

ITmedia Enterprise IT Summit 2026 Summer

Powering Autonomous AI with a Robust Data &
Infrastructure Foundation

Date : August 3 (Mon.) – August 7 (Fri.), 2026

First Order Deadline : June 5 (Fri.), 2026

Final Order Deadline : Session Plan... July 3 (Fri.), 2026

List Plan... July 27 (Mon.), 2026

Event Overview

Name	ITmedia Enterprise IT Summit 2026 Summer Powering Autonomous AI with a Robust Data & Infrastructure Foundation
Date	August 3 (Mon.) – August 7 (Fri.), 2026
First Order Deadline	June 5 (Fri.), 2026
Final Order Deadline	Session Plan… July 3 (Fri.), 2026 List Plan… July 27 (Mon.), 2026
Number of Registrants	Estimated 800 <small>*Based on past performance, it may be subject to change depending on the number of themes or other factors.</small>
Expected Audience Attributes	Mid-sized/Large(Enterprise) companies <ul style="list-style-type: none"> • 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	 
Operations	ITmedia Inc.

Project Overview	<p>Generative AI is rapidly evolving from a human-operated tool into agentic AI that can autonomously execute tasks.</p> <p>To deliver real outcomes, however, AI depends on high-quality data as its fuel and advanced, silo-free data pipelines more than ever before.</p> <p>This event will showcase practical approaches to building high-performance data platforms, unlocking the value of unstructured data, and implementing data management aligned with AI governance—enabling organizations to truly become intelligent.</p> <p>As partners in shaping the future of enterprise IT, we invite you to join us as a sponsor.</p>													
	<table border="1"> <tr> <td>Theme 1</td> <td>Data Infrastructure Development</td> </tr> <tr> <td>Theme 2</td> <td>AI Enablement</td> </tr> <tr> <td>Theme 3</td> <td>AI Governance</td> </tr> <tr> <td>Theme 4</td> <td>VMware Exit Strategy</td> </tr> <tr> <td>Theme 5</td> <td>Modernization</td> </tr> <tr> <td>Theme 6</td> <td>Cloud Strategy</td> </tr> <tr> <td>Theme 7</td> <td>IT Operations Strategy</td> </tr> </table>	Theme 1	Data Infrastructure Development	Theme 2	AI Enablement	Theme 3	AI Governance	Theme 4	VMware Exit Strategy	Theme 5	Modernization	Theme 6	Cloud Strategy	Theme 7
Theme 1	Data Infrastructure Development													
Theme 2	AI Enablement													
Theme 3	AI Governance													
Theme 4	VMware Exit Strategy													
Theme 5	Modernization													
Theme 6	Cloud Strategy													
Theme 7	IT Operations Strategy													
Event Themes														

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.

Aug. 3 (Mon)

Aug 4 (Tue)

Aug 5 (Wed)

Aug 6 (Thu)

Aug 7 (Fri)

Theme 1 : Data Infrastructure
Development

Theme 2 : AI Enablement

Theme 3 : AI Governance

Theme 4 : VMware Exit Strategy
Theme 5 : Modernization

Theme 6 : Cloud Strategy
Theme 7 : IT Operations Strategy

Time

Length

Time	Length	Aug. 3 (Mon)	Aug 4 (Tue)	Aug 5 (Wed)	Aug 6 (Thu)	Aug 7 (Fri)
13 : 00~13 : 30	30 min	Keynote speech 1	Keynote speech 2	Keynote speech 3	Keynote speech 4-1 (VMware Exit Strategy)	Keynote speech 5-1 (Cloud Strategy)
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	Sponsored session 4-1 DAY4-4-S401 (VMware Exit Strategy)	Sponsored session 5-1 DAY5-6-S501 (Cloud Strategy)
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	Sponsored session 4-2 DAY4-4-S402 (VMware Exit Strategy)	Sponsored session 5-2 DAY5-6-S502 (Cloud Strategy)
15 : 00~15 : 30	30 min	Sponsored session 1-3 DAY1-1-S103	Sponsored session 2-3 DAY2-2-S203	Sponsored session 3-3 DAY3-3-S303	Keynote speech 4-2 (Modernization)	Keynote speech 5-2 (IT Operations Strategy)
15 : 40~16 : 10	30 min	Sponsored session 1-4 DAY1-1-S104	Sponsored session 2-4 DAY2-2-S204	Sponsored session 3-4 DAY3-3-S304	Sponsored session 4-3 DAY4-5-S403 (Modernization)	Sponsored session 5-3 DAY5-7-S503 (IT Operations Strategy)
16 : 20~16 : 50	30 min	Sponsored session 1-5 DAY1-1-S105	Sponsored session 2-5 DAY2-2-S205	Sponsored session 3-5 DAY3-3-S305	Sponsored session 4-4 DAY4-5-S404 (Modernization)	Sponsored session 5-4 DAY5-7-S504 (IT Operations Strategy)

