

# Edge AI Initiative

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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	<p>Session plan : May 19(Tue.), 2026</p> <p>List plan : June 9 (Tue.), 2026</p>
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	<p>Session plan from USD 18,000</p> <p>List plan from USD 30,000</p>
Format	Multi-sponsor digital event
Organizer	
Operator	ITmedia Inc.

## Expected registrants

3,000\*

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

## Program Committee Chair

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

## Supporters

※Supporters listed are based on the 2025 event and are subject to change.

## 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.

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
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
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
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
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
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
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

## Available exclusively to sponsors applying for the Platinum Plan or above

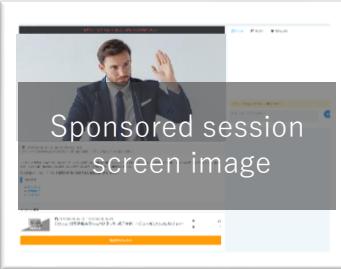
<h3>What's Included</h3>	<ul style="list-style-type: none"> <li>Extends the standard 30-minute sponsored session to <b>60 minutes</b></li> <li>Maximize flexibility while minimizing total cost           <ul style="list-style-type: none"> <li>Panel discussion format with partner companies</li> <li>Relay-style format with partner companies</li> <li>Sponsored session format combined with a live demo</li> </ul> </li> </ul> <p>※ The ITmedia editorial team will not be responsible for session planning or speaker arrangements.</p> <p>※ Leads and other deliverables will be provided in accordance with your selected sponsorship plan.</p>																					
<h3>Specifications</h3>	<p>The session will be delivered via <b>live streaming</b> or <b>recorded streaming</b>.</p> <ul style="list-style-type: none"> <li><b>For live streaming</b> <ul style="list-style-type: none"> <li>Screen-share demonstrations via PC are available (Live device demonstrations are not recommended to avoid potential technical issues.)</li> <li>Up to 2 presenters may appear on screen simultaneously</li> <li>One camera will be used.</li> </ul> </li> <li><b>For recorded streaming</b> <ul style="list-style-type: none"> <li>Please submit your presentation video in advance</li> <li>MP4 format only</li> <li>No editing or captioning will be applied to the submitted video</li> <li>If video production is required, please select the optional "<b>Session Recording Support</b>" (from USD 2,400)</li> </ul> </li> </ul>																					
<h3>Implementation Conditions</h3>	<p>Please apply for either the <b>Diamond Plan</b> or <b>Platinum Plan</b> at the standard list price.</p>																					
<h3>Slot Information</h3>	<p>This session will occupy <b>two consecutive Sponsored session slots</b> on each event date.</p> <table border="1"> <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> <p><b>60 min.</b></p> <p><b>13:40-14:40</b> Special extended sponsored session</p> <p><b>15:40-16:40</b> Special extended sponsored session</p> <p>or</p> <p><b>60 min.</b></p> <p><b>Panel discussion format with partner companies</b></p> <p><b>Relay-style format with partner companies</b></p> <p><b>Your Company Session + Live Demo</b>, etc.</p> <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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<h3>Important Notes</h3>	<ul style="list-style-type: none"> <li><b>Slot availability</b> <ul style="list-style-type: none"> <li>As two consecutive slots are required, your preferred time may not be available depending on other sponsors' reservations.</li> </ul> </li> <li><b>Lead delivery</b> <ul style="list-style-type: none"> <li>Personal information will be provided exclusively to the sponsoring company.</li> <li>Any sharing with partner companies must be handled in accordance with your company's privacy policy.</li> </ul> </li> </ul>																					
<h3>Order Deadline</h3>	<p><b>May 19(Tue.), 2026</b></p>																					
<h3>Price</h3>	<p><b>Diamond Plan</b> <b>USD 54,000</b></p> <p><b>Platinum Plan</b> <b>USD 42,000</b></p>																					

※ All prices are gross and exclude tax.

