Enterprise IT Summit 2026 Spring

To transform DX into "Business Strength"

Date：May 18(Mon.), 2026 – May 21 (Thu.), 2026
First Order Deadline：Mar 12 (Thu), 2026
Final Order Deadline：Session Plan… Apr 10 (Fri), 2026
List Plan… May 11 (Mon), 2026

ITmedia エグゼクティブ　ITmedia エンタープライズ
ITmedia Executive　ITmedia Enterprise

Name	**Enterprise IT Summit 2026 Spring** **To transform DX into "Business Strength"**
Date	May 18 (Mon.), 2026 – May 21 (Thu.), 2026
First Order Deadline	Mar 12 (Thu), 2026
Final Order Deadline	Session Plan… Apr 10 (Fri), 2026 List Plan… May 11 (Mon), 2026
Number of Registrants	Estimated 800 participants *Based on past quote values and it may be subject to change depending on the number of themes or other factors.
Expected Audience Attributes	Mid-sized/Large(Enterprise) companies • **Executives/Corporate Planning** • **Internal Information Systems Department Managers** • **DX Promotion Department Heads/Leaders** • **Information Systems Department Staff,** etc.
Sponsorship Plan	Session Plan ｜ From JPY 1,500,000 List Plan ｜ From JPY 1,200,000
Event Format	Multi-sponsor digital event
Organization	ITmedia エグゼクティブ (ITmedia Executive)　ITmedia エンタープライズ (ITmedia Enterprise)
Operations	ITmedia Inc.

Theme 1 ｜ AI Utilization

AI as a Tool for Business Transformation
Keywords：#GenerativeAI #LLM #AIManagement #AIAgent #AIGovernance#XAI (eXplainable AI) #RAG (Retrieval-Augmented Generation)

Theme 2 ｜ Data Architecture

Building the Foundation to Transform Data into a Strategic Asset

Keywords：#Data Labeling Tools #Data Lake #Data Virtualization #ETL #Data Catalog #Data Protection #API Management Tools #DWH, etc.

Theme 3 ｜ Cloud Strategy

Cloud Strategy for achieving "Sustainable Operations"

Keywords：#PublicCloud #PrivateCloud #LiftAndShift #MultiCloud #CloudNative #HybridCloud, etc.

Theme 4 ｜ Legacy Modernization

Modernizing Legacy Systems to Achieve Business Agility

Keywords：#Legacy Migration #Agility #Refactoring #Replatforming #Microservices #Loosely Coupled Architecture, etc.

Theme 5 ｜ Migration from VMware

Fail-Proof "VMware Migration"

Keywords：#VirtualizationPlatform #IaaSPlatform #HybridCloud #CloudLift #HCI #ITInfrastructureInvestment #VMware

Theme 6 ｜ IT Operations Optimization

IT Operations Optimization Strategy for Selective Focus

Keywords：#Cloud Cost Optimization #FinOps (Financial Operations) #System Observability #Resource Right-Sizing #Operational Automation, etc.

If sufficient sponsoring companies are not secured by the initial order deadline, the event may be canceled, the theme changed, or the scale reduced without prior notice.
Please note this in advance. For any inquiries, please contact your sales representative.

Contents

Overview

Leveraging AI and strengthening data foundations have become a shared priority for many enterprises.
At the same time, large organizations face the urgent task of modernizing **legacy systems** as a prerequisite for growth.

What is truly required to achieve a competitive edge?
This event dives deep into practical issues directly linked to business impact: implementing technologies that **maximize value**, developing digital talent, restructuring organizations for transformation, and optimizing infrastructure for cost-efficiency.
Through case studies from leading companies, we explore how to turn digital initiatives into tangible results.
We invite you to join us as a sponsor and partner in driving the future of enterprise IT.

Theme

Theme **1** — AI Utilization	Theme **4** — Legacy Modernization
Theme **2** — Data Architecture Development	Theme **5** — Migration from VMware
Theme **3** — Cloud Strategy	Theme **6** — IT Operations Optimization

*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.