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

Sponsored Menu |

Theme 1: Data Infrastructure Development) / 2: AI Enablement / 3: AI Governance

	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) <small>L※Includes all viewer leads generated within two days of the archive launch.</small>	—	—	●※ (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.

Sponsored Menu | Themes 4-7

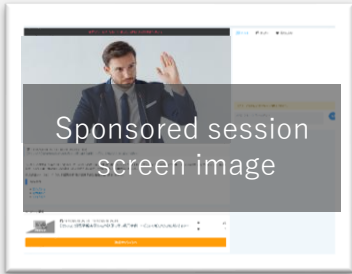
	Session Plan			List Plan	
	Diamond	Platinum	Silver	Full List	Theme-Specific List
Sponsored sessions	●	●	●	—	—
Sponsor session questionnaire	●	●	●	—	—
Distribution of related materials	●	●	●	—	—
Viewer leads (All leads delivered)	●	●※	—	—	—
Viewer leads (Capped) <small>L ※Includes all viewer leads generated within two days of the archive launch.</small>	—	—	●※ (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.



| 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.

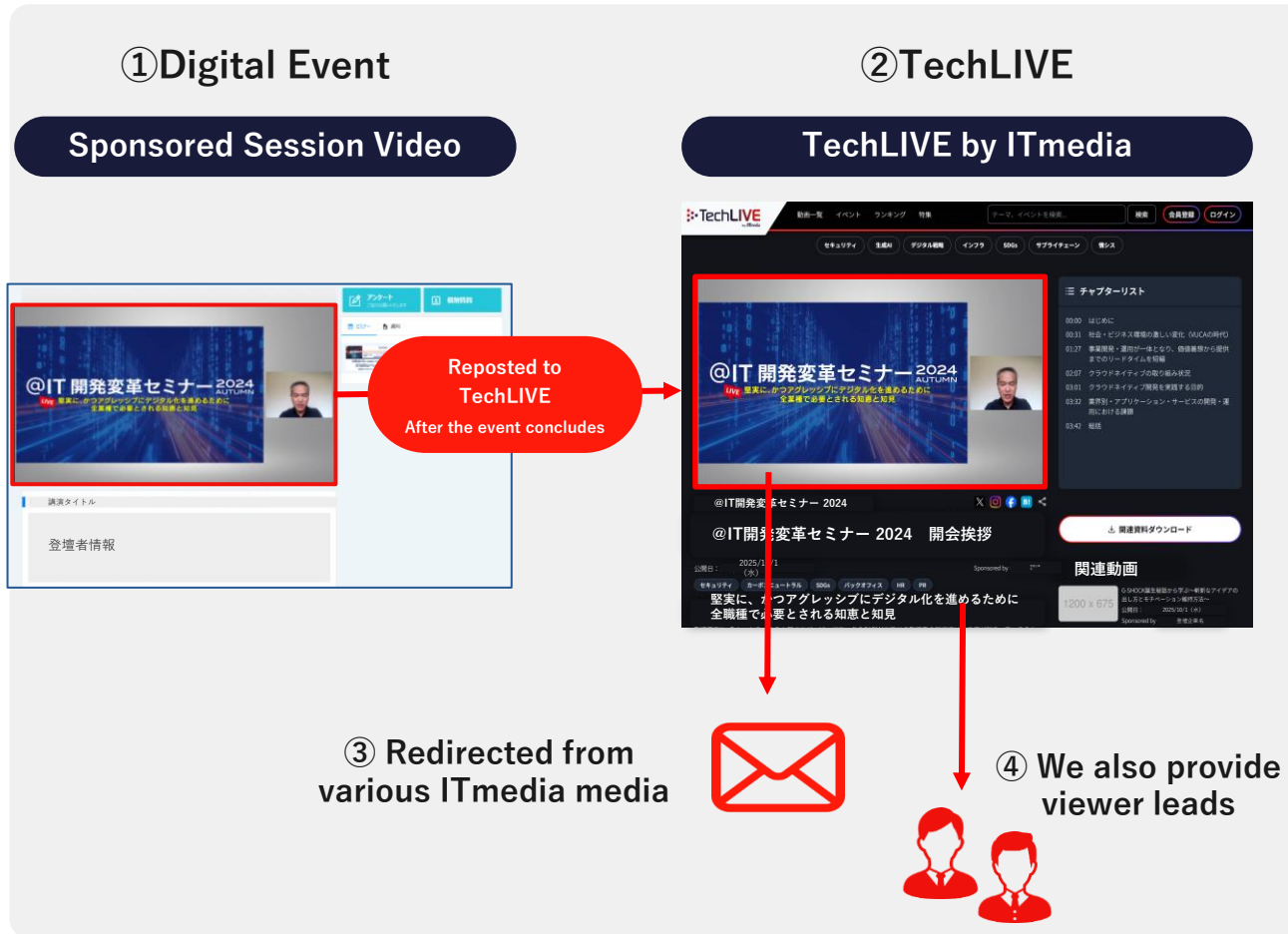
| Event Report

- 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](#)

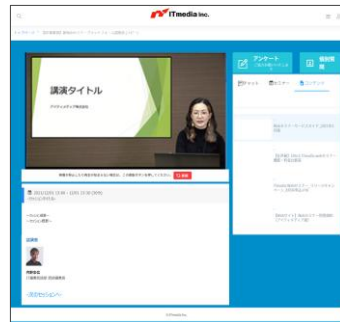
- **Publication on TechLIVE**
 - If you do not wish your session video to be published, please inform the event office representative at the time of sponsorship.
 - If we do not receive such notice, your video will be posted under the following conditions.
- **Eligible Videos**
 - Sponsor session videos 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 Diamond Program
- * Subject to change depending on the event or program

(Option)

Lead generation program using session videos

We will feature one sponsored session video from the event along with one to two pieces of related content from your company on our media platform. These will be set as gated content, with viewer consent obtained before providing personal information.

▼ Content introduction screen



▼ Content viewing screen (for videos)



of leads **+ 100**

* Session video content insertion will be made on either "TechTarget Japan" or "TechFactory," or both, depending on the content.

* Please leave the method of directing users to the content to ITmedia. (We will implement email newsletters, phone calls, and in-media promotions as appropriate.)