# Sponsorship Menu Details

## | 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.**

## | 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.**

## | 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.**

## | 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.

## ①Digital Event

### Sponsored Session Video



Reposted to  
TechLIVE  
After the event concludes

## ②TechLIVE

### TechLIVE by ITmedia



## ③ Traffic driven from ITmedia network



## ④ We also provide viewer leads

# 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.

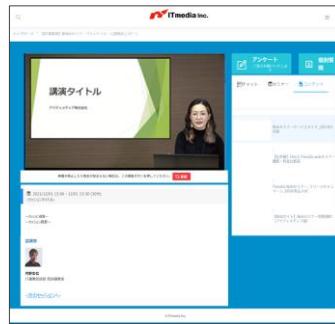
- **Publication on TechLIVE**
  - If you do not wish your session video to be published, please inform the event office representative at the time of sponsorship.
  - If we do not receive such notice, your video will be posted under the following conditions.
- **Eligible Videos**
  - Sponsored session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

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

**Delivery fee varies depending on the leads amounts.**

| 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**

| 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/291242/2022-01-30/281s4x>

USD **30,000**

| 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**

| 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**

| 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>

USD **2,400**

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

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).

# Optional Services 2

## Deadline

| 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**

| 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:  
<https://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**

| 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/291242/2024-06-04/2czqstv>

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**

| 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:  
<http://go.itmedia.co.jp/l/291242/2025-06-02/2d2cgk>

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.

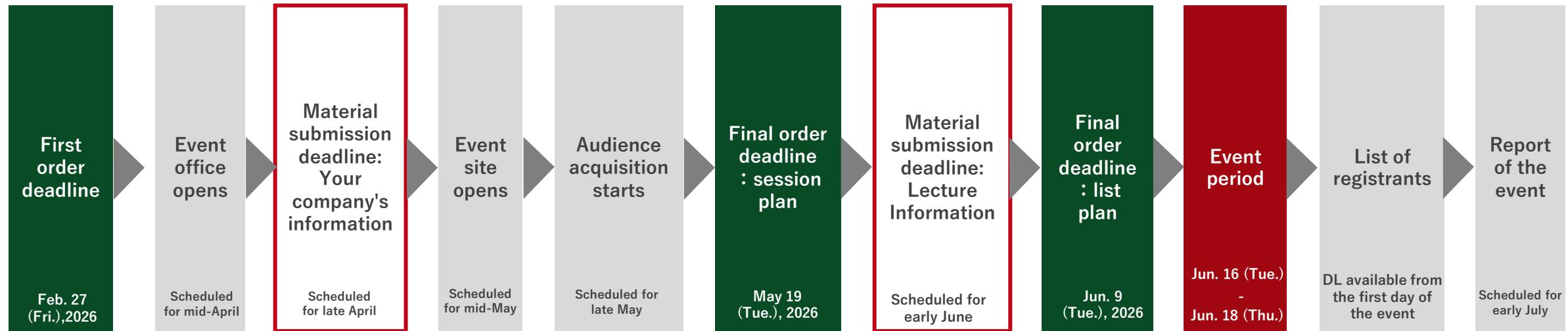
Detail:  
<http://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq>

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.



Please inform our sales representative of your intention to exhibit. We will send you an Order Form. Please execute the agreement via DocuSign and return it to us.

**Session Plan**  
-Logo data  
-Lecture Information  
-Corporate Information  
-Session Registration Form

**List plan**  
-Logo data  
-Corporate Information

Please submit the above to the event office which will provide you with further details.

We start pre-registration for those who wish to attend the event.

Incentives such as gift cards, or other prizes may be used to promote registration and viewing.

**Session plan**  
< For recorded delivery >

- Lecture Recording Data(mp4)
- Data for lectures (ppt/pptx)
- Questions for the audience
- Handouts
- Lecturer photo

< For Live Streaming >

- Data for lectures (ppt/pptx)
- Poll
- Questions for the audience
- Handouts
- Lecturer photo

Archived sessions will be available for 1-2 weeks after the event.

**※Viewer leads up to the second day after the start of the archive are eligible for delivery.**

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.