Timetable

Time	Length	May 18 (Mon) Theme 1：AI Utilization	May 19 (Tue) Theme 2：Data Architecture Development	May 20 (Wed) Theme 3：Cloud Strategy Theme 4：Legacy Modernization	May 21 (Thu) Theme 5：Migration from VMware Theme 6：IT Operations Optimization
13：00～13：30	30 min	**Keynote speech 1**	**Keynote speech 2**	**Keynote speech 3-1** (Cloud Strategy)	**Keynote speech 4-1** (Migration from VMware)
13：40～14：10	30 min	Sponsored session 1-1 DAY1-1-S101	Sponsored session 2-1 DAY2-2-S201	Sponsored session 3-1 DAY3-3-S301 (Cloud Strategy)	Sponsored session 4-1 DAY4-4-S401 (Migration from VMware)
14：20～14：50	30 min	Sponsored session 1-2 DAY1-1-S102	Sponsored session 2-2 DAY2-2-S202	Sponsored session 3-2 DAY3-3-S302 (Cloud Strategy)	Sponsored session 4-2 DAY4-4-S402 (Migration from VMware)
15：00～15：30	30 min	Sponsored session 1-3 DAY1-1-S103	Sponsored session 2-1 DAY2-2-S203	**Keynote speech 3-2** (Legacy Modernization)	**Keynote speech 4-2** (IT Operations Optimization)
15：40～16：10	30 min	Sponsored session 1-4 DAY1-1-S104	Sponsored session 2-2 DAY2-2-S204	Sponsored session 3-3 DAY3-3-S303 (Legacy Modernization)	Sponsored session 4-3 DAY4-4-S403 (IT Operations Optimization)
16：20～16：50	30 min	Sponsored session 1-5 DAY1-1-S105	Sponsored session 2-2 DAY2-2-S205	Sponsored session 3-4 DAY3-3-S304 (Legacy Modernization)	Sponsored session 4-4 DAY4-4-S404 (IT Operations Optimization)

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

	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**)	●	●※	—	—	—
| 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 800**	**Estimated 350**	**Estimated 250**	**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.	※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 4,000,000**	**JPY 2,800,000**	**JPY 2,200,000**	**JPY 2,600,000**	**JPY 2,000,000**

※ Regarding viewer leads for Platinum and Silver Plans: Viewer leads are delivered up to the second day after the archive begins. Delivered leads are updated periodically based on actions taken during the period (such as viewing or survey responses) until the archive ends.

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ITmedia エンタープライズ — ITmedia Enterprise

	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**)	●	●※	－	－	－
｜ Viewer leads (**Capped**) └※Includes all viewer leads generated within two days of the archive launch.	－	－	●※ (**Up to 200**)	－	－
｜ Registrant list for your sponsored theme	● (**Unlimited**)	● (**Up to 300**)	－	● (**Unlimited**)	● (**Up to 300**)
｜ All registrants list (Full delivery)	●	－	－	●	－
｜ Insertion of sponsor company's logo	●	●	●	●	●
｜ Sharing the results of pre-questionnaire	●	●	●	●	●
｜ Event report	●	●	●	●	●
List Count (Total Records)	**Estimated 800**	**Estimated 200**	**Estimated 150**	**Estimated 800**	**Estimated 200**
Remarks	※The number of registrants is an estimate.	※Up to 300 ※Viewer leads will be delivered in full even if they exceed the limit.	※Up to 200	※The number of registrants is an estimate.	※Up to 300
	※Plans are subject to change depending on sponsorship status by the application deadline.				
Price (Gross / Tax not included)	**JPY 4,000,000**	**JPY 1,800,000**	**JPY 1,500,000**	**JPY 2,600,000**	**JPY 1,200,000**

※ Regarding viewer leads for Platinum and Silver Plans: Viewer leads are delivered up to the second day after the archive begins. Delivered leads are updated periodically based on actions taken during the period (such as viewing or survey responses) until the archive ends.

Sponsorship Menu Details

| Sponsored Session

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

Sponsored session screen image
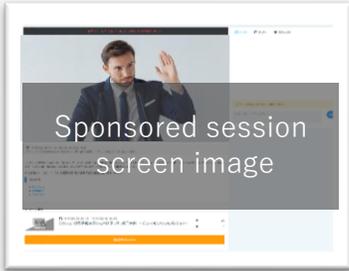
| Session Questionnaire

- 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).

