

# Transforming IT Departments 2026 Spring

Re-examining what SMB companies should do  
before embarking on “AI Shift”

**Date: June 8(Mon.), 2026 – June 12(Fri.), 2026**

**First Order Deadline: April 3(Fri.), 2026**

**Final Order Deadline: Session Plan…May 11(Mon.), 2026**

**List Plan…June 1(Mon.), 2026**

# Event Overview

## Transforming IT Departments 2026 Spring

-Re-examining what SMB companies should do before embarking on "AI Shift"-

This event focuses on **building a solid foundation for practical digital transformation**, offering new strategies to **consolidate scattered data infrastructure** and **achieve thorough business digitization** even for those who cannot write code. Take advantage of this event as an ideal opportunity to showcase your company's value proposition to **mid-sized and small businesses** aiming for growth.

Hosted by	ITmedia <b>ITmedia</b> <b>ITmedia</b> <b>ITmedia</b> <b>ITmedia</b> <b>ITmedia</b> <b>ITmedia</b> <b>ITmedia</b> ONLINE
Date	June 8(Mon.) ,2026 – June 12(Fri.) ,2026
First Order Deadline	April 3(Fri.) ,2026
Final Order Deadline	Session Plan…May 11(Mon.) ,2026 List Plan …June 1(Mon.) ,2026
Number of Registrants	Approximately 800 registrants expected ※*This is an estimate based on past performance and may be subject to change depending on the number of themes or other factors.
Target Audience Profile	Managers/business planning personnel, DX promotion officers, information systems departments, security officers, etc., at <b>mid-sized and small-to-medium companies (approximately 50 to 999 employees)</b>
Sponsorship Plan	Session Plan   JPY 1,800,000 or more List Plan   JPY 1,600,000 or more
Past Events and Achievements	Changing Information Systems 2025 Autumn : <a href="#">Event Report</a>

## Event Theme

<b>Theme 1   IT-driven Transformation</b>  <u>IT department, now is the time to become the strategic leader.</u>  <b>Keywords:</b> #Low-code, No-code #Corporate IT #HelpDesk #Change Management #Onboarding #SaaSAdoptionSupport	<b>Theme 2   Security</b>  <u>Rebuilding Security for the AI Era: Starting with Foundational Strengthening</u>  <b>Keywords:</b> #Ransomware Countermeasures #Malware Countermeasures #Security Assessment #IDaaS #NextGeneration Antivirus #Backup Solutions etc…
<b>Theme 3   AI Utilization</b>  <u>AI Utilization for Business Efficiency: Especially for Small and Medium-Sized Companies</u> <b>Keywords:</b> #Generative AI #AI Agent #AI Assistant #Chatbot #Business Automation (RPA Integration) #Auto-Summarization #No-Code AI #Data Entry Assistance etc…	<b>Theme 4   Data Utilization</b>  <u>Transform scattered data into organizational assets</u>  <b>Keywords:</b> #Data Infrastructure #Data Integration #Data Silos #Data Consolidation #Master Data Management (MDM) #Data Governance etc…
<b>Theme 5   PC/IT Asset Management</b>  <u>A Practical Solution for IT Asset Management that Doesn't Overburden the Information Systems Department</u>  <b>Keywords:</b> : #IT Asset Management #SaaS Management #Shadow SaaS #PC Replacement #PC Management #BYOD	<b>Theme 6   Automated Inquiry Response</b>  <u>Automating and Streamlining Inquiry Handling to Address IT Labor Shortages</u>  <b>Keywords:</b> #Service Desk #ITSM #HelpDesk #Knowledge Base #FAQSystem #Chatbot #NoCode/LowCode

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.

