February 17 (Wed) and 18 (Thu), 2027 — Online Event

ITインフラ Summit

IT Infrastructure Summit 2027

~The New Norm in IT Infrastructure: Turning AI Agents into a Competitive Advantage~

#AI in Business Operations　#AI-Driven Business Automation　#Risk Management, BCP　#Approximately 70% of Participating Companies Are End-Users

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Online Seminar Sponsorship Guide ver.1-2702

The New Standard in IT Infrastructure: Turning AI Agents into a Competitive Advantage

The use of generative AI is evolving from a stage where it assists with information retrieval and document creation to a stage where AI agents actually perform business tasks. Leading companies are already seeing multiple AI agents working in tandem to handle tasks such as customer support, system operations, and software development.

At the same time, fully leveraging AI agents requires a transformation of the underlying IT infrastructure. A reliable data foundation, a flexible architecture that integrates with the cloud, a network capable of supporting large-scale AI usage, and resilience against cyberattacks and outages are now more critical than ever.

Furthermore, as companies accelerate their use of AI, their IT departments are also required to address challenges such as cost optimization, strengthened governance, and advanced security measures. Competitiveness in the AI era depends not only on AI itself but also, to a large extent, on the design and operational capabilities of the infrastructure that supports it. As many companies explore the future of next-generation infrastructure, interest in new technologies and best practices is growing even more.

For companies facing these challenges, we will host the “IT Infrastructure Summit 2027” over two days on February 17 and 18, 2027. This event will serve as an excellent opportunity to showcase the latest IT infrastructure technologies, solutions, and use cases to decision-makers and practitioners involved in the implementation and operation of IT infrastructure. We have organized four forums: “AI and Data Infrastructure,” “Cloud Infrastructure Optimization,” “Network Optimization,” and “Risk Management and BCP.” Companies offering IT infrastructure-related products and solutions are encouraged to consider sponsoring this event.

Nikkei xTECH Senior Staff Writer
Yukihiro Katsumura



Event Overview (Tentative)

Date : February 17 (Wed) and 18 (Thu), 2027—2-day event

Organizer : Nikkei xTECH

In Cooperation with : Nikkei Computer, Nikkei NETWORK, Nikkei xTECH Active

Format : Online (Live-streamed web seminar)

*The live stream will be broadcast from V-Cube Studio (Shirokane-Takanawa)

Participants : Estimated 500 pre-registered participants

Fee : Free (Pre-registration required)

Target Audience : Personnel in corporate IT departments, strategic planning departments, and DX promotion departments, Infrastructure and operations staff, Employees of information systems subsidiaries, and SI firms stationed at client companies, among others

Promotion : Focused primarily on IT-related readers and members of Nikkei BP

Sponsors : 10-16 companies (estimated)

Four Forums and Technology & Solutions

AI and Data Infrastructure Forum	AI Platforms, MLOps Tools, General-Purpose AI Software, Industry-Specific and Business-Specific AI Packages, Chatbots, storage-related hardware/software/services, all-flash storage, storage dedicated to virtual environments, SDS (software-defined storage), HCI (Hyper-Converged Infrastructure), memory-optimized servers, databases, data warehouses, BI software
Cloud Infrastructure Optimization Forum	Public cloud, private cloud infrastructure, hybrid cloud, cloud Implementation Support/Deployment Services, Cloud Operations Software/Services, virtualization Platforms, Virtualization Software, Virtual Desktops, IaaS, PaaS, etc.
Network Optimization Forum	local 5G, network virtualization, SDN, NFV, SD-WAN, network operations and monitoring, network security, CDN (Content Delivery Network), cloud proxy-related products etc.
Risk Mitigation, BCP Forum	Data Backup Services, Disaster Recovery Systems, risk management and analysis tools, BCP (Business Continuity Plan) development support, risk monitoring and detection, security risk assessments, etc.

*Please note that the themes are subject to change.

