



ITmedia Inc.



ITmedia Virtual EXPO 2020 春
国内最大級のバーチャル展示会

会期 2020.2.18 – 3.13

会場 オンライン 参加費 無料



ITmedia Virtual EXPO 2020 Spring Event Report

Event Period

February 18, 2020 – March 13, 2020

Title	ITmedia Virtual EXPO 2020 Spring
Period	10:00 AM on February 18, 2020 – 11:59 PM on March 13, 2020
Host	ITmedia Virtual EXPO Executive Committee
Planning	MONOist, EE Times Japan, EDN Japan, Smart Japan, Tech Factory and BUILT



Number of Registrants	4,674
Number of Attendees	3,559
Yield	76.1 %
Return Visit Rate	49.1 %
Average Time Spent	129.7 minutes
Total Downloads of Assets	23,998 downloads
Total Views of Webcasts	7,244 views
Average Visits of Booths per Attendee	6.3 booths

Record highs for both registrants and attendees to the booth!

	Number of Registrants	Number of Attendees	Yield	Average Visits of Booths per Attendee
2020 Spring	<u>4,674 persons</u> YoY <u>31.2% up</u> ↗	<u>3,559 persons</u> YoY <u>38.3% up</u> ↗	<u>76.1%</u> YoY <u>5.4% up</u> ↗	<u>6.3 booths</u> YoY <u>34.0% up</u> ↗
2019 Spring	3,561 persons	2,573 persons	72.2%	4.7 booths

Additional 3 themed private expos were held at the same time.



▲ Nikkan Kogyo Robot EXPO



▲ ICT Basis for Manufacturing Industry EXPO



▲ Manufacturing Exhibition

Provide an **average of 78% more leads than expected** to the exhibitors※

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Expected Leads	700 - 1,100 leads	400 - 600 leads	200 - 300 leads
Average Generated Leads	<u>1,916 leads</u>	<u>715 leads</u>	<u>448 leads</u>

※ Average number of leads of exhibitors in Mechanical Design EXPO, Smart Factory EXPO, Embedded & Electronics / AI EXPO, Building x IT EXPO and Retail & Logistics Supply Chain EXPO

Session Ranking Top 10 (Sessions Planned by ITmedia)

Rank	Session Title	Lecturer	EXPO where session was held	# of Viewers
1	Digital Strategy of Toshiba Road to CPS Technology Company	Toshiba Corporation Taro Shimada	Smart Factory Expo	370
2	5G, Which Has Moved to Commercialization. NTT Docomo Begins to Move toward Further "Collaborative Creation" under "6G" era.	NTT Docomo, Inc. Takehiro Nakamura	Embedded & Electronics / AI EXPO	367
3	Epoch's Use Case of 3D Tools to Innovate Toy Making	Epoch Co., Ltd. Koichi Nishino	Mechanical Design EXPO	353
4	Front Line of Semiconductor Design That Amazes Even Chip Disassembly Professionals	TechanaLye Co., Ltd. Yoji Shimizu	Embedded & Electronics / AI EXPO	298
5	Digital Logistics Information Platform	Hacobu, Inc. Taro Sasaki	Retail & Logistics Supply Chain EXPO	280
6	Next Generation of Architecture Deciphered by "EQ House", a Collaboration Shop between Mercedes-Benz Japan and Takenaka Corporation	Takenaka Corporation Ikuya Hanaoka	Building x IT EXPO	267
7	Behind the Scenes of the Development of YAOKI, Japan's First Lightweight and Compact Robot to Explore the Moon in 2021	Daimon Co., Ltd. Shinichiro Nakajima	Mechanical Design EXPO	261
8	Possibility of the Next Generation of Retail Opened by VR ~How will XR adoption change the commerce experience?	Dentsu Isobar Inc. Yuki Matsuoka	Retail & Logistics Supply Chain EXPO	260
9	Application of High-speed Image Processing for Robot Control	Tokyo Univaersity Masatoshi Ishikawa	Nikkan Kogyo Robot EXPO	240
10	Construction IT Journalist Listens! Koyanagi Construction in Niigata Envisions 4D Design and Construction with HoloLens 2	Oyanagi Construction Inc. Takuzo Oyanagi Ieiri Lab., Ltd. Ryuta Ieiri	Building x IT EXPO	233

Session Ranking Top 10 (Sessions by Sponsor Companies)

Rank	Session Title	Sponsor Company	EXPO where session was held	TYPE
1	HPE's Technology to Realize Smart Factory and Canon's Latest Edge Solution	Hewlett Packard Enterprise (HPE) Canon Inc.	Smart Factory EXPO	Webcast
2	Summary of the Award	Toyota Motor Corporation	Manufacturing Exhibition	PDF
3	Summary of the Award	Komatsu Ltd.	Manufacturing Exhibition	PDF
4	Complete Guide to the Latest Technologies for Manufacturing IT	Nutanix Japan G.K.	ICT Basis for Manufacturing Industry EXPO	PDF
5	User Example: Remote-controlled Robot ~Experience as if There Are 2 Bodies	SOLIDWORKS Japan K.K.	Mechanical Design EXPO	Webcast
5	Latest Example of AI / Deep Learning	MathWorks Japan	Embedded & Electronics / AI EXPO	PDF
7	Digital Transformation Guide for Manufacturing IT	Nutanix Japan G.K.	ICT Basis for Manufacturing Industry EXPO	PDF
8	"Antenna", the User Interface to Make Your Body Feel Sound	Fujitsu Electronics	Embedded & Electronics / AI EXPO	PDF
9	Introduction of KOM-MICS	Komatsu Ltd.	Manufacturing Exhibition	Link
10	Business IT Platform for Realizing Smart Factory with Remote-Control Robots	IFS Japan	Smart Factory EXPO	Webcast



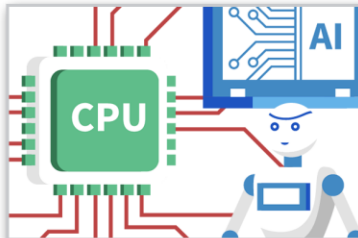
Mechanical Design EXPO
2020 Spring

1,558



Smart Factory EXPO
2020 Spring

2,004



Embedded & Electronics / AI
EXPO 2020 Spring

1,539



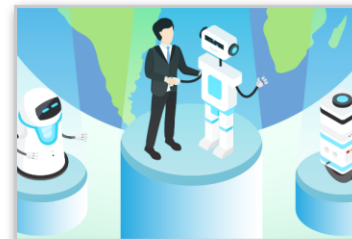
Building × IT EXPO
2020 Spring

1,243



Retail & Logistics Supply
Chain EXPO 2020 Spring

998



Nikkan Kogyo Robot EXPO
2020 Spring

1,337



ICT Basis for Manufacturing
Industry EXPO 2020 Spring

1,269



Manufacturing Exhibition

1,506

Mechanical Design

[SolidWorks Japan](#)

[Carl Zeiss](#)

[Autodesk](#)

[Epson Direct](#)

Building × IT

[Dassault Systèmes](#)

[Autodesk](#)

[BUILT](#)

Retail & Logistics Supply Chain

[Contentserv](#)

[Blue Tiger Consulting](#)

[SAS Institute Japan](#)

ICT Basis for Manufacturing Industry

[Nutanix Japan](#)

SMART FACTORY

[Hewlett-Packard Japan](#)

[Canon](#)

[ELECOM](#)

[EPLAN Software & Services](#)

[IFS Japan](#)

[FUJITSU COMPONENT](#)

[Dassault Systèmes](#)

[OceanBridge](#)

[Panasonic](#)

[RYOYO ELECTRO CORPORATION](#)

[Cisco Systems](#)

[SDL Japan](#)

[Fluke Networks](#)

Embedded & Electronics / AI

[TE Connectivity](#)

[Mentor Graphics Japan](#)

[Sophos](#)

[Yokogawa Rental & Lease](#)

[MathWorks Japan](#)

[RS Components](#)

[DataDirect Networks](#)

[FUJITSU ELECTRONICS](#)

Nikkan Kogyo Robot

[TE Connectivity](#)