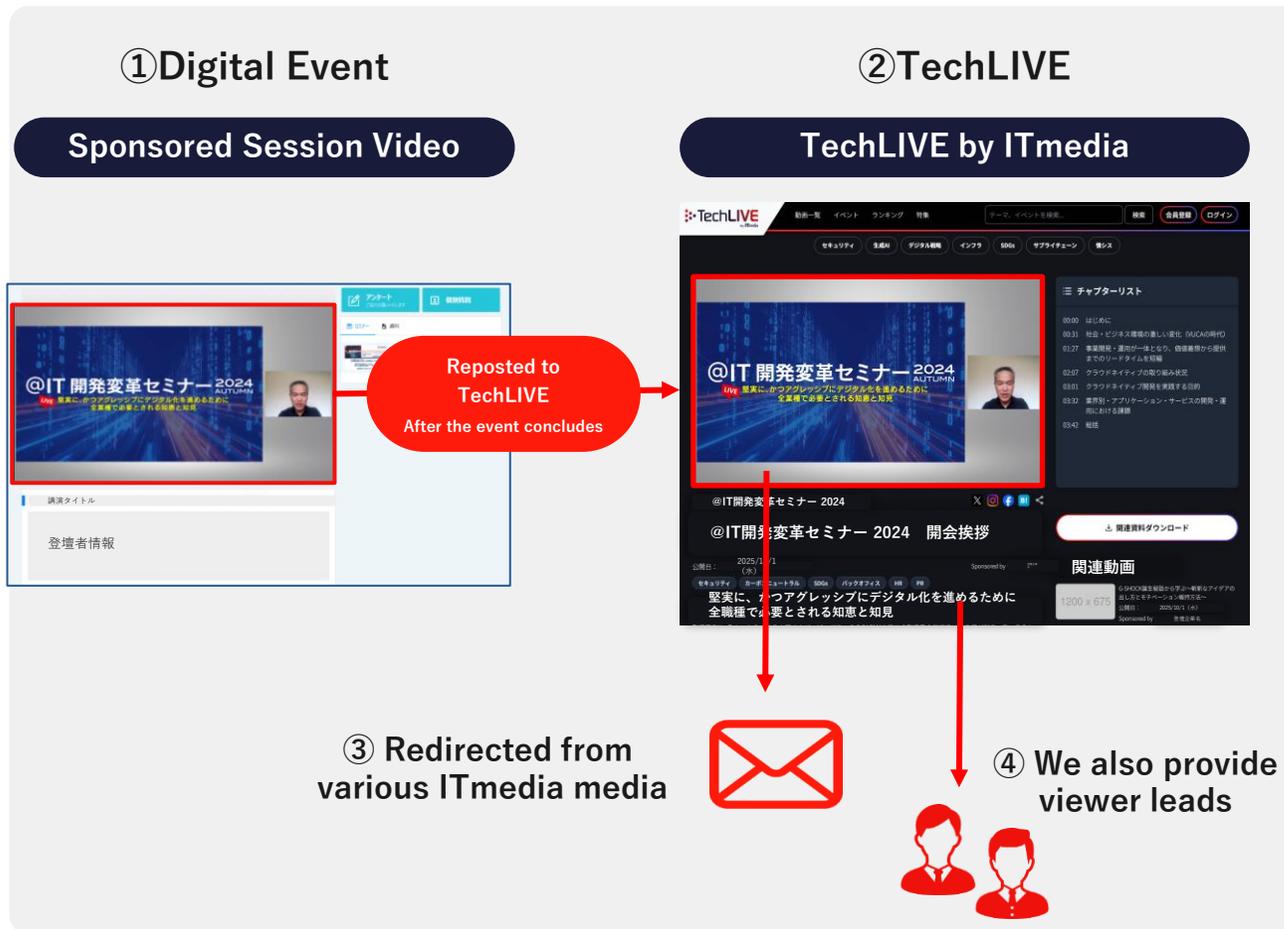* Questions will be set by ITmedia. They cannot be set individually.

| 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.

Sponsor Session Video posted on TechLIVE

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 Redirected from various ITmedia media

④ We also provide viewer leads

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

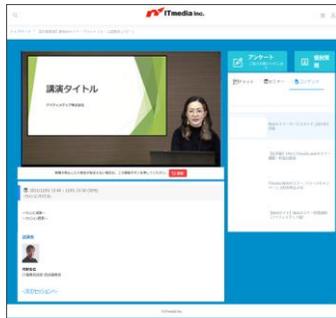# Details on Sponsor Session Videos Publication on TechLIVE

- **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.)**
  - **Regarding video titles, descriptions, and thumbnail images**
    - Regarding video titles and descriptions, we may modify these based on your company's presentation information to ensure they are easily understood by viewers.
    - The selection of video thumbnail images will be entrusted to our company.
  - 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.
- **Regarding video viewing**
  - The opening sequence is available for anyone to watch, but viewing the entire video requires registration as an ITmedia ID member.
- **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 ┄┄┄┄> （Option）
Lead generation program using session videos

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.

