

Edge AI Initiative

2026

Date : June 16(Tue.), 2026 - June 18(Thu.), 2026

Primary Deadline : February 27(Fri.), 2026

Final Deadline : Session plan May 19(Tue.), 2026
List plan June 9 (Tue.), 2026

Name	Edge AI Initiative 2026
Date	June 16(Tue.), 2026 - June 18(Thu.), 2026
Primary deadline	February 27(Fri.), 2026
Final deadline	Session plan : May 19(Tue.), 2026 List plan : June 9 (Tue.), 2026
Target audience (Industries)	Manufacturing/FA/robotics/automotive/logistics and distribution/ICT/energy/AI data center/aerospace and other industries
Target audience (Job functions)	Hardware & software & system engineers/Design developers/Researchers/Data scientists/Machine learning researchers/Engineers from semiconductor equipment and materials manufacturers and trading companies/Tool vendors, etc.
Sponsorship menu	Session plan from USD 18,000 List plan from USD 30,000
Format	Multi-sponsor digital event
Organizer	
Operator	ITmedia Inc.

Expected registrants
Program Committee Chair
Supporters

3,000*

*Estimate based on past events; actual results may vary depending on the number of tracks and other factors.

Institute of Advanced Industrial Science and Technology (AIST)
Visiting Researcher
Kunio Uchiyama

◆ Local Government

Yamaguchi, Hokkaido, Iwate, Yamagata, Ishikawa, Mie, Hiroshima, Nagasaki, Kumamoto

◆ Related Industry Organizations

NICT: National Institute of Information and Communications Technology
IPA: Information-technology Promotion Agency, Japan
SAJ: Software Association of Japan
GUGA: Association for Generative AI Promotion
JSMS: The Society of Materials Science, Japan
JSST: Japan Society for Simulation Technology
SPS: Smart Processing Society for Materials, Manufacturing & Energy
RSJ: The Robotics Society of Japan
EXRA: Entertainment XR Association
JDCC: Japan Data Center Association
SESSAME: Society of Embedded Software Skill Acquisition and Management
JEITA: Japan Electronics and Information Technology Industries Association
JARI: Japan Automobile Research Institute
JEV: Japan EDA Venture Association
SEMI Japan
SSIS: Society of Semiconductor Industry Specialists
JSME: The Japan Society of Mechanical Engineers
SICE: Society of Instrument and Control Engineers
CCDS: Connected Consumer Device Security Council
MCPC: Mobile Computing Promotion Consortium
JARA: Japan Robot Association

NCA: Nippon CSIRT Association
SEAJ: Semiconductor Equipment Association of Japan
JPCERT/CC: JPCERT Coordination Center
OPC Council Japan
JQCA: Japan Quantum Computing Association
Q-STAR: Quantum Strategic industry Alliance for Revolution
The Autware Foundation
Quantum ICT Forum
QII: Quantum Innovation Initiative Consortium
JDLA: Japan Deep Learning Association
JDA: Japan Drone Association
AIPA: AI & IoT Promotion Association
CSA Japan: Cloud Security Alliance Japan Chapter
RRI: Robot Revolution & Industrial IoT Initiative
SIOTP: Secure IoT Platform Consortium
NEDIA: Japan Electronics Device Industry Association
SME-AI: Small and Medium Enterprise AI Utilization Association
ANIC: Association for New Industry Creation in Hokkaido
AHK Japan: German Chamber of Commerce and Industry in Japan
AIGA: AI Governance Association

Program Committee Ensures Comprehensive Topic Coverage

Concept

- Curated by a program committee made up of leaders from industry, government, academia, and media.
- Focused on engineers and researchers involved in the design and development of IoT devices, consumer/industrial equipment, robots, and more.
- Covers the full Edge AI landscape—from the latest AI semiconductors and Physical AI to data centers and infrastructure.

Key features

- Keynotes by leading experts selected by the Program Committee.
- Four tracks: Technology Trends, Edge AI Infrastructure, Edge AI Use Cases, and Physical AI.
- A strong lineup of organizer sessions designed to drive engagement with sponsored session.

External collaboration

- Outreach to organizations involved in semiconductor utilization
- Partnerships with local governments prioritizing the semiconductor industry
- Information sharing and promotion across multiple regions

Attendee recruitment

- Promotion led by EE Times Japan and EDN Japan
- Announcements to members of supporting organizations
- Designed to attract decision-makers and product developers within the target audience

※ Please note that the contents herein may be subject to change or discontinuation without prior notice. Should you have any queries, please contact your sales representative.