[OnRobot Japan](#)

[ABB](#)

[World Robot Summit](#)

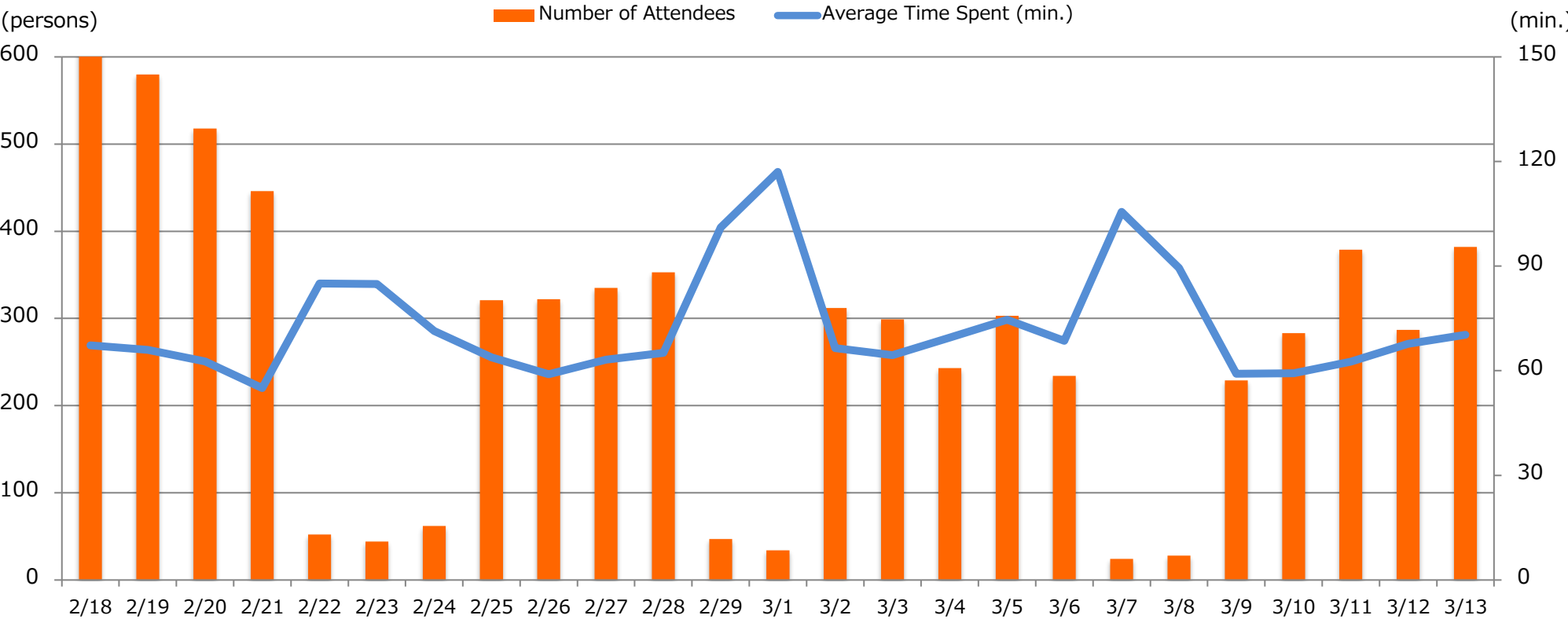
Number of exhibitors = 34 companies
Number of booths = 35 booths

Visited Corporation List Top 24

1	Panasonic Corporation
2	Canon Inc.
3	RICOH JAPAN Corp.
4	FUJITSU LIMITED
5	Mitsubishi Electric Corporation
6	DENSO CORPORATION
6	NEC Corporation
8	FUJITSU ELECTRONICS INC.
9	NEC Platforms, Ltd.
9	Renesas Electronics Corporation.
11	Hitachi, Ltd.
12	NEC Solution Innovators, Ltd.
12	ALPS ALPINE CO., LTD.

14	KYOCERA Corporation
15	TOYOTA MOTOR CORPORATION
16	SoftBank Corp.
16	Nikkei Business Publications, Inc
18	BROTHER INDUSTRIES, LTD.
18	Murata Manufacturing Co., Ltd.
20	Komatsu Ltd.
20	SEIKO EPSON CORPORATION
20	FUJITSU COMPONENT LIMITED
20	ADVANTEST CORPORATION
24	Toshiba Corporation
24	Toshiba Infrastructure Systems & Solutions Corporation
24	Toshiba Tec Corporation

Daily Trend of Attendees and Average Time Spent



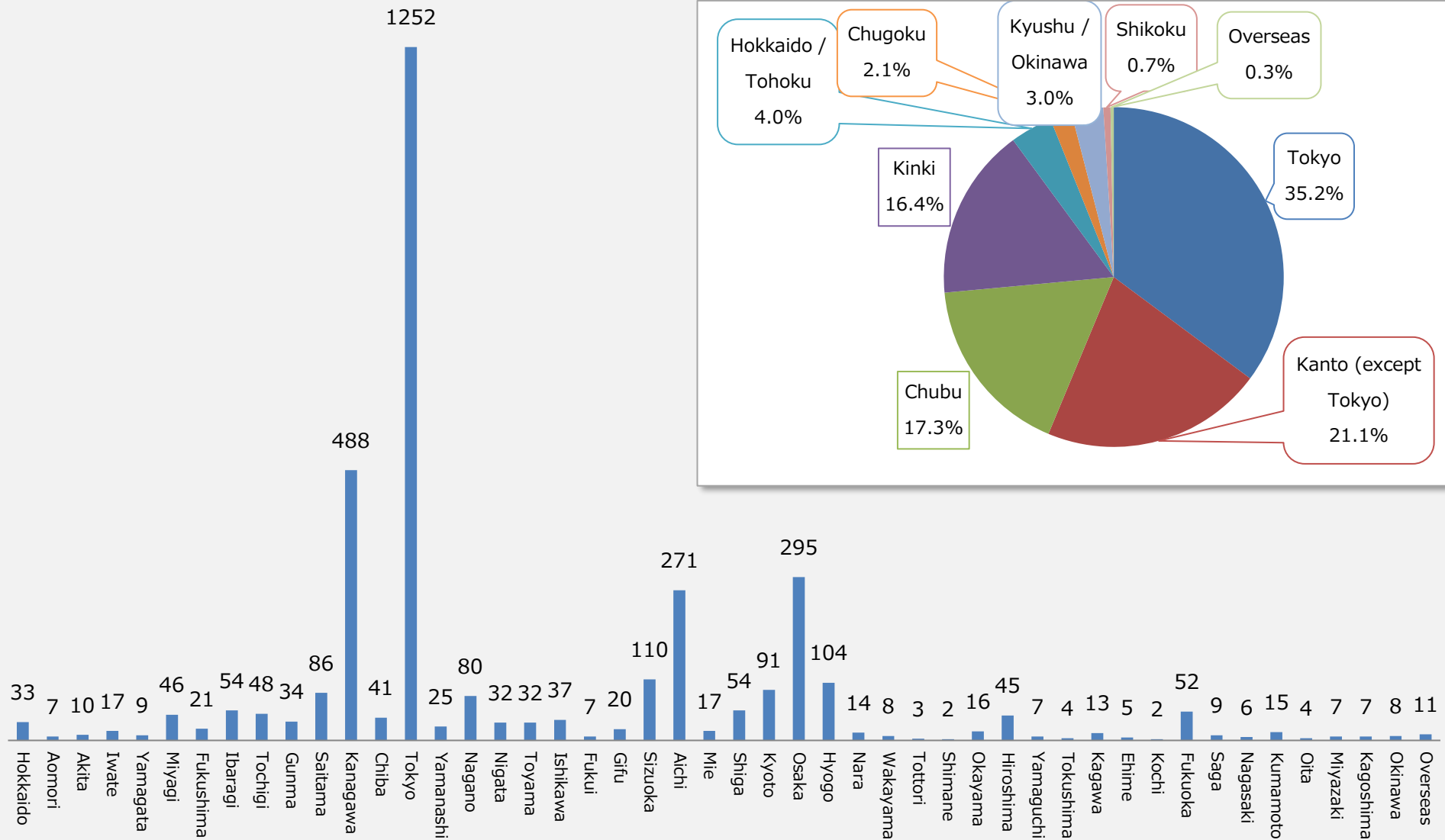
	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26	2/27	2/28	2/29	3/1	3/2	3/3	3/4	3/5	3/6	3/7	3/8	3/9	3/10	3/11	3/12	3/13
Number of Attendees	880	580	518	446	52	44	62	321	322	335	353	47	34	312	299	243	303	234	24	28	229	283	379	287	382
Average Time Spent (min.)	67.3	66	62.7	55	85	84.9	71.4	63.8	59	63.2	65.1	101	117	66.5	64.5	69.5	74.6	68.6	105.6	89.5	59.1	59.3	62.6	67.7	70.3