Program (Schedule)

*** The dates, times, number of sessions, and combinations for each program theme are tentative.**

If there are 12 sponsor presentations

Time	Day 1: Details
1:00 PM–1:30 PM	Organizer's Presentation (K)
1:35 PM–2:05 PM	Sponsor Presentation 1 (K)
2:15 PM–2:45 PM	Sponsor Presentation 2 (Closed Session)
2:55 PM–3:25 PM	Sponsored Presentation 3 (K)
3:35 PM–4:05 PM	Sponsored Presentation 4 (N)
4:15 PM–4:45 PM	Sponsored Presentation ⑤ (N)
4:55 PM–5:25 PM	Sponsored Presentation 6 (N)
5:35 PM–6:05 PM	Organizer Presentation (N)

Time	Day 2: Program
1:00 PM–1:30 PM	Organizer's Presentation (L)
1:35 PM–2:05 PM	Sponsor Presentation 1 (L)
2:15 PM–2:45 PM	Sponsor Presentation 2 (Live)
2:55 PM–3:25 PM	Sponsored Presentation 3 (R)
3:35 PM–4:05 PM	Sponsored Presentation ④ (AI)
4:15 PM–4:45 PM	Sponsored Presentation ⑤ (AI)
4:55 PM–5:25 PM	Sponsored Presentation 6 (AI)
5:35 PM–6:05 PM	Organizer Presentation (AI)

* (AI): AI & Data Infrastructure Forum
(C): Cloud Infrastructure Optimization Forum
(N): Network Optimization Forum
(R): Risk Management & BCP Forum

If there are 16 slots for sponsor presentations

Time	Day 1: Agenda
10:00–10:30	Organizer's Presentation (R)
10:35–11:05	Sponsor Presentation 1 (L)
11:15–11:45	Sponsor Presentation 2 (L)
Break	
1:00 PM–1:30 PM	Sponsored Presentation 3 (L)
1:40 PM–2:10 PM	Sponsored Presentation 4 (Part 2)
2:20 PM–2:50 PM	Sponsored Presentation ⑤ (AI)
3:00 PM–3:30 PM	Sponsored Presentation 6 (AI)
3:40 PM–4:10 PM	Sponsored Presentation 7 (AI)
4:20 PM–4:50 PM	Sponsored Presentation ⑧ (AI)
5:00 PM–5:30 PM	Organizer Presentation (AI)

Time	Day 2: Agenda
10:00–10:30	Organizer's Presentation (K)
10:35–11:05	Sponsor Presentation 1 (K)
11:15–11:45	Sponsor Presentation 2 (K)
Break	
1:00 PM–1:30 PM	Sponsored Presentation 3 (K)
1:40 PM–2:10 PM	Sponsored Presentation 4 (K)
2:20 PM–2:50 PM	Sponsored Presentation ⑤ (N)
3:00 PM–3:30 PM	Sponsored Presentation 6 (N)
3:40 PM–4:10 PM	Sponsored Presentation 7 (N)
4:20 PM–4:50 PM	Sponsored Presentation ⑧ (N)
5:00 PM–5:30 PM	Organizer Presentation (N)

*Organizer-planned sessions will include case studies from user companies, trend analyses by experts and the Nikkei xTECH editorial team, and more.

Sponsorship Options

*Prices exclude tax

	Diamond Sponsorship (10 million yen) Limited to one company	Platinum Sponsorship (4 million yen)	Gold Sponsorship (3 million yen)	CF Video Sponsorship (3 million yen) Limited to one company	Document Download Sponsorship (700,000 yen)
Special Roundtable	○	-	-	-	-
Presentation slots: **30 minutes** each*1	○	○	○	-	-
Lead Provision*2	Pre-registrants: estimated at 500	Pre-registrants: estimated at 500	Pre-registrants: estimated at 500	Pre-registrants: estimated at 500	Downloaders: estimated at 100
Inclusion of **your company logo***3	○	○	○	○	-
Distribution of your company's **presentation materials, etc., via** download*4	○	○	○	○	-
Conducting Individual Surveys*5	○	○	○	-	-
Video provided*6 (In-house presentation videos)	○	○	○	-	-
Lecture Review Article Published*7 (Nikkei xTECH Special)	○	○	○	-	-
Sponsored Article Published (Nikkei xTECH Active) , lead generation from article readers*8	-	○	-	-	-
Other	-	-	-	CF Video Streaming: 1 Slot*9	White Paper Download Page Creation

