

ITmedia CxO Insights 2026 Summer

Redefine, protect, and transform the sources
of corporate value in the AI era



Date : July 16 (Thu.) – July 17 (Fri.), 2026

First Order Deadline : May 21 (Thu.), 2026

Final Order Deadline : Session Plan… June 18 (Thu.), 2026

List Plan… July 9 (Thu.), 2026

Event Overview

Name	ITmedia CxO Insights 2026 Summer Redefine, protect, and transform the sources of corporate value in the AI era
Date	July 16 (Thu.) – July 17 (Fri.), 2026
First Order Deadline	May 21 (Thu.), 2026
Final Order Deadline	Session Plan… June 18 (Thu.), 2026 List Plan… July 9 (Thu.), 2026
Number of Registrants	Estimated 300 <small>*Based on past performance, it may be subject to change depending on the number of themes or other factors.</small>
Expected Audience Attributes	Executives, CEOs, business division heads and managers, corporate planning leaders and managers, IT leaders and managers, department staff, and DX leaders and practitioners at general business corporations.
Sponsorship Plan	Session Plan From JPY 1,600,000 List Plan From JPY 3,300,000
Event Format	Multi-sponsor digital event
Organization	 
Operations	ITmedia Inc.

Project Overview

With AI and human collaboration becoming a defining force in business, how should today's leaders steer their organizations forward?

Designed for CxOs responsible for sustained enterprise growth, this event delivers **practical strategies and fresh perspectives for navigating a rapidly changing business landscape.**

From building AI- and data-driven management and operational frameworks to redefining corporate value and addressing risks such as cyberattacks, today's executive agenda is broader and more complex than ever.

Use this event as a powerful opportunity to engage directly with **decision-makers seeking trusted partners to help them overcome critical management challenges and accelerate growth.**

Theme 1 | Security as a Management Strategy

- Escalating AI-Enabled Cyberattacks
- Strengthening Cyber Resilience Across the Supply Chain
- Cybersecurity Talent Development and Organizational Readiness

Theme 2 | Maximizing Human Capital

- # Human Capital KPIs
- # Strategic HR
- # Siloed Talent Development
- # Employee Engagement

Theme 3 | AI and Business Management

- # Smarter Executive Decision-Making
- # AI Strategy / Barriers to AI Adoption
- # The Next Phase of DX
- # Faster Management Decisions

Theme 4 | Data-Driven Management in the AI Era

- # Data-Driven Management
- # Data Governance

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.

July 16 (Thu.)

July 17 (Fri.)

Theme 1 | Security as a Management Strategy
Theme 2 | Maximizing Human Capital

Theme 3 | AI and Business Management
Theme 4 | Data-Driven Management in the AI Era

Time	Length		Time	Length	
13:00 - 13:30	30 min	Keynote speech 1-1 (Theme 1 Security as a Management Strategy)	13:00 - 13:30	30 min	Keynote speech 2-1 (Theme 3 AI and Business Management)
13:40 - 14:10	30 min	Sponsored session 1-1 DAY1-1-S101	13:40 - 14:10	30 min	Sponsored session 2-1 DAY2-3-S201
14:20 - 14:50	30 min	Sponsored session 1-2 DAY1-1-S102	14:20 - 14:50	30 min	Sponsored session 2-2 DAY2-3-S202
15:00 - 15:30	30 min	Keynote speech 1-2 (Theme 1 Security as a Management Strategy)	15:00 - 15:30	30 min	Sponsored session 2-3 DAY2-3-S203
15:40 - 16:10	30 min	Sponsored session 1-3 DAY1-1-S103	15:40 - 16:10	30 min	Keynote speech 2-2 (Theme 4 Data-Driven Management in the AI Era)
16:20 - 16:50	30 min	Sponsored session 1-4 DAY1-1-S104	16:20 - 16:50	30 min	Sponsored session 2-4 DAY2-4-S204
17:00 - 17:30	30 min	Keynote speech 1-3 (Theme 2 Maximizing Human Capital)	17:00 - 17:30	30 min	Sponsored session 2-5 DAY2-4-S205
17:40 - 18:10	30 min	Sponsored session 1-5 DAY1-2-S105	17:40 - 18:10	30 min	Sponsored session 2-6 DAY2-4-S206