Timetable

Four themes are available over the three days.
Regardless of the schedule, you may sponsor your preferred theme and session slot.

Time	Length	June 16 (Tue.)	June 17 (Wed.)	June 18 (Thu.)
9 : 30-10 : 00	30 min.	Keynote session 1-1 Technology Trends	Keynote session 2-1 Edge AI infrastructure	Keynote session 3-1 Edge AI use cases
10 : 10-10 : 40	30 min.	Sponsored session 1-1 DAY1-1-S101	Sponsored session 2-1 DAY2-2-S201	Sponsored session 3-1 DAY3-3-S301
		Diamond plan priority slot		
10 : 50-11 : 20	30 min.	Special session 1-1 Edge AI infrastructure	Special session 2-1 Edge AI use cases	Special session 3-1 Edge AI infrastructure
11 : 30-12 : 00	30 min.	Sponsored session 1-2 DAY1-1-S102	Sponsored session 2-2 DAY2-2-S202	Sponsored session 3-2 DAY3-3-S302
		Platinum plan and above priority slot		
13 : 00-13 : 30	30 min.	Keynote session 1-2 Physical AI	Keynote session 2-2 Technology Trends	Keynote session 3-2 Physical AI
13 : 40-14 : 10	30 min.	Sponsored session 1-3 DAY1-1-S103	Sponsored session 2-3 DAY2-2-S203	Sponsored session 3-3 DAY3-3-S303
		Diamond plan priority slot		
14 : 20-14 : 50	30 min.	Sponsored session 1-4 DAY1-1-S104	Sponsored session 2-4 DAY2-2-S204	Sponsored session 3-4 DAY3-3-S304
		Platinum plan and above priority slot		
15 : 00-15 : 30	30 min.	Special session 1-2 Technology Trends	Special session 2-2 Physical AI	Special session 3-2 Edge AI use cases
15 : 40-16 : 10	30 min.	Sponsored session 1-5 DAY1-1-S105	Sponsored session 2-5 DAY2-2-S205	Sponsored session 3-5 DAY3-3-S305
		Platinum plan and above priority slot		
16 : 20-16 : 50	30 min.	Sponsored session 1-6 DAY1-1-S106	Sponsored session 2-6 DAY2-2-S206	Sponsored session 3-6 DAY3-3-S306
		Silver plan priority slot		
17 : 00-17 : 30	30 min.	Special session 1-3 Edge AI use cases	Special session 2-3 Edge AI infrastructure	Special session 3-3 Technology Trends

※The program will be changed accordingly depending on the number of sponsors

Sponsorship Menu

Session Plan

List Plan

Special Plan

Sponsored session	60min	30min	30min	30min	—	—
Questionnaire by sponsor	<div><div>*Available for Platinum Plan and above.</div><div>*The services provided are as specified in each plan.</div></div>	●	●	●	—	—
Distribution of related materials		●	●	●	—	—
Viewer leads (All leads delivered) ※Includes leads generated up to 2 days after archiving starts.		●	●	—	—	—
Viewer leads (Capped) ※Includes leads generated up to 2 days after archiving starts.		—	—	● (Up to 225)	—	—
Registrant list for your sponsored theme		—	● (Up to 1,200)	—	● (Up to 3,500)	● (Up to 1,200)
All registrants list (Full delivery)		● (Up to 3,500)	—	—	●	—
Insertion of sponsor company’s logo		●	●	●	●	●
Sharing the results of pre-questionnaire		●	●	●	●	●
Event report		●	●	●	●	●
List Count (Total Records) *The number of leads is an estimate.		Estimated 3,000	Estimated 1,000	Estimated 150	Estimated 3,000	Estimated 1,000
Remarks		*Up to 3,500 *Viewer leads will be delivered in full even if they exceed the limit.	*Up to 1,200 *Viewer leads will be delivered in full even if they exceed the limit.	*Up to 225	*Up to 3,500	*Up to 1,200
		※Plans are subject to change depending on sponsorship status by the application deadline.				
Price (Gross / Tax not included)	Diamond/Platinum Price + USD 12,000	USD 42,000	USD 30,000	USD 18,000	USD 42,000	USD 30,000

*Additional options are available for an extra fee.