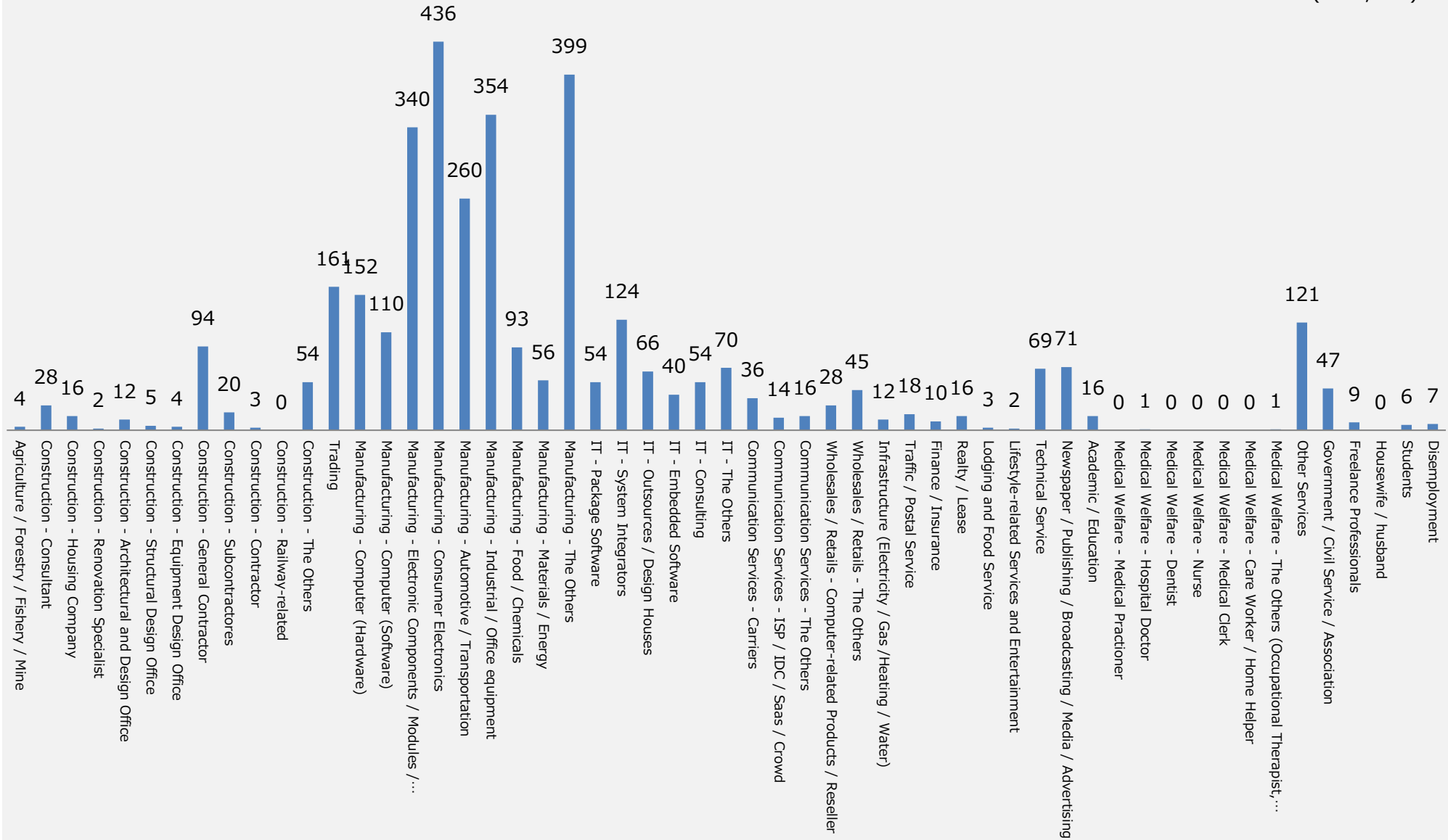
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Registrants' Demographic

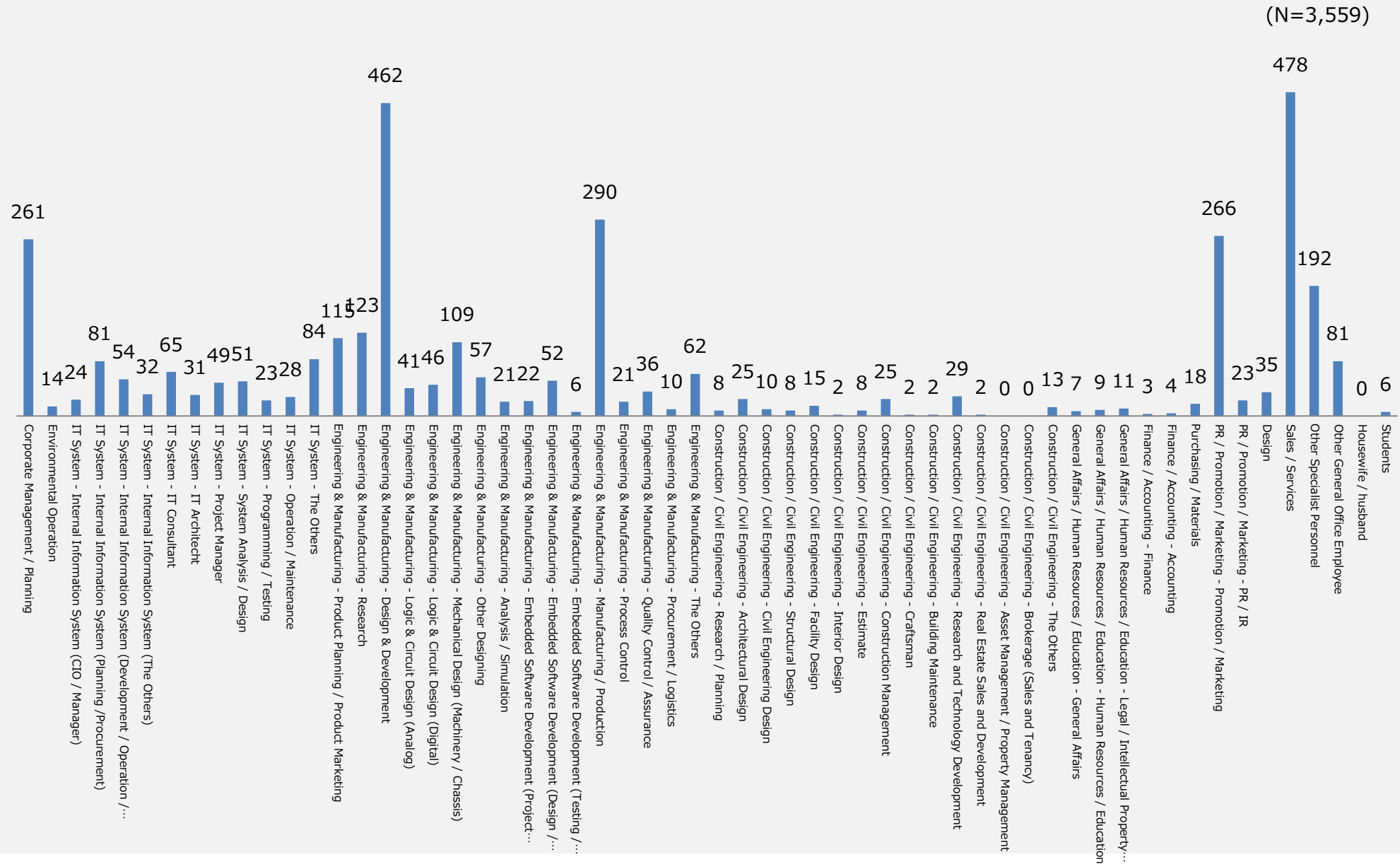
(N=3,559)