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.

▼ Sponsor session broadcast screen

▼ Content introduction screen　　▼Content viewing screen (for videos)

* 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.

# of leads　**Estimated 800**

# of leads　**+100**

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

* Lead generation is limited to user companies only

Rate （Excluding tax / Gross）　JPY **5,000,000**

※ 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.
- 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

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:
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/291242/2024-04-30/2czfbvy

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.
- Embedding of short videos (recommended under 1 minute, maximum 2 minutes).
- 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

ITmedia Executive   **ITmedia Enterprise**

| 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

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

| Advertorial Placement (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 advertorial 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.
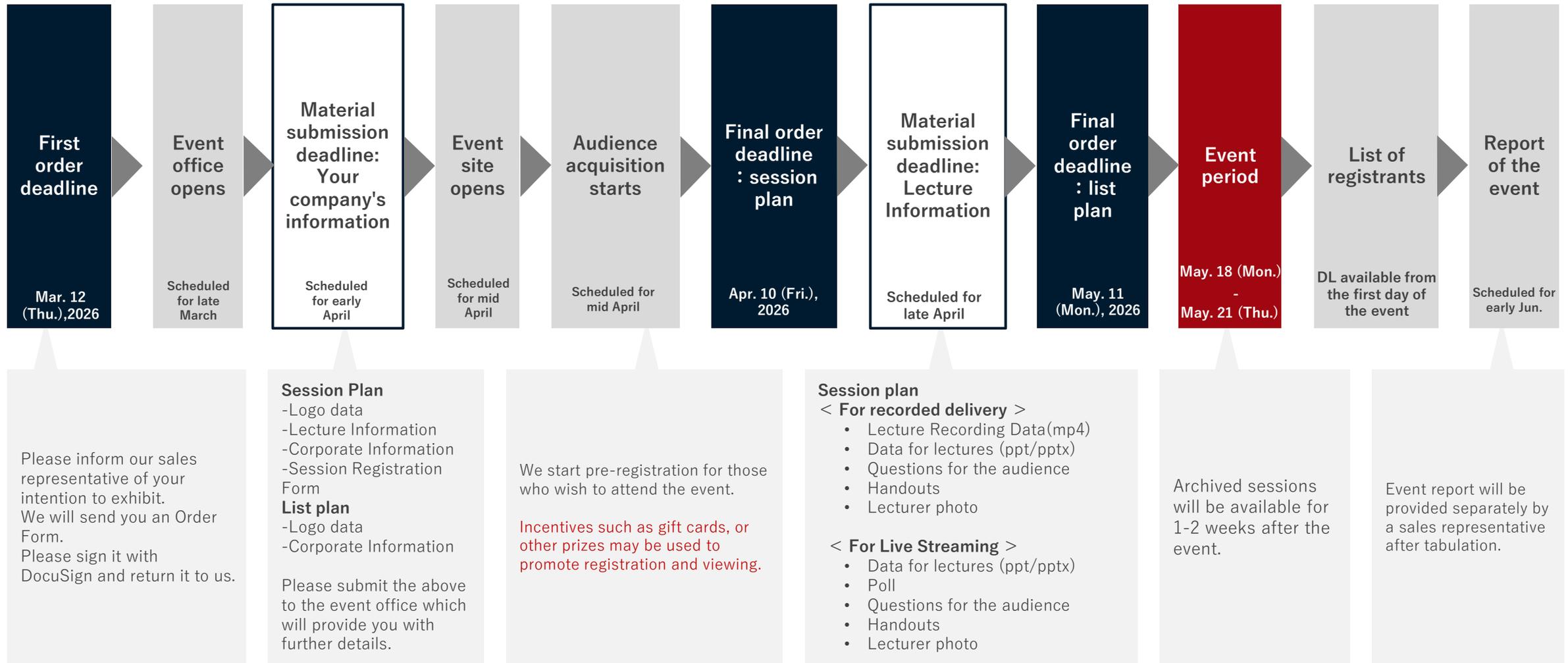
Detail:
https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq

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).

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.

First order deadline	**Event office opens**	**Material submission deadline: Your company's information**	**Event site opens**	**Audience acquisition starts**	**Final order deadline : session plan**	**Material submission deadline: Lecture Information**	**Final order deadline : list plan**	**Event period**	**List of registrants**	**Report of the event**
Mar. 12 (Thu.),2026	Scheduled for late March	Scheduled for early April	Scheduled for mid April	Scheduled for mid April	Apr. 10 (Fri.), 2026	Scheduled for late April	May. 11 (Mon.), 2026	May. 18 (Mon.) - May. 21 (Thu.)	DL available from the first day of the event	Scheduled for early Jun.