* For more details, please click [here](#).

* Lead generation is limited to user companies only

Rate (Excluding tax / Gross) **JPY 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/291242/2024-04-30/2czfbvv>

Delivery fee varies depending on the leads amounts.

| Follow-up seminar

1.5 months prior to the event date

- Our editorial team designs plans tailored to your company's appeal and reader interests, with ITmedia providing support from audience creation to distribution.
- We can also record panel discussions and 30-minute session videos.
- Professional equipment and recording venues are provided.

Detail:
<http://go.itmedia.co.jp/l/291242/2022-01-30/281s4xh>

JPY **2,500,000**

| Telemarketing

3 weeks prior to the event date

- After the event, ITmedia will make a predetermined number of calls to the generated leads.
- Effective calls are expected to have a high response rate and customer acquisition effect.
- Minimum number of calls: 50
- Duration: 3-4 weeks (for 250 calls)
- Not more than 1,000 calls

JPY **75,000 or more**

| Branding enhancement

2 months prior to the event

- Add your company information to the event announcement site for use as a branding initiative.
- Display your company logo larger than usual.
- 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

Deadline

| Lead generation through the use of session video

By the end of two months after the closing

- A service that reuses session videos and materials on TechTarget Japan/Keyman's Net. To generate leads.
- Even after the seminar, you can continue to generate leads with guaranteed attributes and numbers.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-06-14/2czswgv>

JPY **300,000** or more

| Advertorial Push Targeting & ABM

By 6 weeks before the desired delivery date

- We will create an advertorial based on your company's session and deliver it via HTML email with specified viewer attributes.
- We will deliver your company's session content by targeting the desired target attributes.
- Condition: Session plan sponsorship is required.