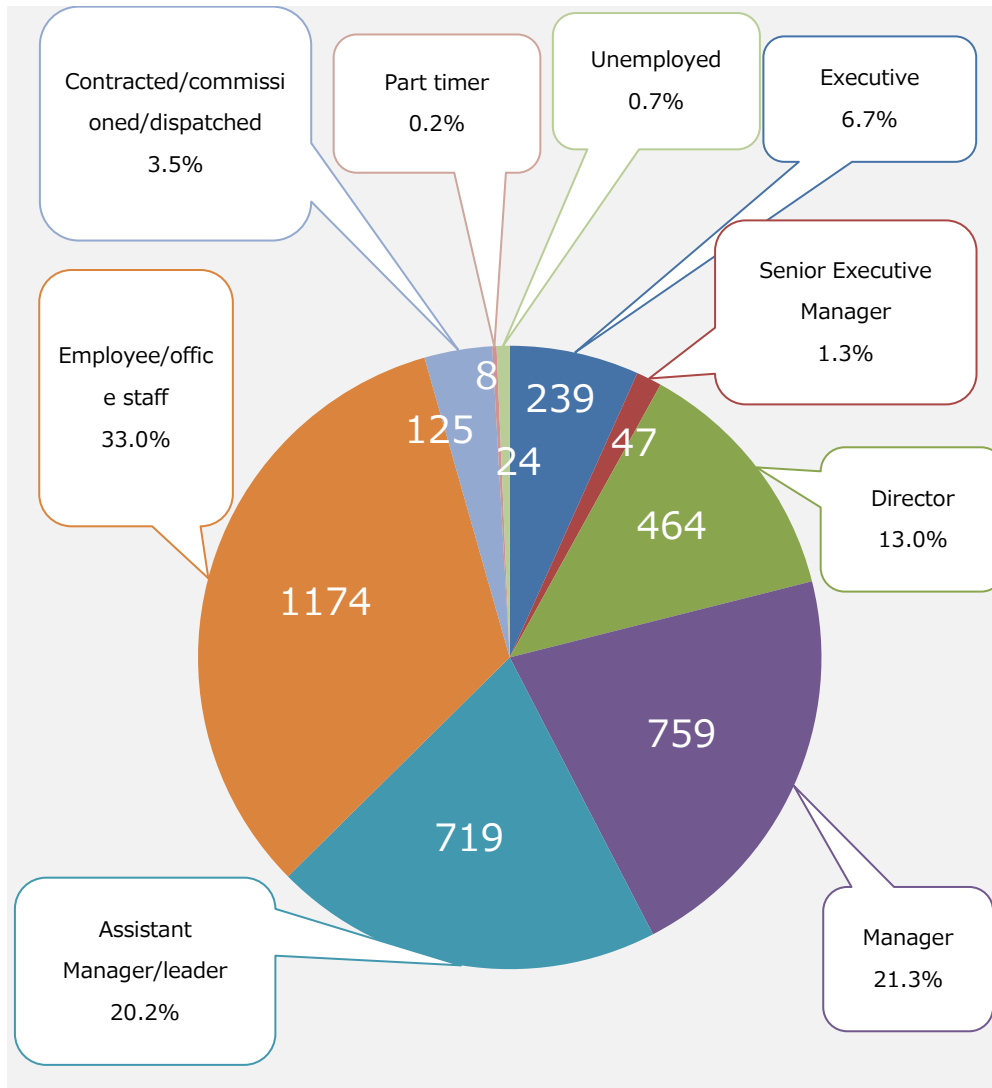
(N=3,559)