Available exclusively to sponsors applying for the Platinum Plan or above

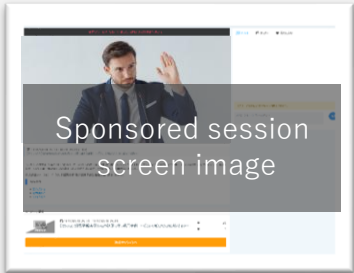
What's Included	<ul style="list-style-type: none">● Extends the standard 30-minute sponsored session to 60 minutes● Maximize flexibility while minimizing total cost<ul style="list-style-type: none">◦ Panel discussion format with partner companies◦ Relay-style format with partner companies◦ Sponsored session format combined with a live demo✖ The ITmedia editorial team will not be responsible for session planning or speaker arrangements.✖ Leads and other deliverables will be provided in accordance with your selected sponsorship plan.
Specifications	<p>The session will be delivered via live streaming or recorded streaming.</p> <ul style="list-style-type: none">● For live streaming<ul style="list-style-type: none">◦ Screen-share demonstrations via PC are available (Live device demonstrations are not recommended to avoid potential technical issues.)◦ Up to 2 presenters may appear on screen simultaneously◦ One camera will be used.● For recorded streaming<ul style="list-style-type: none">◦ Please submit your presentation video in advance◦ MP4 format only◦ No editing or captioning will be applied to the submitted video◦ If video production is required, please select the optional “Session Recording Support” (from USD 2,400)
Implementation Conditions	Please apply for either the Diamond Plan or Platinum Plan at the standard list price.

Slot Information	<p>This session will occupy two consecutive Sponsored session slots on each event date.</p> <table><tr><td>13:00 – 13:30</td><td>30 min.</td><td>Keynote session</td></tr><tr><td>13:40-14:10</td><td>30 min.</td><td>Sponsored session</td></tr><tr><td>14:20-14:50</td><td>30 min.</td><td>Sponsored session</td></tr><tr><td>15:00-15:30</td><td>30 min.</td><td>Special session</td></tr><tr><td>15:40-16:10</td><td>30 min.</td><td>Sponsored session</td></tr><tr><td>16:20-16:50</td><td>30 min.</td><td>Sponsored session</td></tr><tr><td>17:00-17:30</td><td>30 min.</td><td>Special session</td></tr></table> <div><div>Panel discussion format with partner companies</div><div>Relay-style format with partner companies</div><div>Your Company Session + Live Demo</div><div>,etc.</div></div> <p>You can freely customize the session content.</p>	13:00 – 13:30	30 min.	Keynote session	13:40-14:10	30 min.	Sponsored session	14:20-14:50	30 min.	Sponsored session	15:00-15:30	30 min.	Special session	15:40-16:10	30 min.	Sponsored session	16:20-16:50	30 min.	Sponsored session	17:00-17:30	30 min.	Special session
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Important Notes	<ul style="list-style-type: none">● Slot availability<ul style="list-style-type: none">◦ As two consecutive slots are required, your preferred time may not be available depending on other sponsors' reservations.● Lead delivery<ul style="list-style-type: none">◦ Personal information will be provided exclusively to the sponsoring company.◦ Any sharing with partner companies must be handled in accordance with your company's privacy policy.																					
Order Deadline	May 19(Tue.), 2026																					
Price	<div><div>Diamond Plan</div><div>USD 54,000</div></div> <div><div>Platinum Plan</div><div>USD 42,000</div></div>																					

※ All prices are gross and exclude tax.

| Sponsored Session

- Sponsored 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

Contact details include: 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).