# Timetable

		June 8 (Mon)	June 9 (Tue)	June 10(Wed)	June 11(Thu)	June 12(Fri)
		Theme 1 : IT-Driven Transformation	Theme 2 : Security :	Theme 3 : AI Utilization	Theme 4 : Data Utilization	Theme 5 : PC/IT Asset Management Theme 6 : Automated Inquiry Response
Time	Length					
13:00-13:30	30 minutes	<b>Keynote speech 1</b>	<b>Keynote speech 2</b>	<b>Keynote speech 3</b>	<b>Keynote speech 4</b>	<b>Keynote speech 5-1</b> (PC/IT Asset Management)
13:40-14:10	30 minutes	<b>Sponsored session 1- 1</b> DAY1-1-S101	<b>Sponsored session 2-1</b> DAY2-2-S201	<b>Sponsored session 3-1</b> DAY3-3-S301	<b>Sponsored session 4-1</b> DAY4-4-S401	<b>Sponsored session 5-1</b> DAY5-5-S501 (PC/IT Asset Management)
14:20-14:50	30 minutes	<b>Sponsored session 1-2</b> DAY1-1-S102	<b>Sponsored session 2-2</b> DAY2-2-S202	<b>Sponsored session 3-2</b> DAY3-3-S302	<b>Sponsored session 4-2</b> DAY4-4-S402	<b>Sponsored session 5-2</b> DAY5-5-S502 (PC/IT Asset Management)
15:00-15:30	30 minutes	<b>Sponsored session 1-3</b> DAY1-1-S103	<b>Sponsored session 2-3</b> DAY2-2-S203	<b>Sponsored session 3-3</b> DAY3-3-S303	<b>Sponsored session 4-3</b> DAY4-4-S403	<b>Keynote speech 5-2</b> (Automated Inquiry Response)
15:40-16:10	30 minutes	<b>Sponsored session 1-4</b> DAY1-1-S104	<b>Sponsored session 2-4</b> DAY2-2-S204	<b>Sponsored session 3-4</b> DAY3-3-S304	<b>Sponsored session 4-4</b> DAY4-4-S404	<b>Sponsored session 5-3</b> DAY5-6-S503 (Automated Inquiry Response)
16:20-16:50	30 minutes	<b>Sponsored session 1-5</b> DAY1-1-S105	<b>Sponsored session 2-5</b> DAY2-2-S205	<b>Sponsored session 3-5</b> DAY3-3-S305	<b>Sponsored session 4-5</b> DAY4-4-S405	<b>Sponsored session 5-4</b> DAY5-6-S504 (Automated Inquiry Response)

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

# Sponsorship Menu

	Session Plan			List Plan	
	Diamond	Platinum	Silver	All List	Theme List
Sponsored session	●	●	●	—	—
Questionnaire by sponsor	●	●	●	—	—
Distribution of related materials	●	●	●	—	—
Session Viewer Leads (Full Delivery)	●	●*	—	—	—
Session Viewer Leads (Capped) <small>L Post-archive viewer leads (Day 1-2)</small>	—	—	●* (Capped)	—	—
Lead generation of your sponsored Section	● (Unlimited)	● (Capped)	—	● (Unlimited)	● (Capped)
Lead generation of all registrants in this event	●	—	—	●	—
Insertion of sponsor company's logo	●	●	●	●	●
Sharing the results of pre-questionnaire	●	●	●	●	●
Event report	●	●	●	●	●
<b>Number of lists (total number of all lists)</b>	<b>Estimated 800</b>	<b>Estimated 300</b>	<b>Estimated 200</b>	<b>Estimated 800</b>	<b>Estimated 300</b>
<b>Remarks</b>	*The number of registrants is an estimate.	*Up to 400 *Viewer leads will be delivered in full even if they exceed the limit.	*Up to 250	*The number of registrants is an estimate.	*Up to 400
	*Plans are subject to change depending on sponsorship status by the application deadline.				
<b>Price (All prices are Gross/Tax is not included)</b>	<b>JPY 3,000,000</b>	<b>JPY 2,000,000</b>	<b>JPY 1,800,000</b>	<b>JPY 2,200,000</b>	<b>JPY 1,600,000</b>

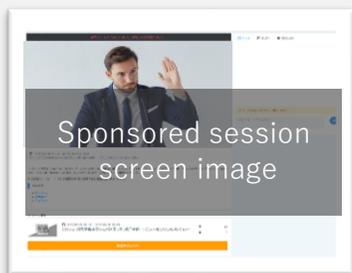
### Regarding Viewer Leads for Platinum and Silver Plans:

- [Leads generated within the first two days of the archive period are eligible for delivery.](#)
- [Delivered leads are updated continuously 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.