Please inform our sales representative of your intention to exhibit.
We will send you an Order Form.
Please sign it with 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.

Event report will be provided separately by a sales representative after tabulation.

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

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: 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.
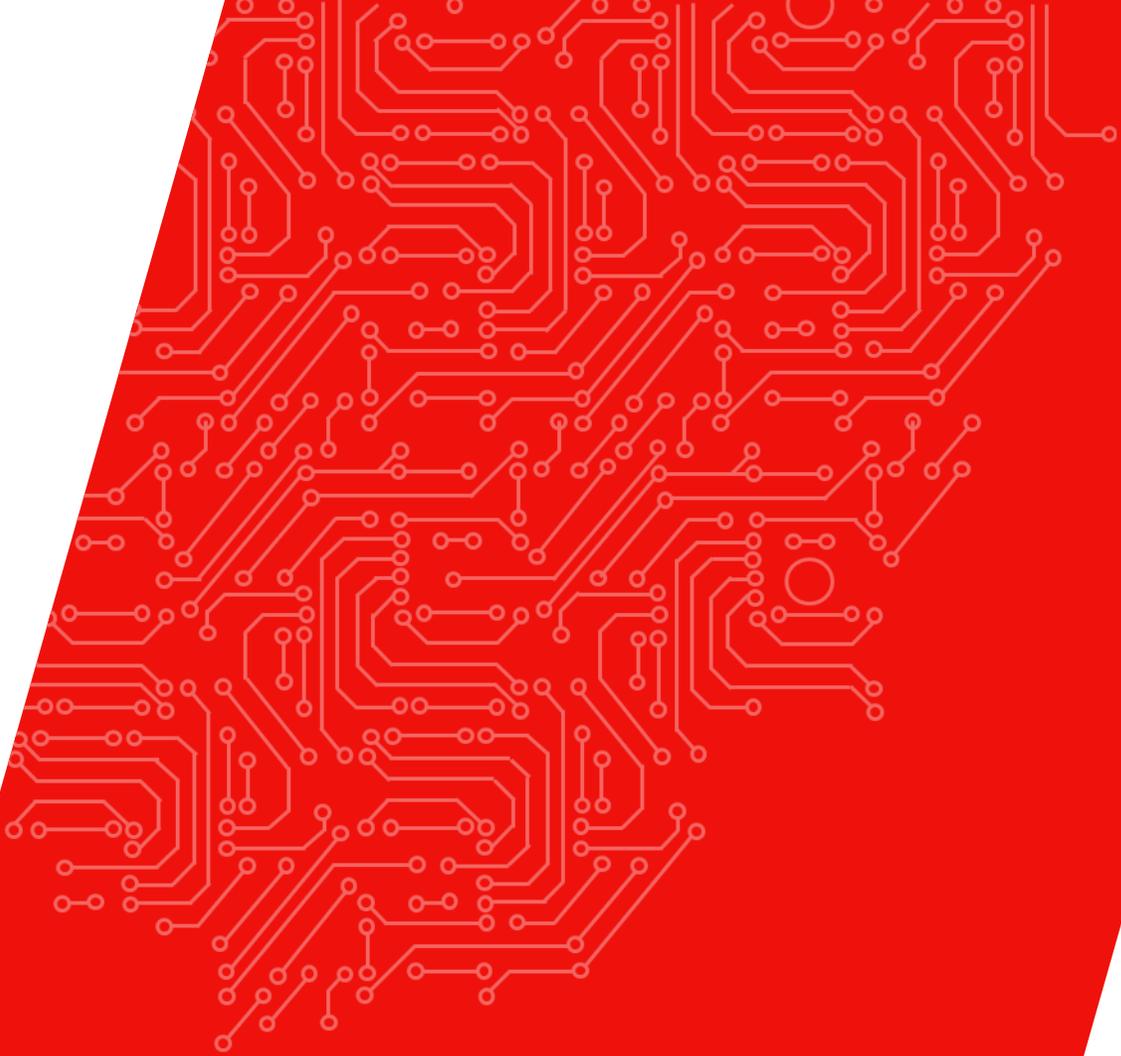
Contact us

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

Click here for the latest information on our digital events