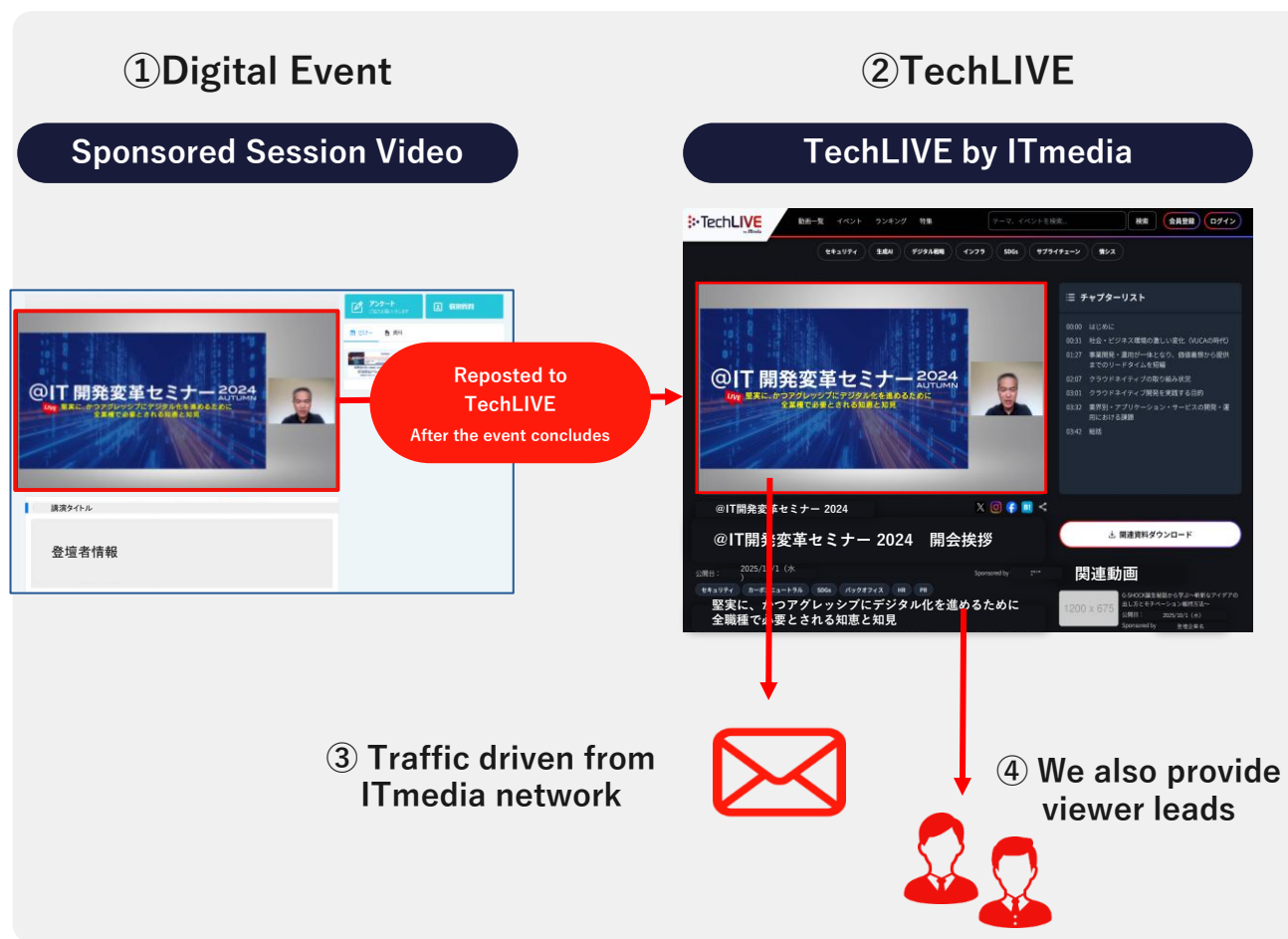
* Questions will be set by ITmedia. They cannot be set individually.

| 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.

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



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](#)

*Image is for reference only.

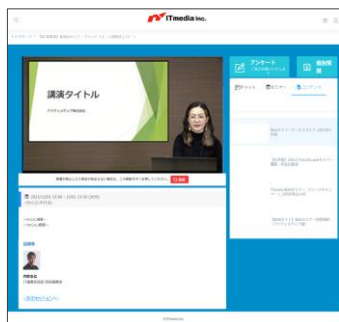
- **Publication on TechLIVE**
 - If you do not wish your session video to be published, please inform the event office representative at the time of sponsorship.
 - If we do not receive such notice, your video will be posted under the following conditions.
- **Eligible Videos**
 - **Sponsored session 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.

Leverage session videos from the event to generate additional leads.

Sponsored session program for this online seminar

Through sponsored sessions, you can deliver your company's message to readers actively seeking information on the relevant topic.

▼ Sponsored session Streaming Screen Image



of leads **Estimated 3,000**

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

(Option)

Lead generation program using session videos

We will post one presentation video from this event and one or two pieces of related content from your company on our media outlets, providing you with leads.

(The content will be data masking and you will be asked for permission to provide personal information upon viewing.)

▼ Content introduction screen



▼ Content viewing screen(for videos)



For details, please see [here](#).

Number of Leads **+100**

※ User companies only

Rate (Excluding tax / Gross)

USD 52,800

※ Image is for illustrative purposes only.

| 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.