## | 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.

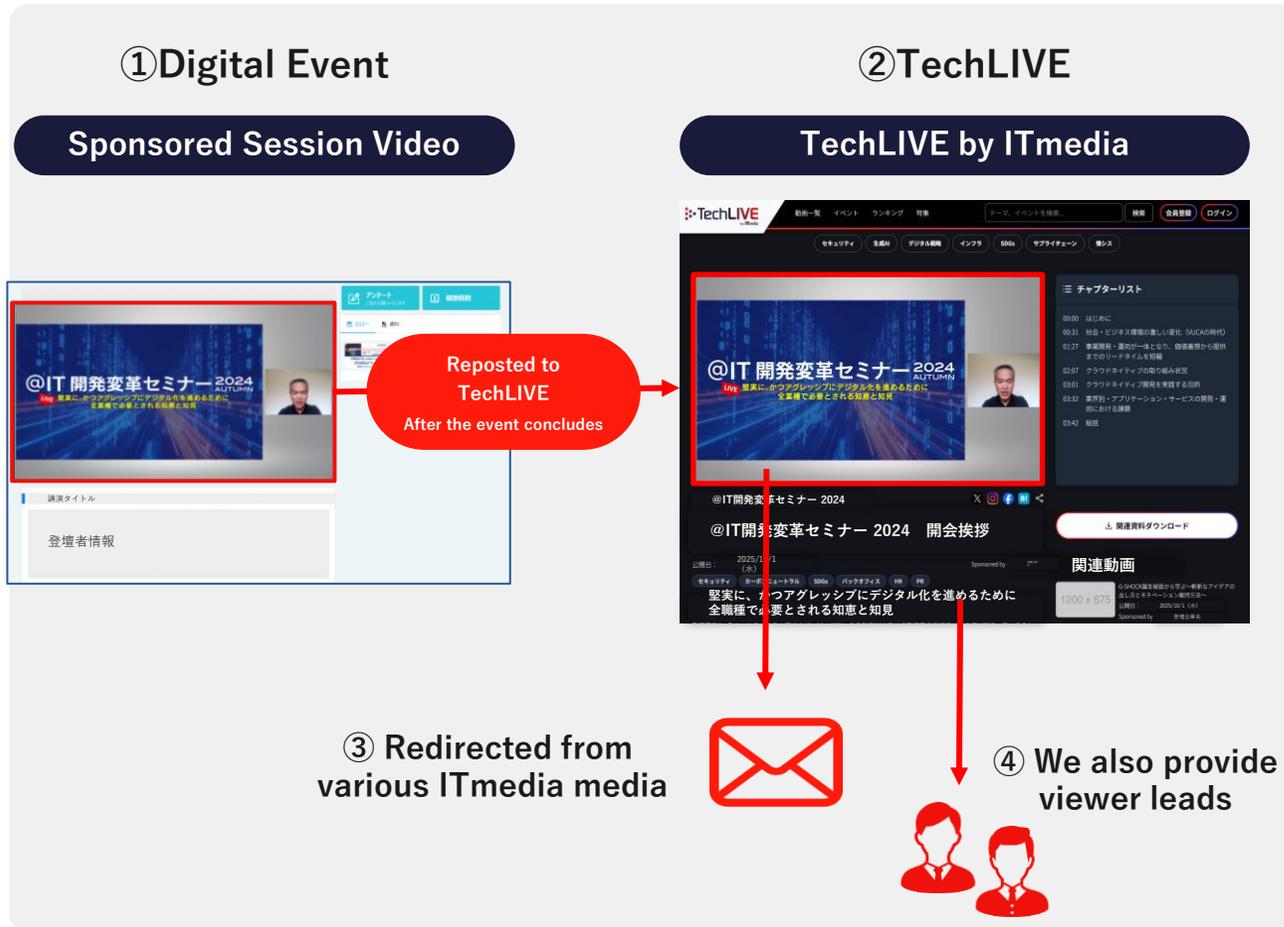
## | Event Report

- 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.



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.)**
- **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

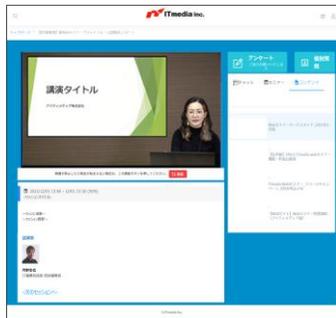
- Viewer data (lead information) will not be provided.
- If you require lead information, we offer separate products. Please contact your sales representative for details.

