

Effective lead generation ways at online virtual event!

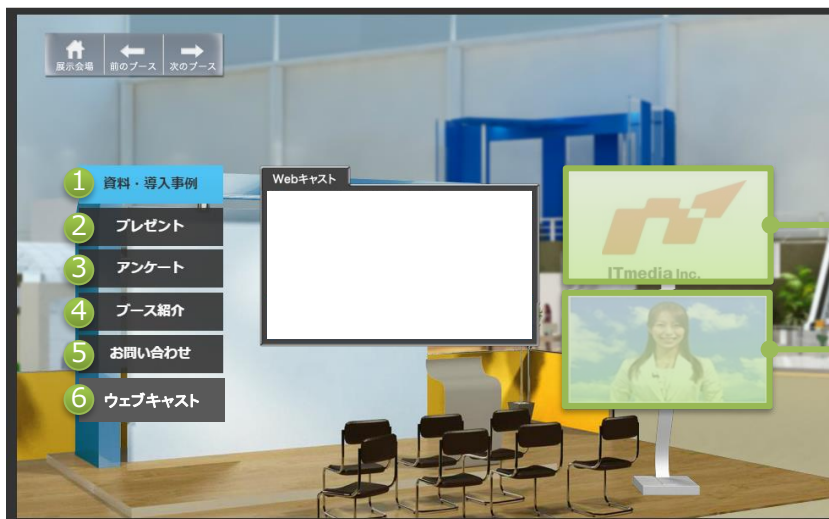


What is the ITmedia Virtual EXPO Spring?

ITmedia Virtual EXPO Spring is an online virtual event focusing on the latest movements of whole spectrum of electronics / mechanical / building industries. The expo includes keynote speech webcasts, virtual booths and sponsor presentations, contests and more, and is the very first and largest of this kind as virtual expo in Japan.

In the virtual expo, the opportunity will be provided to the audience to access industry experts and technology providers via keynote speeches, webinars, technical papers and other online content.

What contents can sponsors exhibit in the virtual booth?



Company logo

Welcome movie

- ① White paper download
 - ② Giveaway
 - ③ Mini Survey
 - ④ About this booth
 - ⑤ Inquiry
 - ⑥ Webcast
- Platinum/Gold sponsorship only

Hosted and promoted by:

MONOist

EE Times Japan

EDN Japan

スマートジャパン Smart Japan

BUILT Building x IT

Total PV: 6,126,302

UB: 2,128,645

supporting the 5 Engineering Media
(As of October 2020)

Traffic drive

EXPO Entrance



Sponsor Booth



Top page of each EXPO



ITmedia Virtual Expo 2021 Spring

February 16 Tuesday – March 19 Friday, 2021

Why sponsor the ITmedia Virtual Expo?

The innovative online environment of the EXPO will allow you to reach your target audience everywhere in Japan.

Sponsorship opportunities are now available. For additional information, please contact your local sales representative.

Sponsorship Benefits include:

- Targeted, high-quality sales lead generation with demographic data (provided only in Japanese)
- Attendee tracking and reporting
- Advanced platform supporting rich media assets including webinars and white papers

Sponsor Packages

		Platinum sponsorship *1	Gold sponsorship *1	Silver sponsorship *1
Branding				
Logo placement		●	●	●
Sponsor Content				
Webcast (Including cost of shooting/editing. Shooting must be performed in or around Tokyo in Japanese. No translation and subtitling service.)		1	1	N/A
Document download (i.e., white paper and catalog)		up to 10 PDFs	up to 10 PDFs	up to 10 PDFs
Online survey, giveaway and live chat		●	●	●
Promotion				
Traffic Driver		by expo email By Pick Up Contents area in zone entrance*7	by expo email	N/A
Lead Generation				
Zone(Expo) visitors' lead *2		●	N/A	N/A
Leads data who saw keynote session [select 1 session]*3		●	●	N/A
Booth visitors' lead *4		●	●	●
Sponsor content audiences' lead *5		●	●	●
Live Session (Up to 3 clients) (Net)		Option (+USD 10,800)	Option (+USD 10,800)	Option (+USD 10,800)
Estimated leads *6	Mechanical Design Expo, Embedded & Electronics / AI EXPO or Smart Factory EXPO	1,800 – 2,400	600 – 800	300 – 400
	Building x IT Expo or Retail & Logistics Supply Chain Expo	1,100 – 1,500	400 – 500	200 – 300
Price				
Sponsor fee (Net)	Mechanical Design Expo, Embedded & Electronics / AI EXPO or Smart Factory EXPO	USD 26,400	USD 15,600	USD 9,600
	Building x IT Expo or Retail & Logistics Supply Chain Expo	USD 18,000	USD 10,800	USD 7,200

*1 When applying for sponsorship, **please assign someone who understand Japanese as a contact person**. The application form, manual and supports are all provided in Japanese.

*2 Leads are generated when visitors visit the zone(expo) where sponsor exhibits, sponsor's booth, watch webcasts and download documents. Lead information of the zone are provided in spreadsheet format after the expo. Lead information of the booth, webcasts and documents are provided real-time during the virtual expo. **Please note all of the lead information are provided in Japanese. (No translation service)**

*3 Leads are visitors who see the keynote content. **Please ask the detail of keynote speeches and select 1 session.**

*4 & 5 Leads are generated when visitors visit the sponsor's booth, watch webcasts and download documents. Lead information of the booth, webcasts and documents are provided real-time during the virtual expo. **Please note all of the lead information are provided in Japanese. (No translation service)**

*6 Estimated leads are forecasted based on the actual numbers of our previous expo. Please note it will vary depending on the momentum of each expo and booth.

*7 As to the Pick Up Contents area, please see details on the next page.

Order Deadline : December 11, 2020

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Pick Up Contents Area in Entrance

Main Entrance



Booth



Entrance



EXPO Structure

The virtual expo are divided into 5 expos depending on the topic.

●Mechanical Design EXPO

Topics : CAD, CAE, CAM, 3D Printer and Scanner, VDI, Global Design and Development and Makers.

●Embedded & Electronics / AI EXPO

Topics : Embedded Development, IC and Electric Component, Software Testing , FPGA Solution, Test & Measurement, Internet of Things(IoT), M2M and Smart Device, AI, Deep Learning.

●Smart Factory EXPO

Topics : Smart Factory, Industrial IoT, Industrie 4.0, Controlled Equipment, Industrial Robot, Security for Industrial Equipment and Industrial Ethernet. PLM, ERP, SCM, Management, Global Design and Development and Foreign Production.

●Building x Information Technology EXPO

Topics : Building Information Modeling (BIM), CAD, Information-oriented Construction, Building Automation System (BAS), Energy-saving Building, Facility Management (FM), Legal regulation and Inspection.

●Retail & Logistics Supply Chain EXPO

Topics : Supply Chain Management (SCM), Enterprise Resource Planning (ERP), Automated Guided Vehicle, RFID, Smart Tag.

*Please ask us for further information.