By Job Function

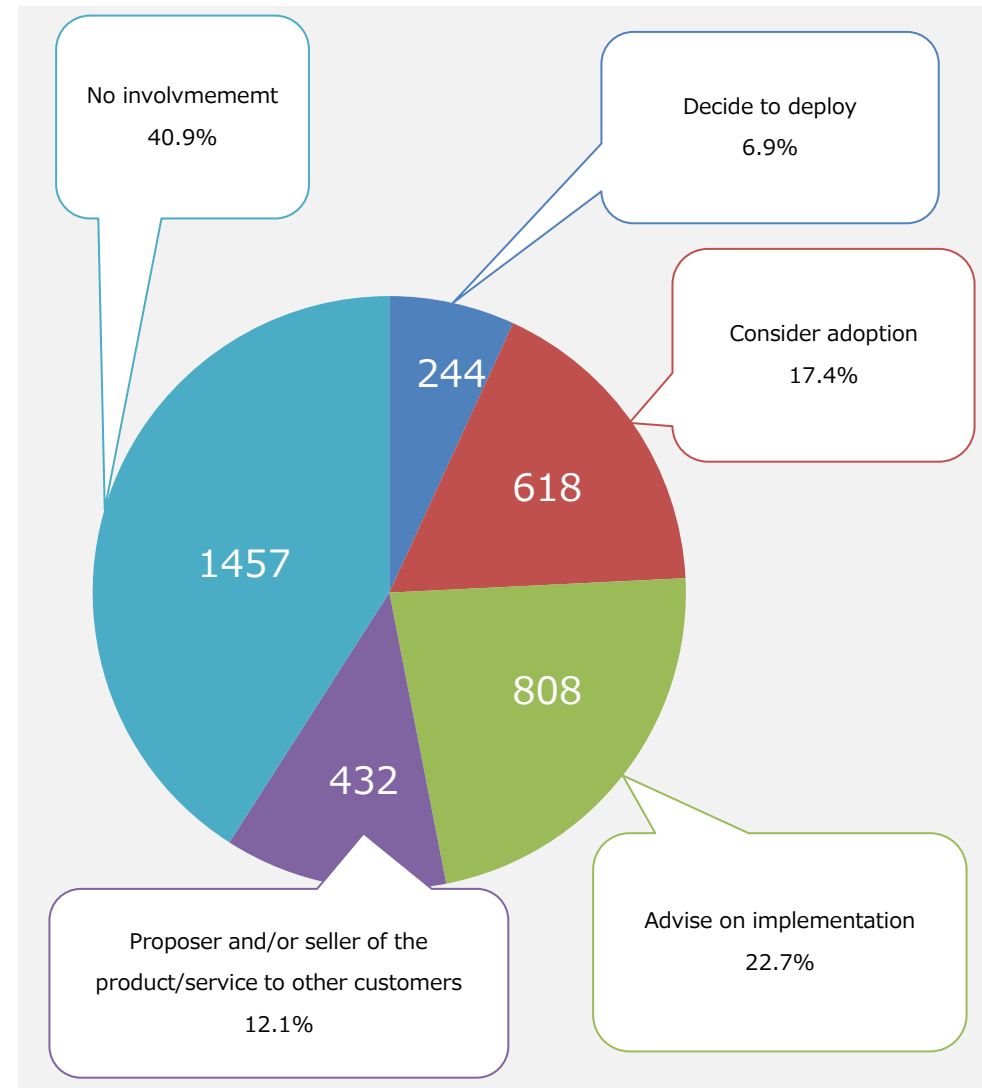


Job Title



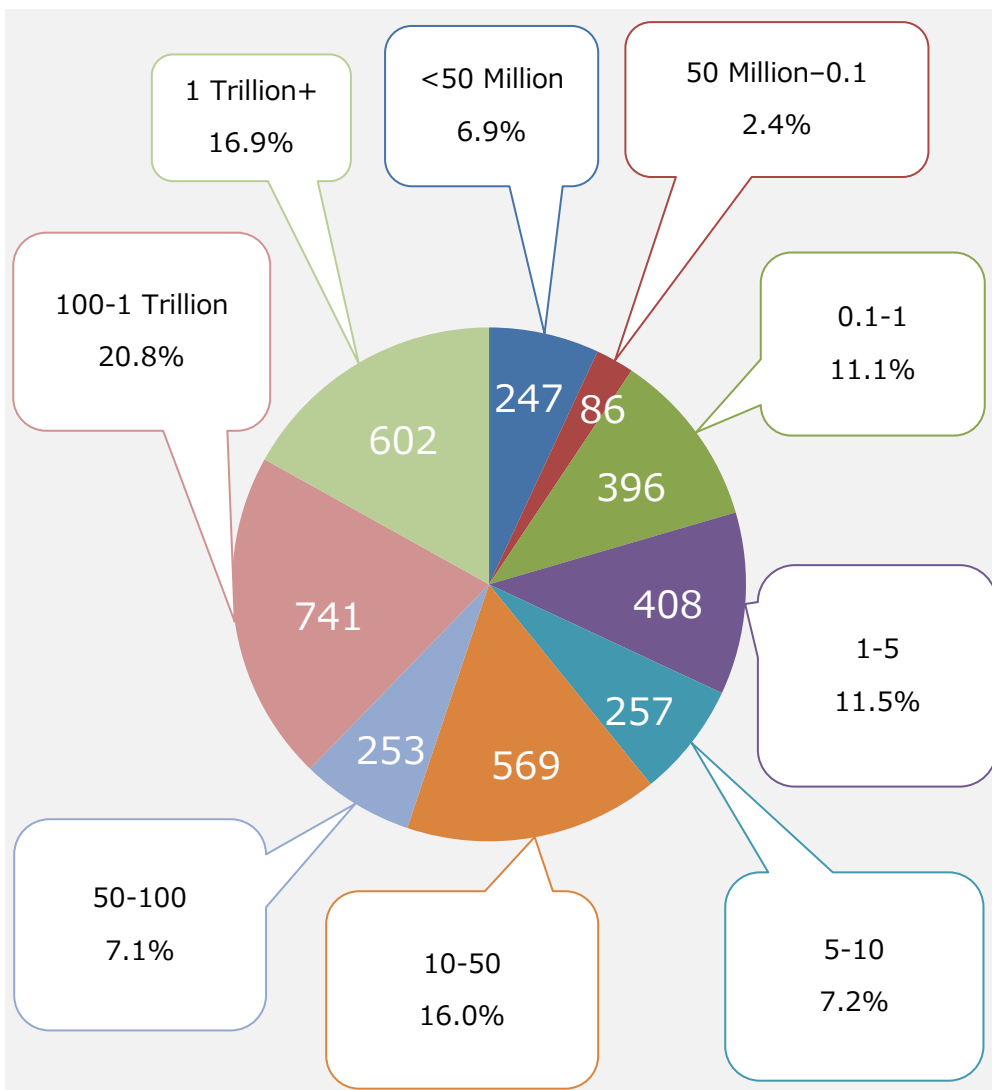
Role

(N=3,559)

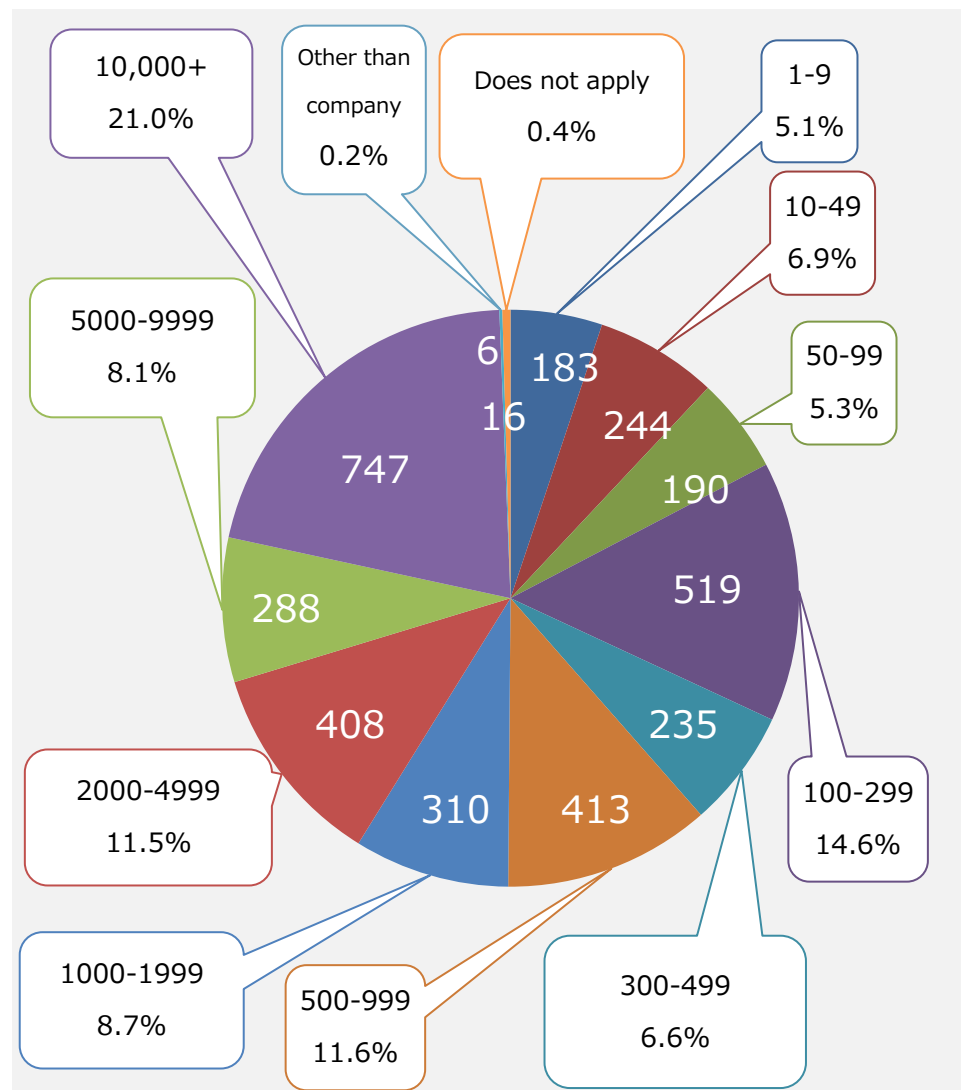


(N=3,559)

Annual Sales (Billions of JPY)