Leverage session videos from the event to generate additional leads.

## Sponsored session program for this online seminar

Deliver your company's message directly to an audience actively seeking information on the event's theme through a sponsored session in our online seminar.

▼ Sponsor session broadcast screen



# of leads **Estimated 800**

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

## (Option) Lead generation program using session videos

We will feature one sponsored session video 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 4,000,000**

※ Image is for illustrative purposes only.





## Session Sponsors Only

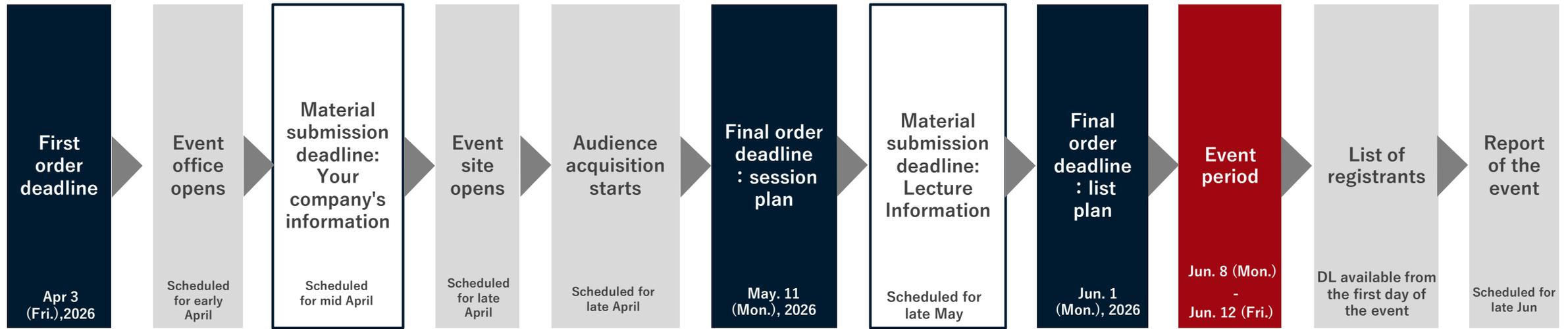
### ITmedia Digital Event Special: Panel Discussion

<b>Services</b>	<ul style="list-style-type: none"> <li>Session planning</li> <li>Assignment of expert speaker (1 person)</li> <li>Broadcast at ITmedia-hosted digital event (60 min)</li> <li>Provision of viewer lead information</li> </ul>	<b>Expected Schedule</b>	<p><b>Example: Session sponsor + panel discussion</b></p> <p>* The schedule may vary depending on the event.</p> <p><b>Sponsor Company Presentations</b> Hold your own presentation in a sponsor session.</p> <p><b>Panel Discussion</b> Join a discussion with experts, ITmedia editors, and representatives from your company.</p>
<b>Speakers</b>	<ul style="list-style-type: none"> <li>One representative from a sponsoring company</li> <li>One expert</li> <li>One representative from ITmedia editorial department</li> </ul> <p>* In principle, three speakers; maximum of four          * Additional fees apply for four speakers          * Five or more speakers are not accepted</p>		<b>Notes</b> <ul style="list-style-type: none"> <li>As with regular sponsor sessions, viewership numbers are not guaranteed.</li> <li>No promotional activities will be conducted specifically for this session.</li> <li>Reports will only be included in the overall event report. No individual reports will be provided for this session.</li> </ul>
<b>Specifications</b>	<ul style="list-style-type: none"> <li><b>Recording format:</b> Pre-recorded only (live streaming not available)</li> <li><b>Pre-recording studio:</b> ITmedia Studio @ Kojimachi</li> <li><b>Speakers:</b> Seated at a long table</li> <li><b>Options:</b></li> </ul> <p>*No other options are available except for the following two</p> <ol style="list-style-type: none"> <li>Insertion of on-screen text (titles/captions): JPY 200,000 Ex) Presentation of agenda and speakers' titles etc.</li> <li>Video delivery: JPY 50,000 (excluding tax)</li> </ol>		<b>Deadline</b> Two months before opening
<b>Implementation Conditions</b>	<ol style="list-style-type: none"> <li>Apply for the plan with sessions at the standard price</li> <li>Discussions are scheduled for the last slot on the broadcast date</li> </ol> <p>*The order of presentations may be adjusted depending on the sponsorship status of other sponsor companies.</p>		<b>Price</b> <b>JPY 1,500,000</b>

※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.



