full delivery)	●	—	—	●	—
Insertion of sponsor company's logo	●	●	●	●	●
Sharing the results of pre-questionnaire	●	●	●	●	●
Event report	●	●	●	●	●
List Count (Total Records)	Estimated 700	Estimated 350	Estimated 250	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.	※Up to 300	※The number of registrants is an estimate.	※Up to 450
	※Plans are subject to change depending on sponsorship status by the application deadline.				
Price (Gross / Tax not included)	JPY 3,800,000	JPY 2,800,000	JPY 2,200,000	JPY 2,600,000	JPY 2,000,000

※Additional options are available for an extra fee.

Sponsorship 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-choice, multiple-choice, and free-text questions.
- Clicking the survey button opens a pop-up window.

*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 providing PDF files as download links, we can provide an external link to your company's website

| Leads (Viewer)

- Viewer lead information of your company's sessions will be provided.

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 Registrant List

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

Information provided

Name, company name, department, title, address, phone number, email address, industry, job title, job level, 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)

- Receive full contact details of all event registrants

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.

Sponsorship Menu Details

\\One company only\\

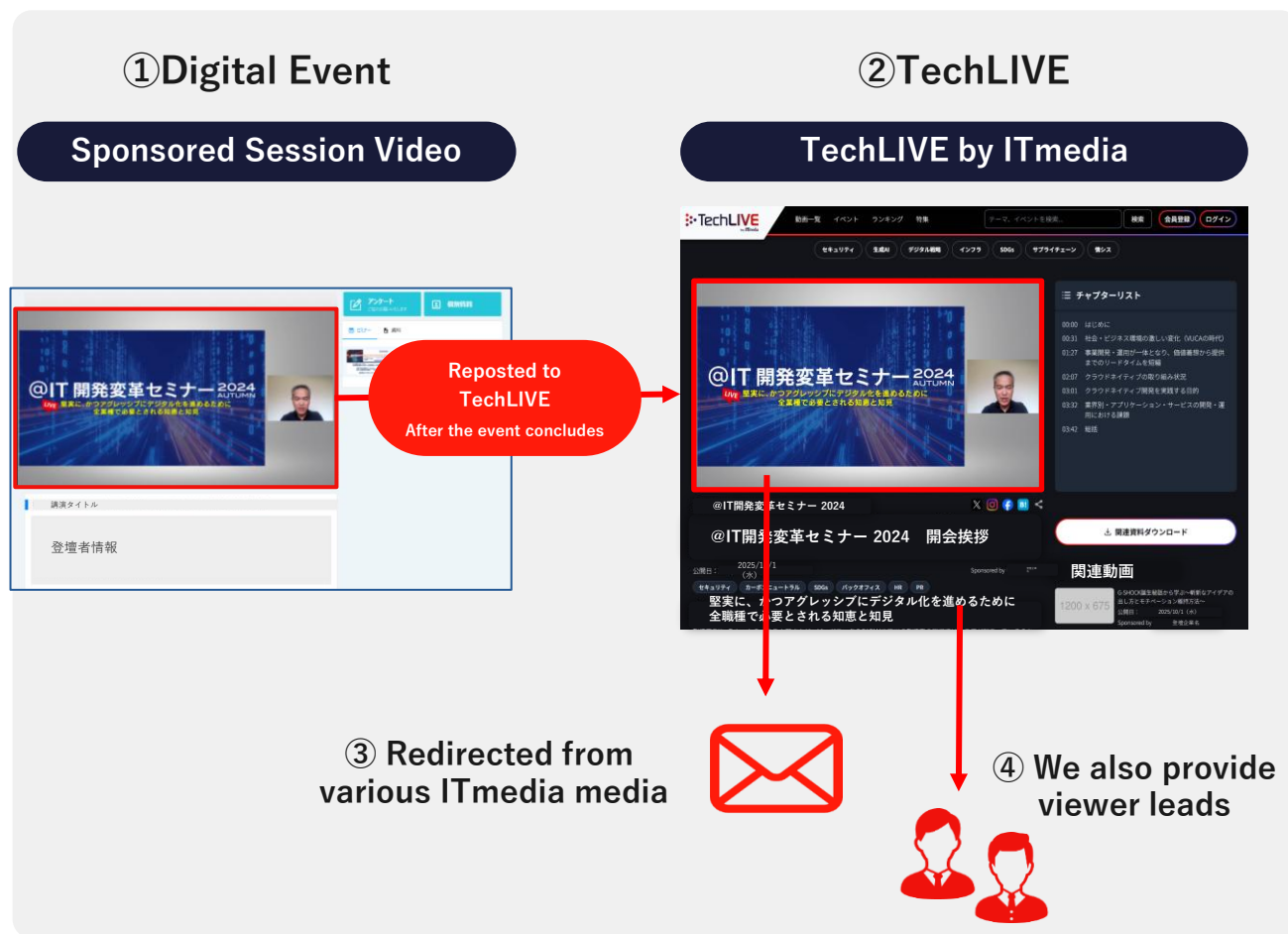
@IT NETWORK Live | Dedicated Zone

Services Provided	1. Dedicated Zone Planning 1. Includes creation of zone title and summary text for promotional site listing	Timetable	We will provide a dedicated zone for the keynote speech and two sponsor sessions. ※The timetable will be finalized at the time of the first application deadline, taking into account the overall sponsorship status of the event.							
	2. Keynote Presentation Broadcast (30 minutes × 1 slot) and Assignment of 1 Speaker 1. Sponsors may assign speakers themselves. No discount applies in this case. 2. If assignment according to the specified schedule is difficult, we will proceed with our assigned speaker. 3. If we assign the speaker, a separate fee will apply if the speaker's honorarium exceeds a certain amount.			<div>Duration</div> <table><tr><td>30min</td><td>keynote speech</td></tr><tr><td>30min</td><td>Sponsor Session 1</td></tr><tr><td>30min</td><td>Sponsor Session 2</td></tr></table> <div>keynote speech Presentations by Experts Assigned by ITmedia</div>	30min	keynote speech	30min	Sponsor Session 1	30min	Sponsor Session 2
	30min			keynote speech						
	30min			Sponsor Session 1						
	30min			Sponsor Session 2						
3. Sponsor Session Broadcast (30 minutes × 2 slots) 1. Customization of specifications, such as changing broadcast times, is not possible. 2. Presentations will be either live from our studio or pre-recorded via Zoom.	<div>Sponsor Sessions by Supporting Companies During the sponsor session, we will feature exclusive presentations by our supporting companies.</div>									
4. Dedicated Zone Registrants List (Estimated 300 entries; not guaranteed) 1. We will provide a list of zone registrants and sponsor session viewers. 2. The keynote speech viewer list will not be provided.										
5. Company logo displayed as a Diamond Sponsor on the promotional website.										