Number of Employees



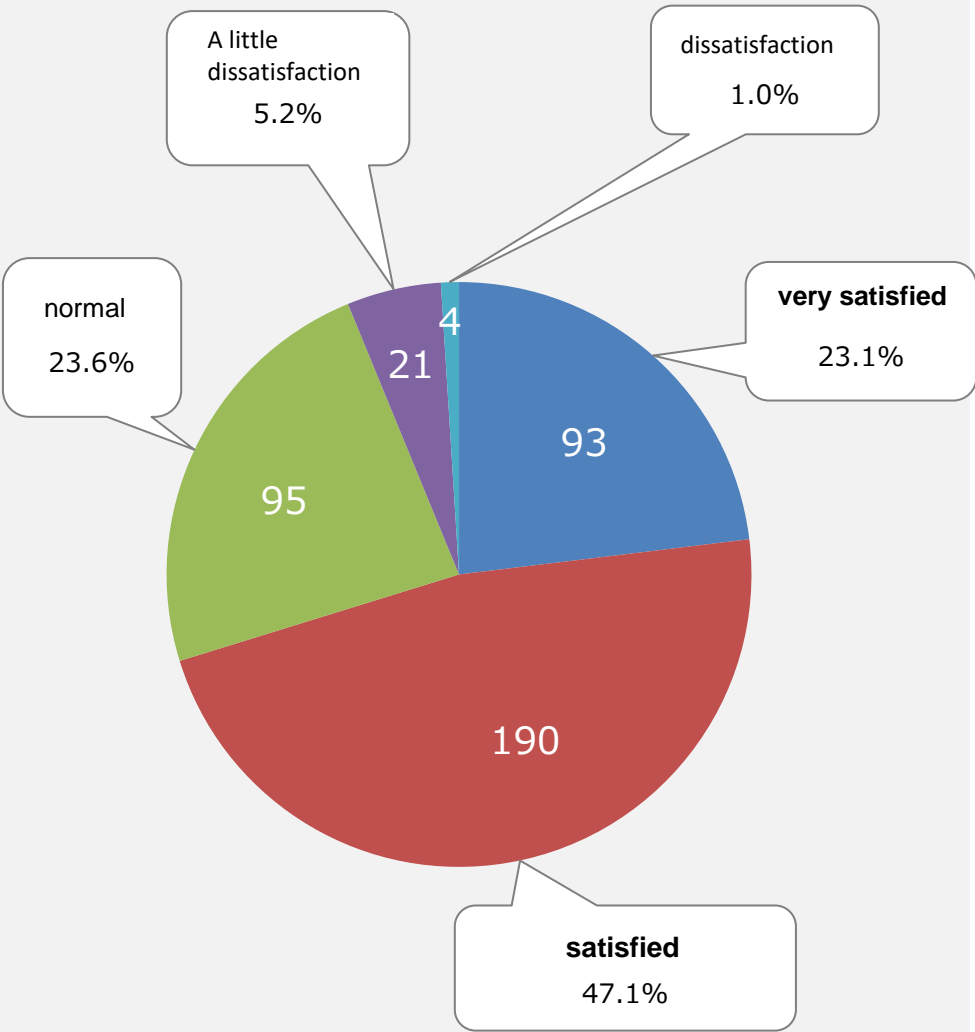


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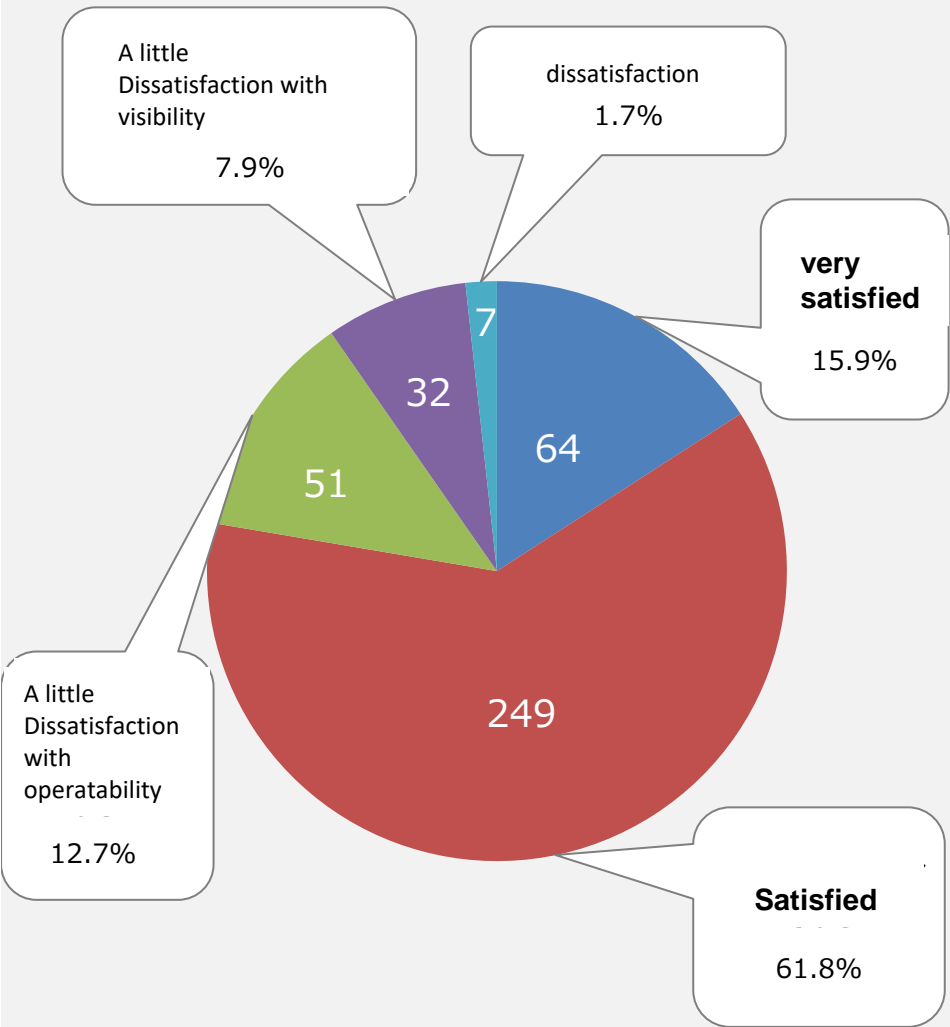
Questionnaire for Attendees