See the next page for notes

Important Notes

*1: If you wish to have the session pre-recorded, we can accommodate this for an additional 400,000 yen (net, excluding tax).

*2: ① For pre-registered attendees and the plans listed, individual viewing history for each session is not included (the provided leads will show attendance status for Days 1 and 2 as a whole). A viewing flag for your company's presentation can be added for an optional fee of 50,000 yen (net, excluding tax).

② If you decide to sponsor the event after announcements have begun, only those who register at on or after the day following the date your company name is explicitly stated in the permission notice will be included in the provided data.

*3: Your company name will be listed on this seminar's promotional website and on the title slide during the live stream.

*4: Up to two catalogs, brochures, or presentation materials (PDFs) may be distributed. Sponsorships featuring promotional videos will be listed only in catalogs and brochures.

*5: To be conducted on a voluntary basis after the presentation. The secretariat will provide separate instructions in accordance with operational guidelines. The survey will be linked to the provided leads.

*6: We will record the content streamed from the studio and provide it to you. Delivery is expected within 10 business days after the event concludes.

*7:A presentation review article (PR) will be published on the "IT Infrastructure Summit 2027" special website for four weeks. All traffic will be directed to the special website. We will not provide a copy of the published report.

*8: A sponsored article (not a seminar review, but an article formatted as an interview based on the seminar content) will be published on Nikkei xTECH Active for 12 weeks. We will provide leads from users who navigate to the second page. The estimated number of leads to be provided is 100. These leads may overlap with seminar registrants. This service provides a list of viewers and a page view (PV) report after publication. There will be no report on traffic from the promotional slot.

*9: You may broadcast one 15- to 30-second commercial video (CF) slot during the event. Please note that the broadcast time for the video will be determined by the organizer.

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Special Roundtable

Select one theme from the following: “AI and Data Infrastructure,” “Cloud Infrastructure Optimization,” “Network Optimization,” or “Risk Management and BCP”

Basic Specifications

Designed for small groups and discussion-based sessions to foster deep dialogue and relationship-building

✓ 90 minutes	Held on the day of the IT Infrastructure Summit or on a separate date
✓ Approximately 5 participants	Managers and key personnel in corporate IT departments, strategic planning departments, and digital transformation (DX) departments, as well as those responsible for infrastructure
✓ 1 person	Sponsored participation (up to 2 observers allowed)
✓ Experts + Nikkei BP	Issue Presentation and Moderation
✓ After the event	Provide a participant survey

*This is not a product presentation, but a forum where participants discuss on an equal footing.

Sample Schedule for the Day

5:30–5:40 PM	Opening Remarks
5:40 –6:00 PM	Sharing Topics and Raising Issues
6:00–6:50 PM	Discussion Based on Case Studies and Challenges
6:50–7:00 PM	Closing

Leveraging expert insights and Nikkei BP’s facilitation skills to turn discussions into concrete action.

Please refer to the attached document, “Thematic Roundtable: 2026 Proposal,” for details.

Sponsorship Options (About Sponsoring Document Downloads)



- Lead information on downloaders of materials (white papers) (Estimated 100 leads)
- Lead acquisition period: starting mid-February (planned), **for 12 weeks**
- White paper submission deadline: late January (tentative)



Link within the live stream screen



Seminar Announcement Email

Direct visitors to the materials download page

*This is **a time-based guarantee,** not a volume-based guarantee.
*The list of white paper downloaders may overlap with the list of seminar registrants.
*This event will be held if two or more companies agree to sponsor it.