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

Sponsored Menu

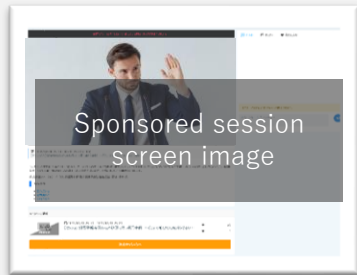
	Session Plan		Full List Plan
	Diamond	Silver	
	Showcase your services within a dedicated session—our most popular plan.	A plan designed to generate leads exclusively from viewers of your sponsored session.	A simple lead generation plan for sponsors who are unable to prepare a dedicated session.
Sponsored session	●	●	-
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 130)	-
All registrants list (Full delivery)	●	-	●
Insertion of sponsor company's logo	●	●	●
Sharing the results of pre-questionnaire	●	●	●
Event report	●	●	●
List Count (Total Records)	Estimated 300	Estimated 100	Estimate 300
Remarks	※The number of leads shown is an estimate, excluding plans with a capped maximum. ※Plans are subject to change depending on sponsorship status as of the order deadline.		
Price (Gross / Tax not included)	JPY 3,700,000	JPY 1,600,000	JPY 3,300,000

※ Regarding viewer leads for 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 Distribution

- 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

| 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.

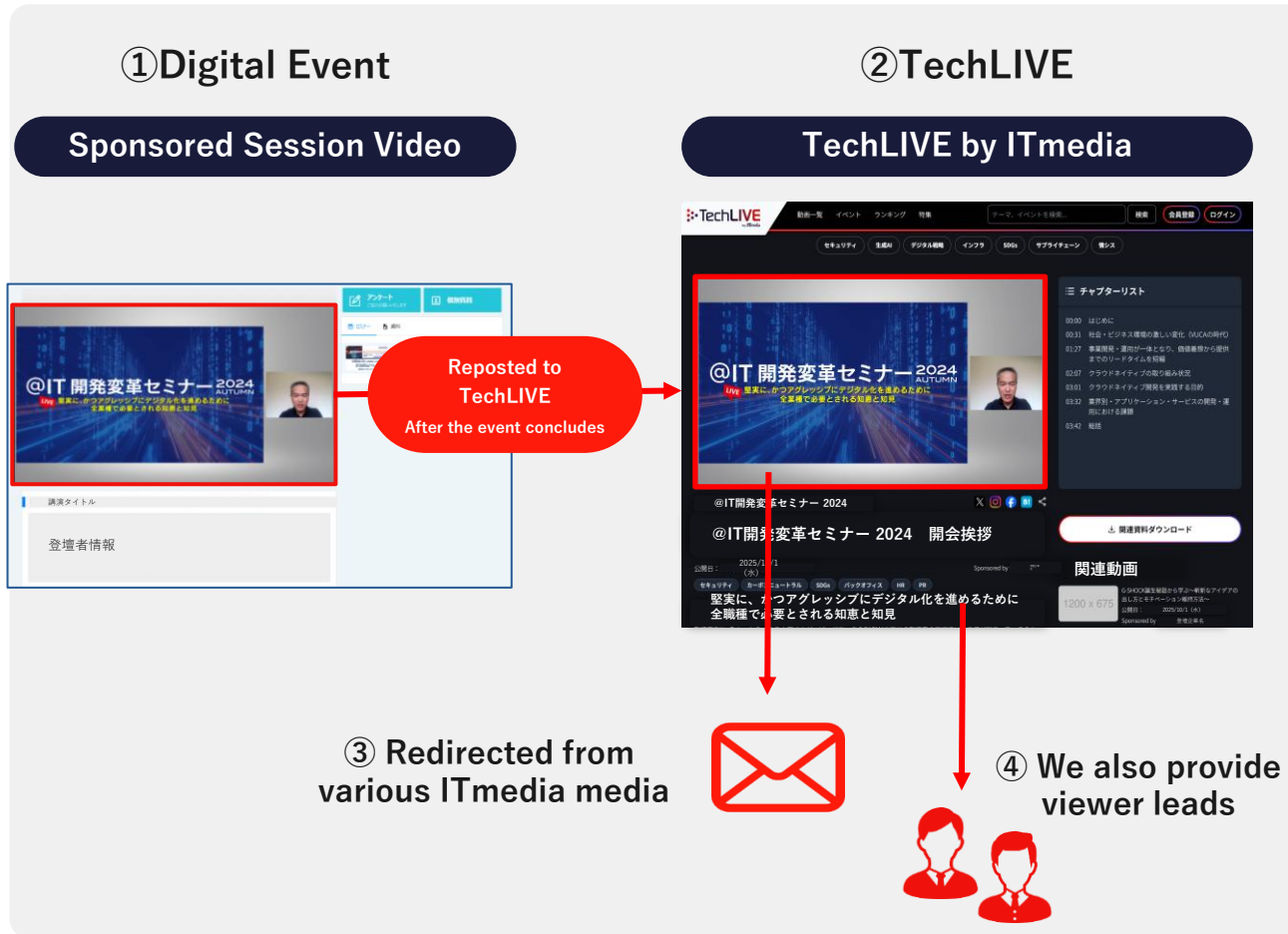
| Event Report

- 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.

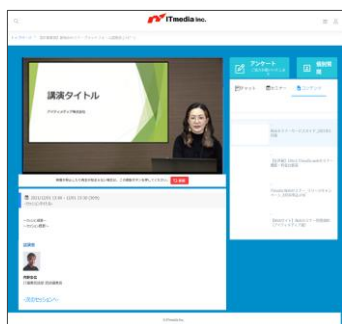
Bundled Plan Overview

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 300**

- * 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 4,700,000**

※ 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

- Organizer survey response data will be appended to the delivered leads.
- 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/291242/2024-04-30/2czfbvz>

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/291242/2024-04-30/2czfbvz>

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/291242/2024-06-04/2czqsvv>

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:
<https://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.

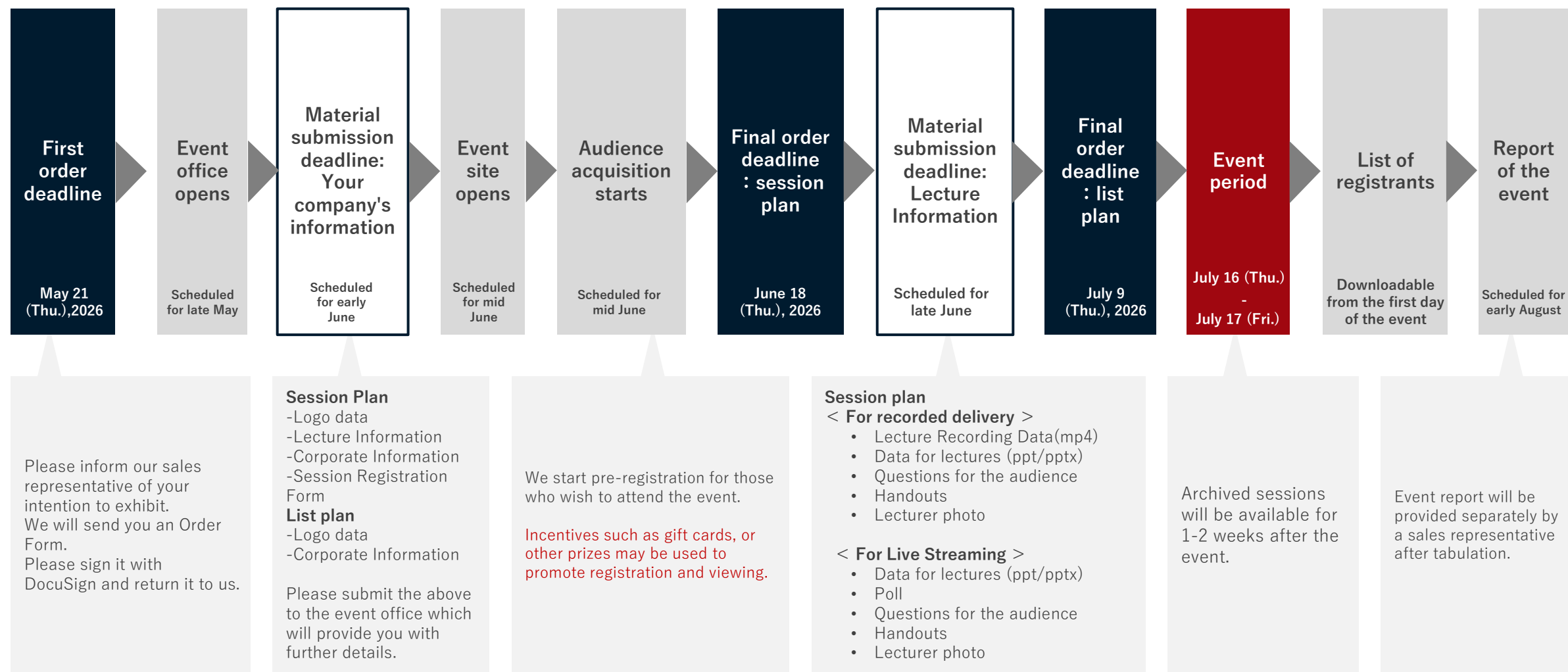
Detail:
<https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq>

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.