Detail:
<https://go.itmedia.co.jp/l/291242/2024-06-04/2czqsvy>

Advertorial Push Targeting & ABM 15,000+ messages

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.

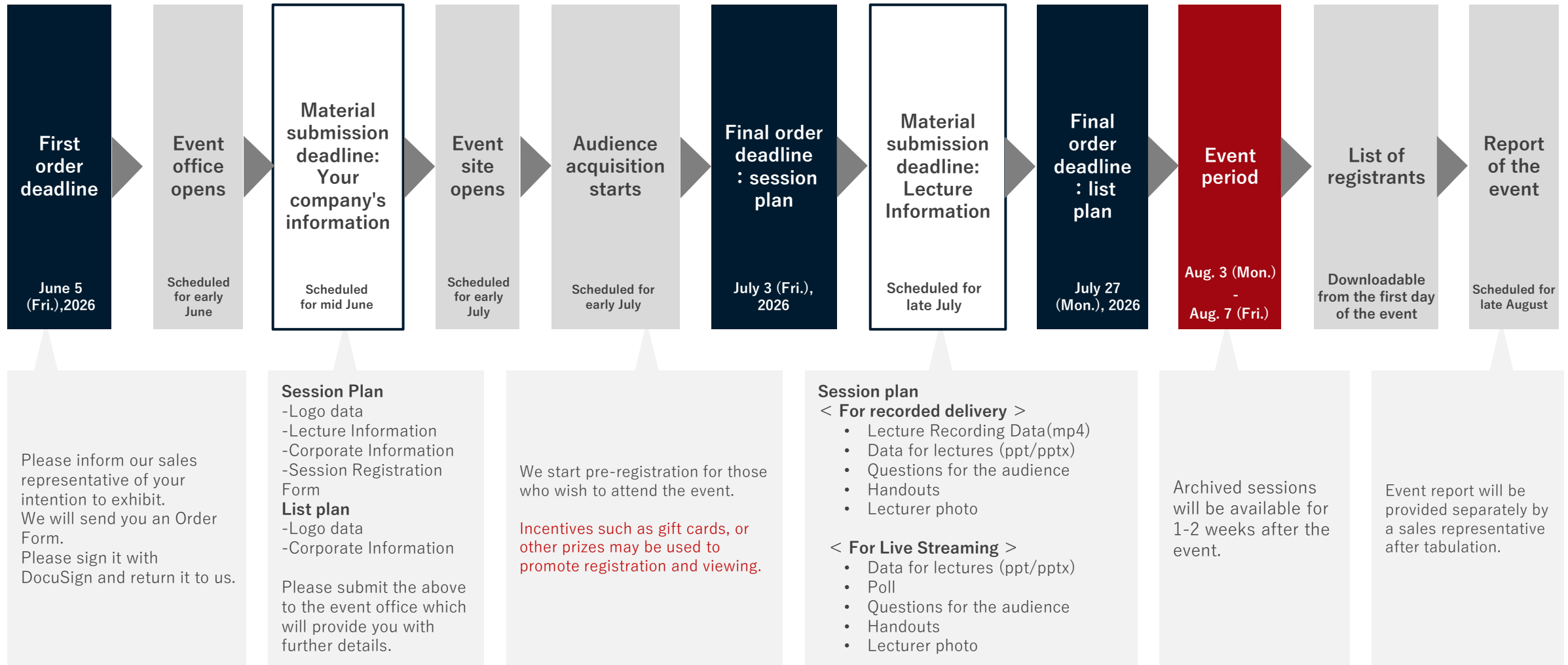
Detail:
<https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq>

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.



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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Chiyoda-ku, Tokyo 102-0094, Japan

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

[Click here for the latest information on our digital events](#)