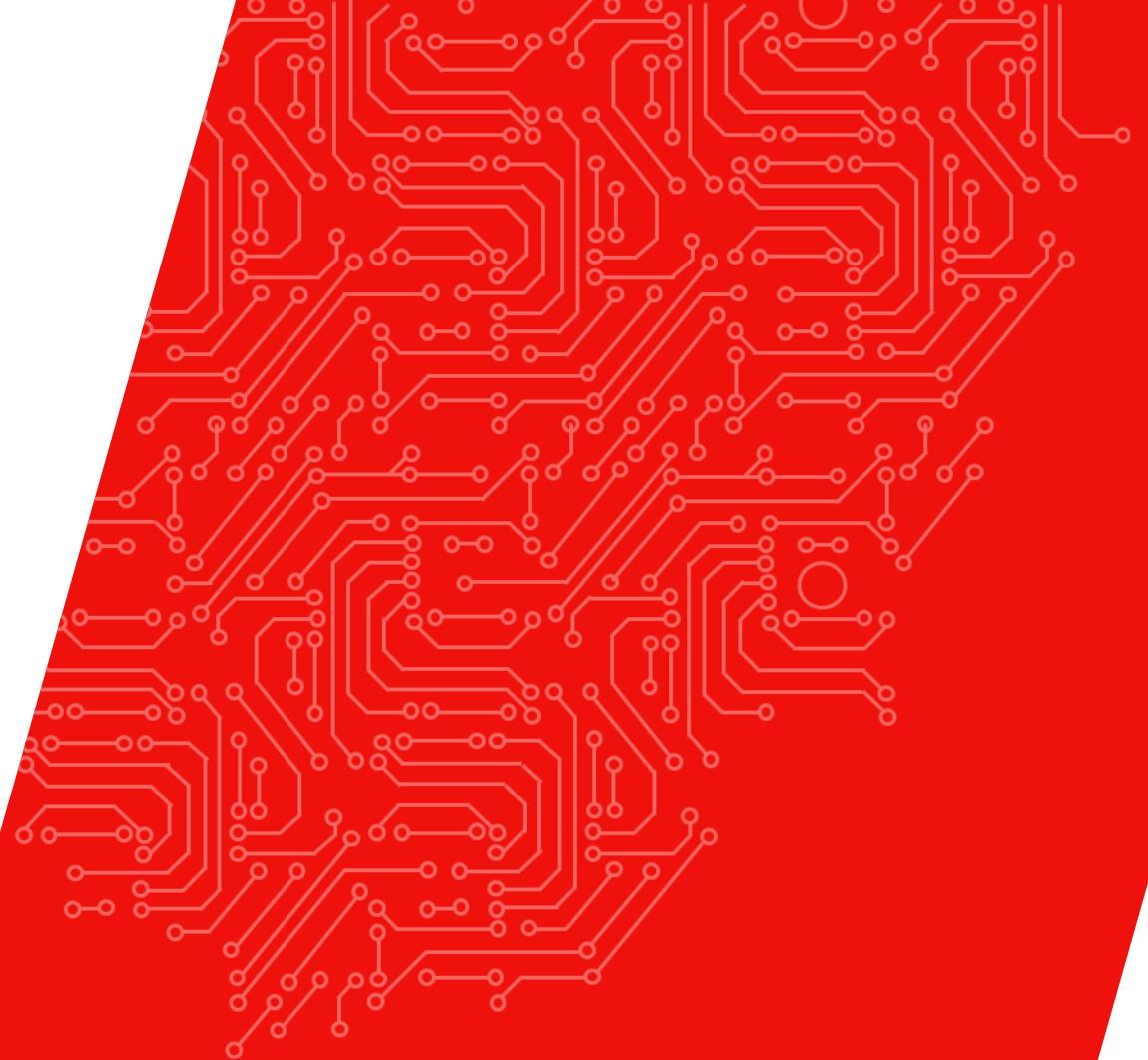
### ● Risk 4: Equipment failure

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

### 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](#)