USD **600**

| 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.

USD **2,400** 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.
- Please use this information as a reference during lead follow-up.
- Applications must be submitted at least one week prior to the event date.

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

USD **2,400** 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:
go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn

USD **2,400**

| 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>

USD **30,000**

| 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

USD **900** 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>

USD **6,000**

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

| Lead generation through the use of session video

By the end of 2 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>

Construction : ~~USD 15,600~~
 Manufacturing : ~~USD 13,200~~

USD **10,800**

| 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

USD **12,000** 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>

3,000 page views guaranteed

USD **14,400**

| Session Brochure Production (Manufacturing and Construction)

By 1 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)

USD **14,400**

| 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 Sponsored 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.

USD **36,600**

| 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

USD **600** 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.

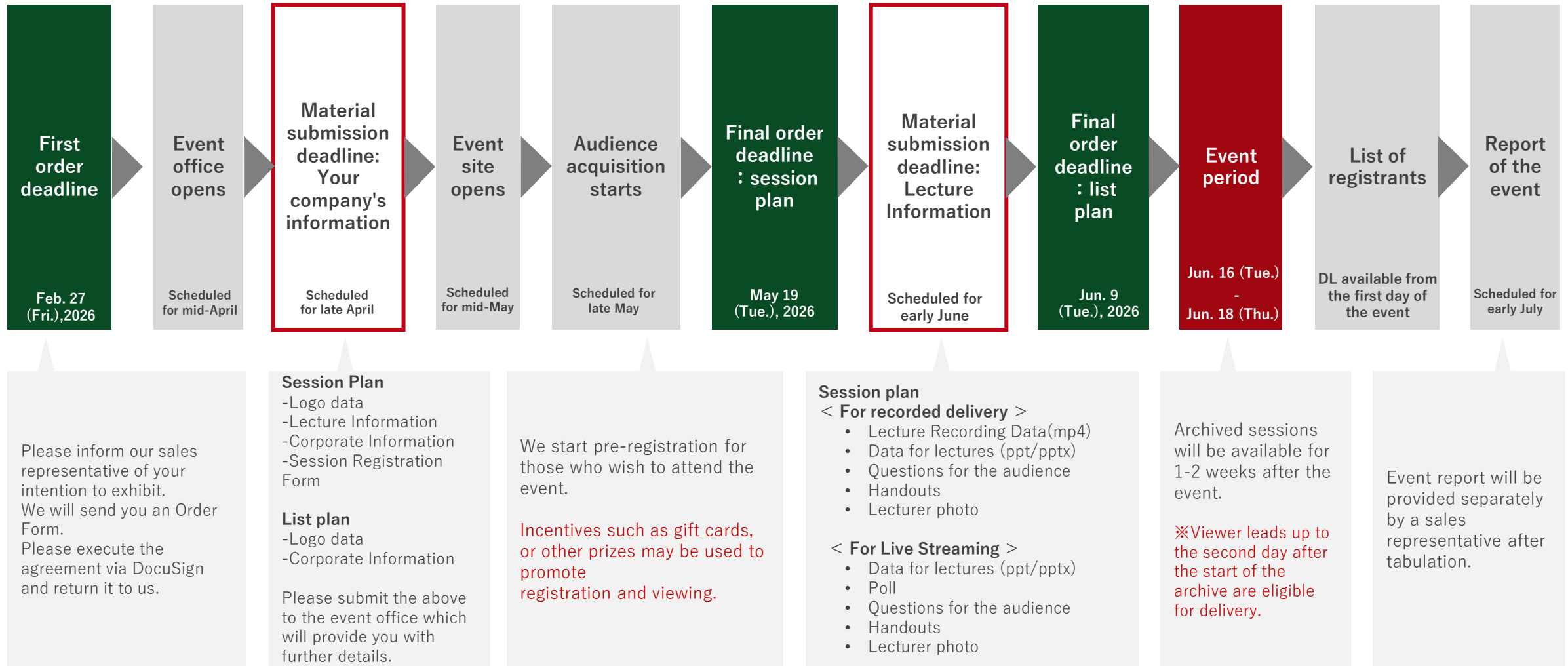
Detail:
<https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq>

USD **3,600**

※Cannot be purchased as a standalone option. Fees are charged separately from the sponsorship fee. (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.

| 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

All prices are exclusive of consumption tax.

| 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: Network Connectivity Issues 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

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

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