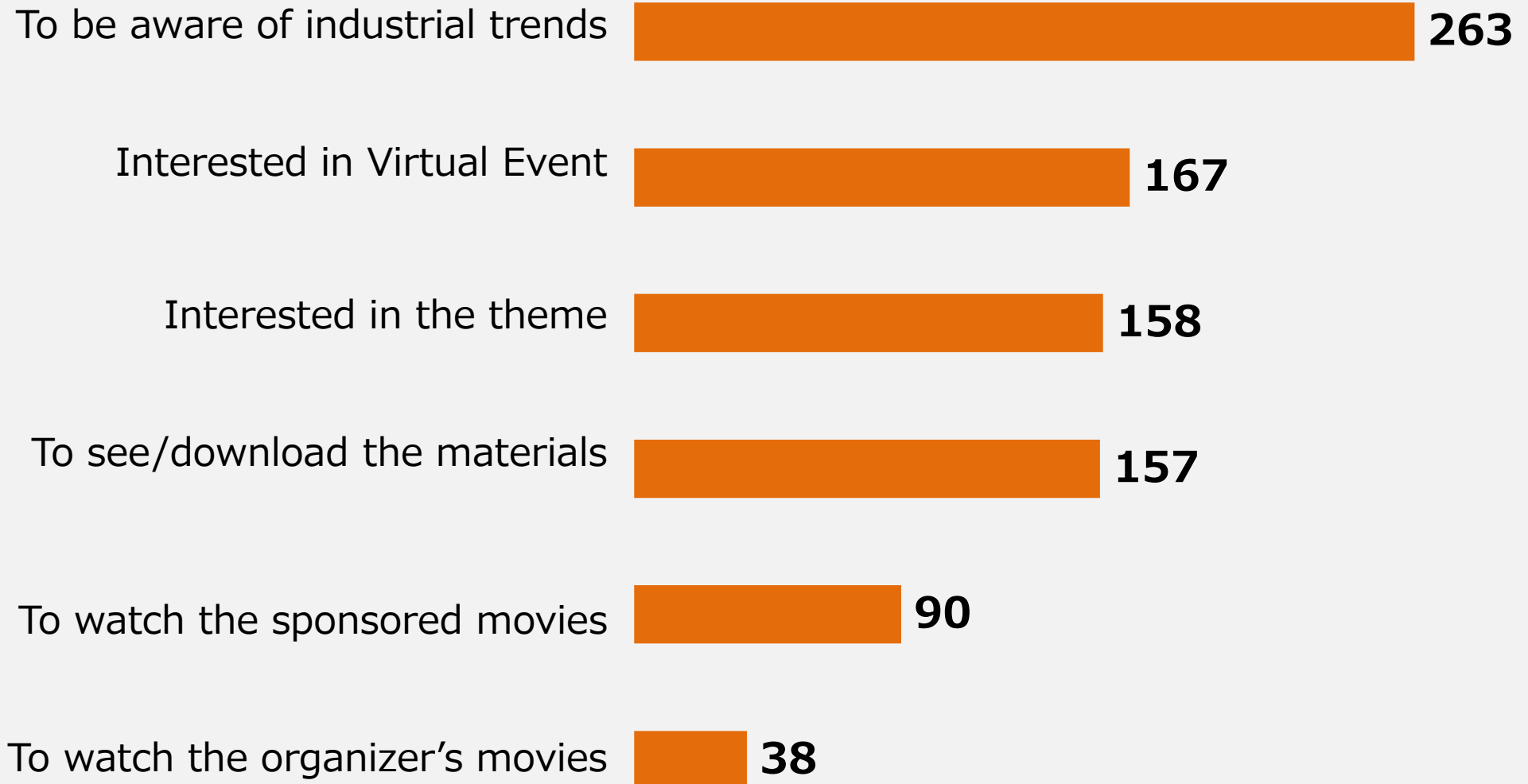
Satisfaction with Virtual EXPO



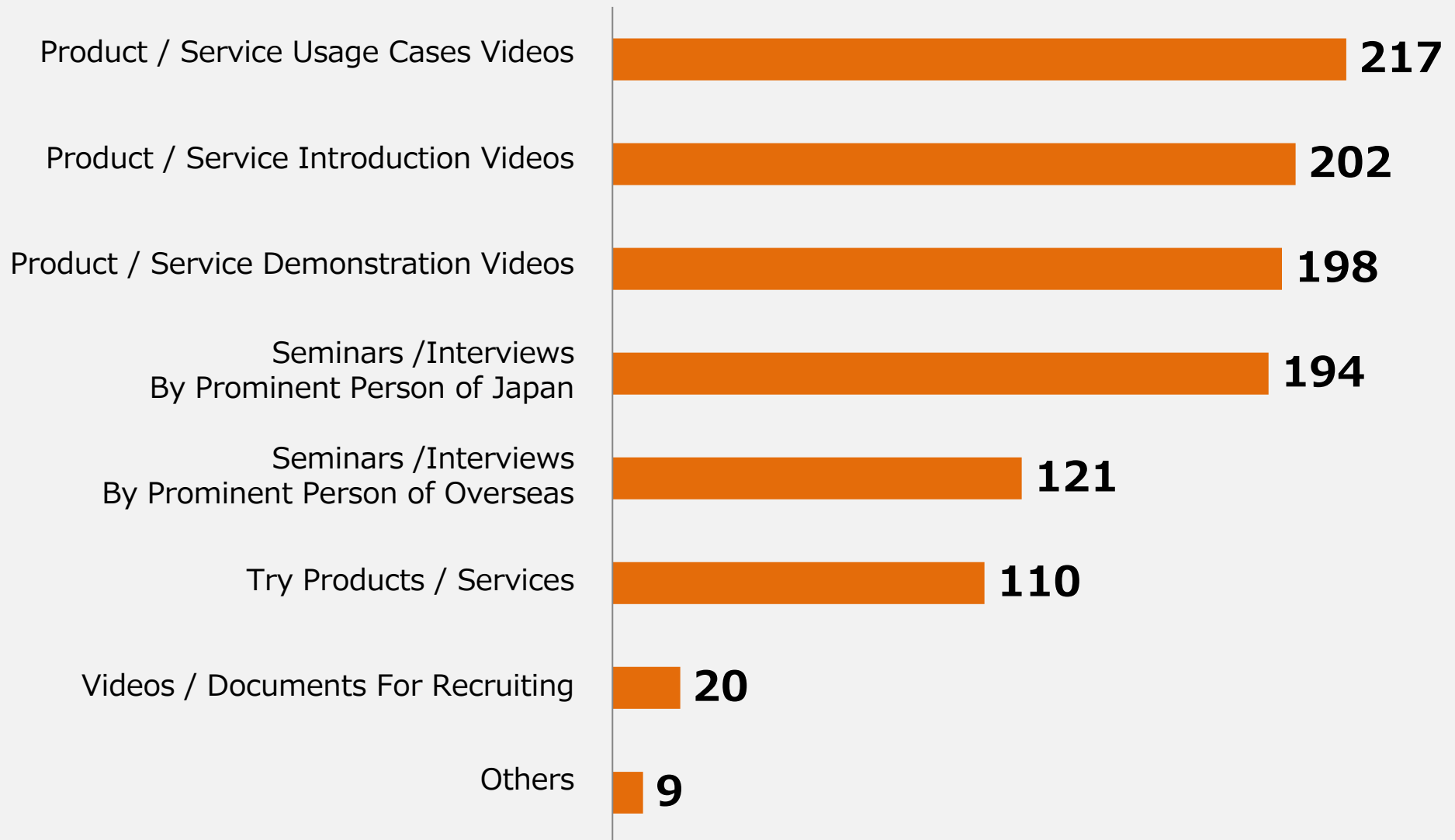
Satisfaction with Operability and visibility of the event



Reason to Visit ITmedia Virtual EXPO 2020 Spring (MA)



What content would you like to see posted at virtual events in the future? (MA)



What do you think are the strengths of this virtual event? (MA)



- Unlike the actual exhibitions, I found it useful that I was able to get information without worrying about time. I am very happy to see many videos which are easy to understand. I'd like to access it often during the period of the exhibition, because I can look at it while I'm working with refreshed feeling.
- This year, due to the new coronavirus, participation in actual seminars and exhibitions has been restricted at our company. I think that demands for participation on the web will increase in the future. I look forward to it.
- Since the actual expos have been cancelled due to the new Corona, the virtual expo would be very much appreciated. I hope they will continue in the future.
- I have never felt more grateful for this event than this time, because the coronavirus is rampant. However, I feel that the quality of the content is different for each company, and I feel that our contact with companies becomes thin.
- Being able to participate online is very helpful because it doesn't take up a lot of space or time. Especially since the seminar has been cancelled due to the recent corona uproar, it is easy to understand how useful it is.
- This was my first time to participate in this event, but it was very convenient that I can participate in the event regardless of the time. I would like to participate in the future, too.
- I was very impressed with the concept of a virtual exhibition, which was not likely to happen. I felt that it would be great from a review perspective if it becomes more popular with combining a pair of actual events, because often I can't go to the actual events..
- I thought that being able to watch from any location was very effective when considering the current situation.
- It's nice that I can view it from home or office.
- The amount of content still feels small, so I would appreciate it if you would consider expanding it.

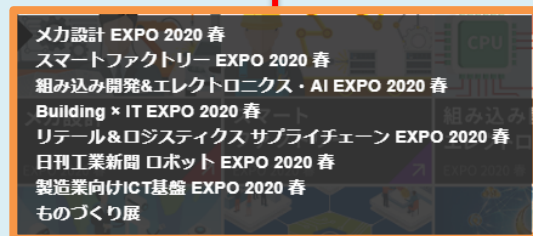


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Venue Structure and Customer Attraction



EXPO Overall Venue Structure



【Navigation】

In addition to navigating to each exhibition site, the navigation bar also directs visitors to the lecture site, materials list, and sponsor list pages.



【Entrance】

This is the screen after logging in to ITmedia Virtual EXPO 2020 Spring. The design emphasizes the route to each exhibition hall.



【Exhibition Hall】

Exhibitors' booths are lined up, and if you click on a booth, enter the interior of each exhibitor's booth.

In the upper right corner of the hall, ① EXPO lectures are lined up for viewing.



【List of Information】

Exhibitors' materials are listed for each expo. This is the page where all the materials can be downloaded.



【Lecture Hall】

This is the link page to the video of the lecture.

① "EXPO lectures will be linked to each exhibition site"
② "Sponsored lectures were linked to exhibitors' exhibition booths", leading to an increase in the number of visitors to the venue.



【Exhibitors' Booth】

This is a booth for each exhibitor. Materials and links are available. The Webcast & LIVE session that is a ② sponsor lecture can be viewed in the center.