*Image is for illustrative purposes only

Sponsorship Options (About Sponsoring Document Downloads)

Important Notes

● Regarding PDF Files for Submission

・Depending on the product or content, we may not be able to accept your submission. We will determine acceptance based on the medium.

・White papers typically include information on specific technologies, products, or services—such as usage methods, explanations, performance comparisons with older products or competitors, case studies, survey reports

, market analysis, and statistical data. Presentation materials are also included in this category. Please note that we generally cannot accept submissions that are only 1–2 pages long and contain little information (such as flyers), those whose primary purpose is to announce campaigns or other promotions, those that are simply a compilation of multiple products, or catalog materials

cannot be accepted as a general rule.

・PDF files must be 20 MB or smaller, and video files must be 1 GB or smaller.

(File formats: WMV/AVI/MPG/MOV/M4V/3GP/3G2/FLV/MP4)

・Please be aware that we cannot be held responsible for external links contained within PDFs.

Please also note that depending on the content of the linked page, we may request corrections or changes. Thank you for your understanding.

● Publication Period

・Even after the lead collection period ends, the materials themselves will remain posted (free of charge).

● Regarding Provided Leads and Campaign Implementation

・The estimated number of leads is a guideline only and is not guaranteed.

・Exclusion of competing domains is free for up to 10 entries. Please provide the corporate domains confirmed at the time of submission. We cannot accommodate additions or changes after publication.

Please note that the exclusion of free email addresses is not covered by the competitor domain exclusion policy.

・This service provides only a list of downloaders. Please note that no listing reports are provided.

Sponsorship Options (About Sponsoring Document Downloads)

Pre-Submission Checklist

☐ **Are you infringing on copyright?**
→ Using third-party copyrighted works—such as media articles, survey data, company logos, charts, diagrams, and photographs—in white papers or videos without permission constitutes copyright
infringement. Be sure to obtain permission before using such materials.

☐ **Are there any sections that could be perceived as exaggerated or false?**
→ Examples include using expressions such as "No. 1 in XX" or "Number One in XX" without specifying the supporting survey data, or using expressions like "Japan's first" or "world's first,""Japan's first," "world's first," or "Japan's largest" without providing supporting evidence are examples of this (among others).

☐ **Is your company name clearly stated?**
→ White papers whose source is unclear tend to lack credibility.
Please clearly state the company name within the white paper so that readers can identify which company provided the material even after downloading it.

☐ **Are there any issues that might cause inconvenience to readers, such as broken links, mispage numbers, or typos and omissions?**

☐ **Does it contain information that is useful to readers?**
→ The content of the white paper to be published should include information on how to utilize specific technologies, products, or services; explanations; performance comparisons with older products or competitors; case studies, research reports/market analysis, statistical data, and presentation materials.
However, we generally cannot accept documents that are only 1–2 pages long and contain little information (such as flyers), those whose primary purpose is to announce campaigns or other promotions, or catalog materials.

Past Events (February 2026)

Date and Time: Wednesday, February 18, 2026, 1:00 PM – 4:50 PM; Thursday, February 19, 2026, 1:00 PM – 4:10 PM

Sponsors: < Platinum Sponsors > Dell Technologies, Tomorrow Net
< Gold Sponsors > Atomitech/NTT Data Advanced Technologies, Internet Initiative Japan, RACK, OpenText Group, Optage, Pure Storage Japan, Red Hat, Sakura Internet, Sojitz Tech Innovation
< Sponsors > Alps System Integration, CEC

Attendees: Day 1 – 609, Day 2 – 524
2-Day Total (Unique): 736

Format: Online Seminar (Live Stream)