Price	JPY 5,000,000	Notes	<ul style="list-style-type: none">As with regular sponsor sessions, viewership numbers are not guaranteed.Regarding Audience Acquisition<ul style="list-style-type: none">We will not implement any customer acquisition measures, such as standalone promotions for this dedicated zone.The means of audience acquisition will be entrusted entirely to our company.If it becomes difficult to proceed according to the scheduled plan, the number of registrants may decrease.Reports will only be included in the overall event report. No individual reports will be provided for this session.							
Order Deadline	First order deadline (two months before opening) on the same date									

※Cannot be purchased as a standalone option. (all prices are gross and do not include tax).

Sponsor Session Video posted on TechLIVE

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



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](#)

- **Publication 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 in our company-hosted digital events (excluding those related to the Industrial DX Partnership program).
- **Posting Schedule**
 - Videos will be published sequentially after the event concludes.
- **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.

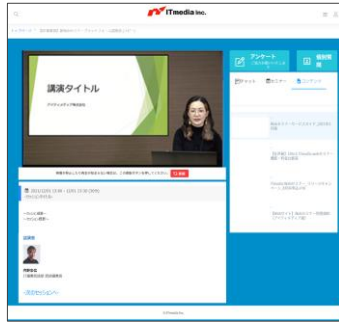
Bundled Plan Overview

Leverage session videos from the event to generate additional leads.

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 700**

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

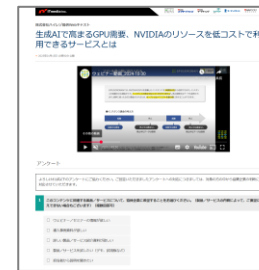
(Option) Lead generation program using session videos

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](#).

※ Lead generation is limited to user companies only

Rate (Excluding tax / Gross)

JPY 4,800,000

※ Image is for illustrative purposes only.

Optional Services 1

Order deadline

| Session Video File Delivery (MP4)

3 months after the closing

- When you apply for a plan with a session and you present live at the event, we will provide the recording data of your LIVE session in mp4 format.
- * Provided as raw, unedited footage.

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

| Organizer survey response 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

| ABM Data Enrichment

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**

| Custom Lead Delivery

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

Delivery fee varies depending on the leads amounts.

| 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

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

JPY **500,000**

※Cannot be purchased as a standalone option. Fees are charged separately from the sponsorship fee. (all prices are gross and do not include tax).

Optional Services 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 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.
- Publication media: 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 Production (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**

| 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 Text Display

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

| Commercial Spot 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**

※Cannot be purchased as a standalone option. Fees are charged separately from the sponsorship fee. (all prices are gross and do not include tax).