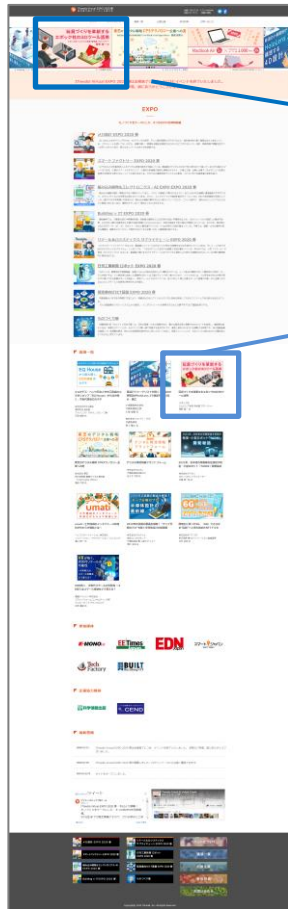
Webcast

LIVE Session

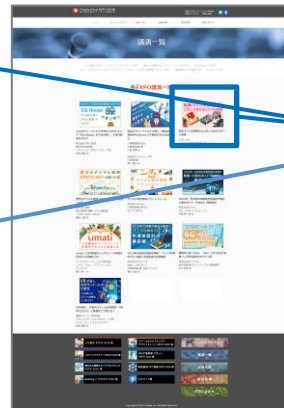
Each EXPO's registration pages have Introduction of EXPO lectures and exhibitor's booth.

【TOP】

There are slidable Top banners of EXPO lecture's and these list leads to each EXPO's pages



【List of EXPO lectures】

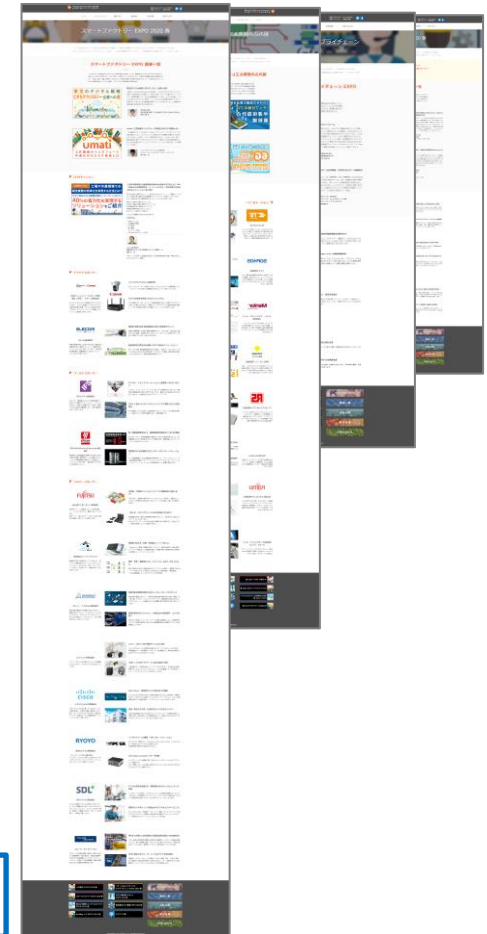


【Introduction of EXPO】



【Each EXPO's pages】

Introduction of EXPO lectures and exhibitor's booths



Each EXPO's pages have the info of EXPO lectures

Attracting Customers

We announced and attracted customers through our media for manufacturing industry and external media from December 19th 2019 to March 13th 2020.

①Announcing and attracting Customers through our media

Announced on the web site or e-mail to whom visit our media for manufacturing industry as below.



②Mail delivery to our house list

Announced people who participated in our past events.



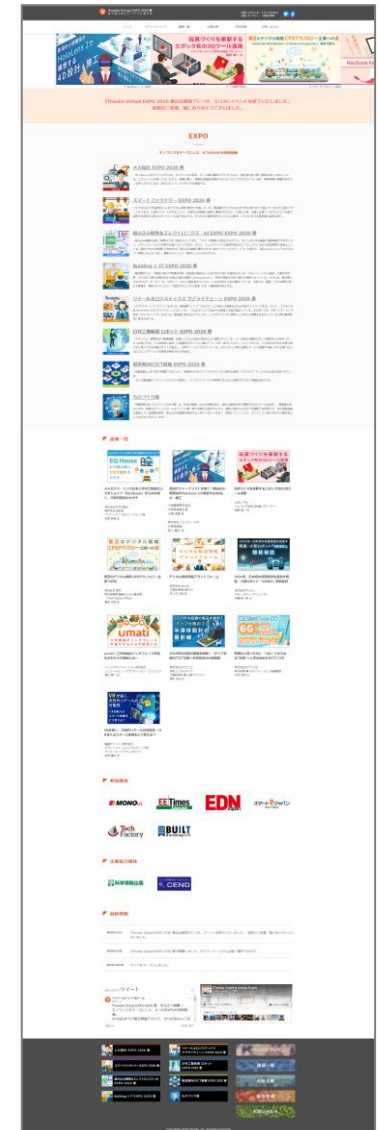
③Announced to the ITmedia ID members

Announced a campaign to our ITmedia ID Members.

アイティメディアID

④Attracting customers through external media

Attracted customers from the following external media as media sponsors.



【Super Banner】

玩具づくりを革新するエポック社の3Dツール活用
エポック社 シルバニア本部 技術室 マネージャー 西野 晃一 氏

ITmedia Virtual EXPO 2020 春 2020.2.18 (火) - 3.13 (金) 事前登録受付中

新潟の小柳建設が
HoloLens 2で構想する4D設計 施工
株式会社 イエイ・ラボ 家入 龍太 氏

ITmedia Virtual EXPO 2020 春 2020.2.18 (火) - 3.13 (金) 事前登録受付中

【Rectangle】

umati
工作機械のインターフェース
共通化がもたらす価値とは
ベッコフオートメーション株式会社
ソリューション・アプリケーション・エンジニア
高口 順一 氏

ITmedia Virtual EXPO 2020 春
2020.2.18 (火) - 3.13 (金) 事前登録受付中

2019年の話題の製品を解剖！
“チップ分解のプロ”も驚く
半導体設計の
最前線
株式会社テカナリエ
技術コンサルタント
代表取締役 兼 上席アナリスト
清水 洋治 氏

ITmedia Virtual EXPO 2020 春
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商用化に移った5G
さらなる
6G+ “協創”へと
で歩み始めた
NTTドコモ
株式会社NTTドコモ 執行役員
兼 5Gイノベーション推進室長
中村 武宏 氏

ITmedia Virtual EXPO 2020 春
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VRが拓く、
次世代リテールの
可能性
XR導入は
コマース体験を
どう変える？
電通アイソパー株式会社
プラットフォームソリューション部
クリエイティブ テクノロジスト
松岡 湧紀 氏

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2020.2.18 (火) - 3.13 (金) 事前登録受付中

【Welcome Screen】

2021年、日本初の月面探査を目指す
軽量・小型ロボット「YAOKI」開発秘話
株式会社ダイモン CEO・ロボットクリエイター
中島 紳一郎 氏

YAOKI

ITmedia Virtual EXPO 2020 春
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東芝のデジタル戦略 CPSテクノロジー企業への道
株式会社 東芝 執行役常務 最高デジタル責任者 (Chief Digital Officer) 島田 太郎 氏

Cyber Physical System

ITmedia Virtual EXPO 2020 春
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■ITmedia Virtual EXPO office promoted registrants to attend the Virtual EXPO with daily promotion emails. It included the introduction to each booth and its link, daily columns from office members, a gift promotion, and the announcement of each lecture.

■For keeping balance of the number of downloader, the sender of promotion email choice contents based on the latest progress.

- The number of the email : 16 (Feb 18th – Mar 13th)
- The frequency daily
- From : ITmedia Virtual EXPO office
- Recipitants : registrants

□ ■ Today's lineup ■ □

【 1 】 Recommended lecture
「Building × IT EXPO」

• Mercedes-Benz Japan and Takenaka Corporation's collaboration shop "EQ House" reveals the vision of next-generation architectural
<https://vshow.on24.com/vshow/itmexpo2020S/content/2190683>

【 2 】 「Building × IT EXPO」 Recommended content

• Significant improvement of general construction projects with new construction methods
<https://vshow.on24.com/vshow/itmexpo2020S/content/2179024>

• Obayashi's BIM future
<https://vshow.on24.com/vshow/itmexpo2020S/content/2188544>

■ Sample subject of promotion email

- Feb 20th : What is the use of 3D tools promoted by Epoch?
- Feb 25th : Digital innovation in the supply chain: "Connecting" creates value
- Feb 28th : NTT Docomo explains 5G development and 6G future
- Mar 5th : What are the elements and IT technology necessary for the development of next-generation robots?



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