Important Notes

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

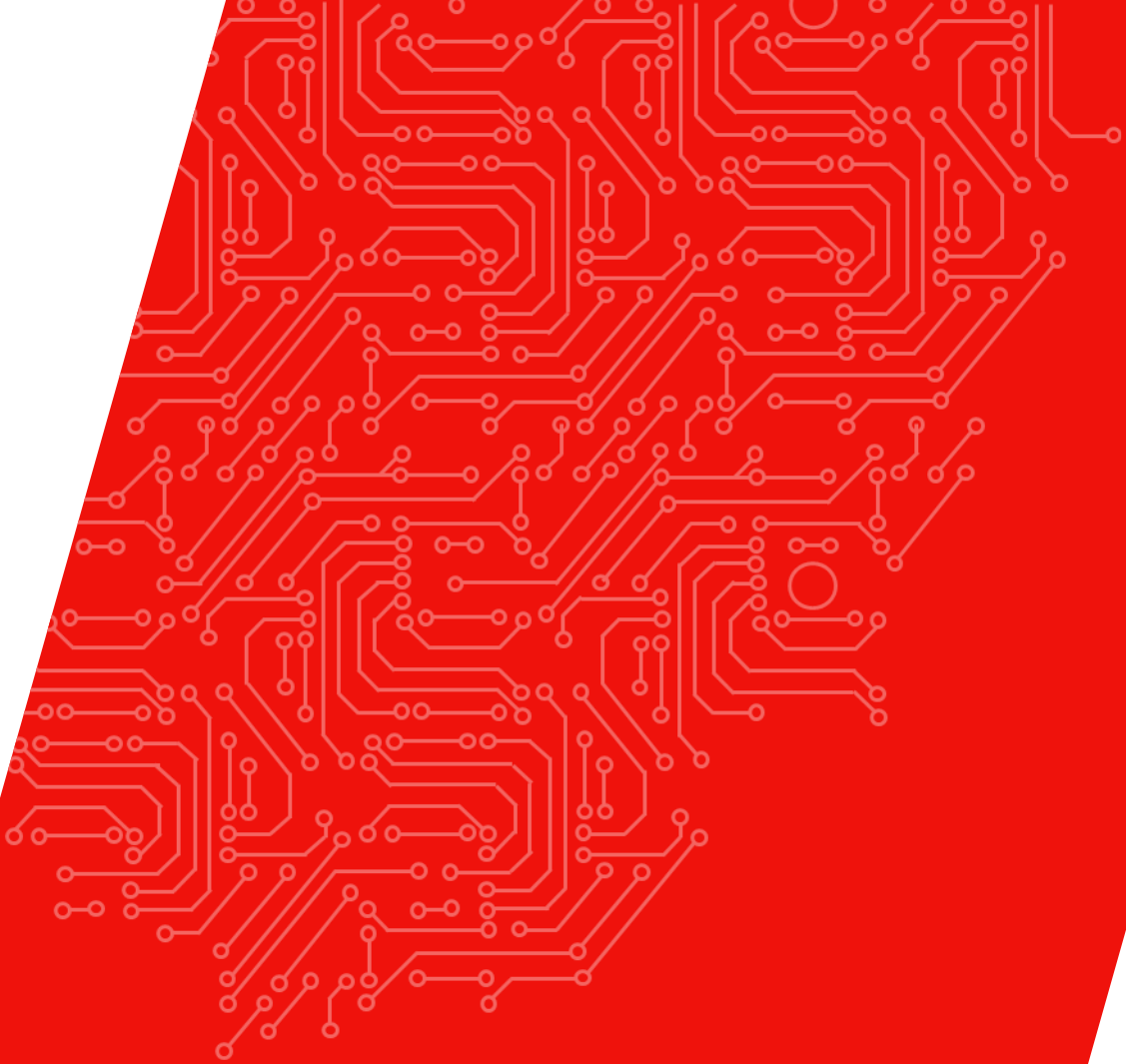
Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

● 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

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](#)