Optional Services 3

Session Sponsors Only

ITmedia Digital Event Special: Panel Discussion

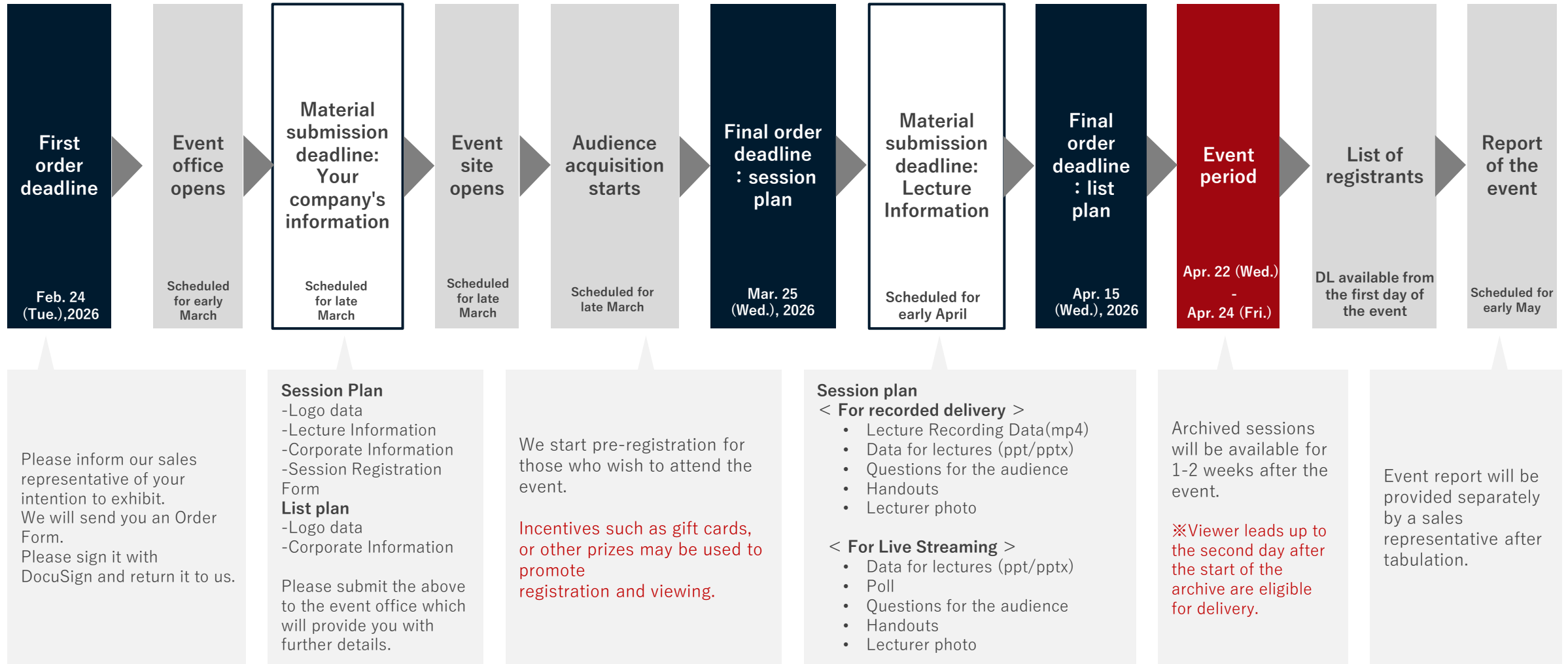
Services	<ul style="list-style-type: none"> Session planning Assignment of expert speaker (1 person) Broadcast at ITmedia-hosted digital event (60 min) Provision of viewer lead information
Speakers	<ul style="list-style-type: none"> One representative from a sponsoring company One expert One representative from ITmedia editorial department <p>* In principle, three speakers; maximum of four * Additional fees apply for four speakers * Five or more speakers are not accepted</p>
Specifications	<ul style="list-style-type: none"> Recording format: Pre-recorded only (live streaming not available) Pre-recording studio: ITmedia Studio @ Kojimachi Speakers: Seated at a long table Options: <p>*No other options are available except for the following two 1. Insertion of on-screen text (titles/captions): JPY 200,000 Ex) Presentation of agenda and speakers' titles etc. 2. Video delivery: JPY 50,000 (excluding tax)</p>
Implementation Conditions	<ol style="list-style-type: none"> Apply for the plan with sessions at the standard price Discussions are scheduled for the last slot on the broadcast date <p>*The order of presentations may be adjusted depending on the sponsorship status of other sponsor companies.</p>

Expected Schedule	<p>Example: Session sponsor + panel discussion</p> <p>* The schedule may vary depending on the event.</p> <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> <p>Sponsor Company Presentations</p> <p>Hold your own presentation in a sponsor session.</p> </div> <div> <p>Panel Discussion</p> <p>Join a discussion with experts, ITmedia editors, and representatives from your company.</p> </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

※Cannot be purchased as a standalone option. (all prices are gross and do not include tax)

Application Process

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 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 Policy

Please note that a cancellation fee will be charged if any of the following conditions apply
 after the Order Form is executed
 after submission of the registration form
 after the event office guidance has started

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.

Streaming Platforms

The venue configuration and delivery platform, including operational systems, are subject to change for certain reasons.

Online Streaming Risks

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 or ISP issues

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: Viewer-side connectivity issues

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.



Digital Event Inquiries

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](#)