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

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: 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

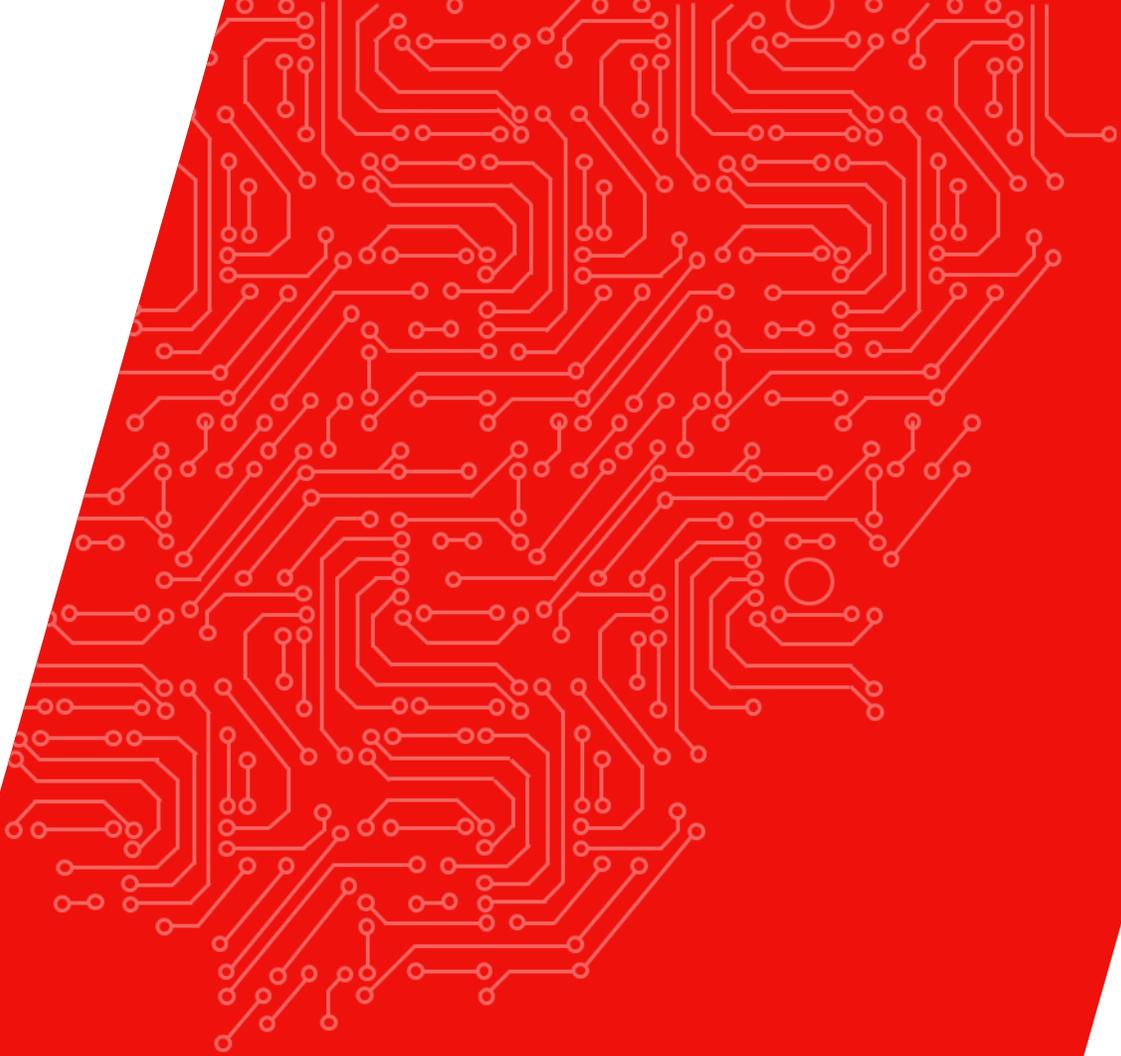
Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

### ● 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

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### **ITmedia Inc. Sales Division**

Kioi-cho Building 13F, 3-12 Kioi-cho,  
Chiyoda-ku, Tokyo 102-0094, Japan

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

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