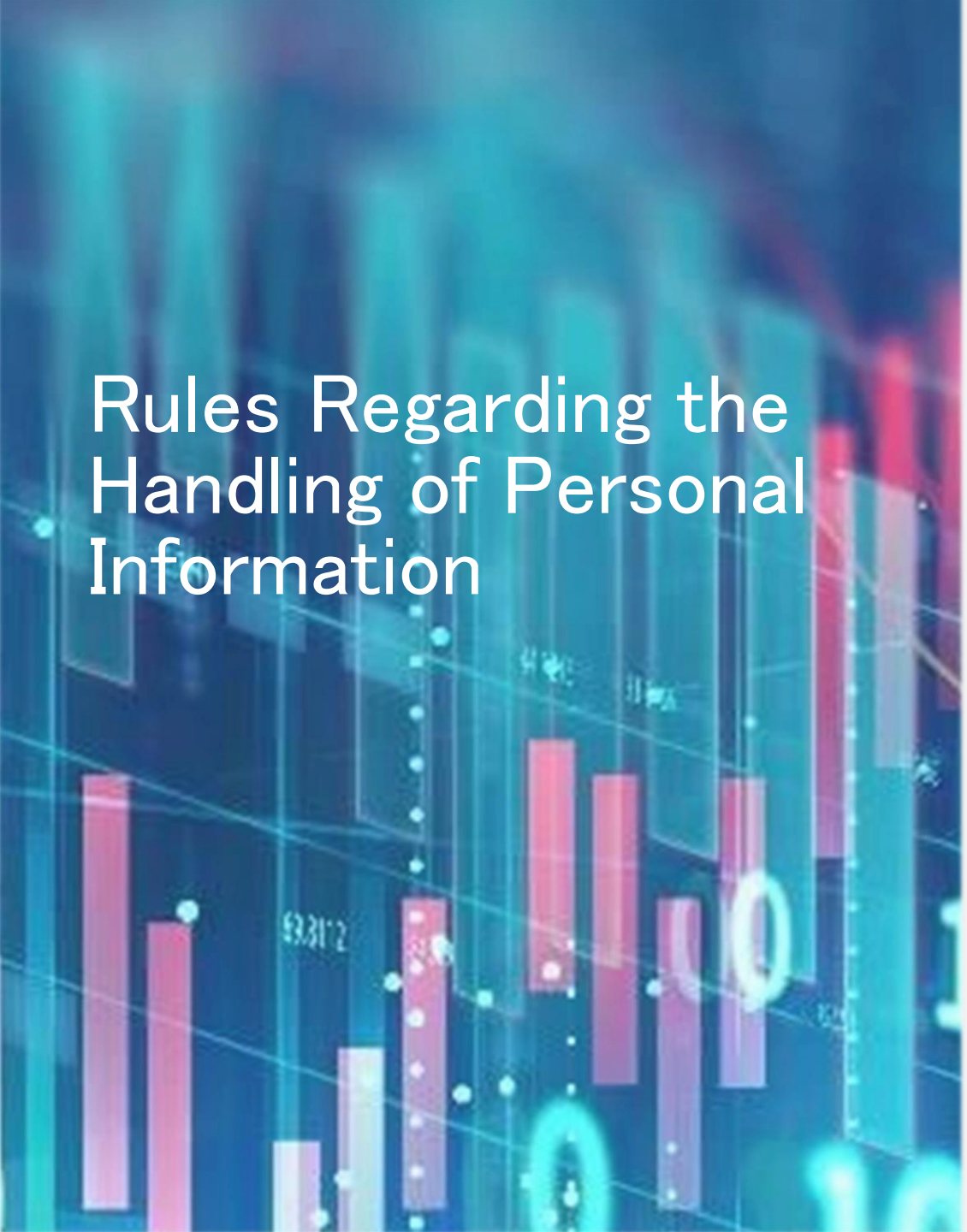
Participation Fee: Free (Advance registration required) *Event website: https://events.nikkeibp.co.jp/event/2026/nxt0218infra/



Schedule (Tentative)

December 23 (Wed)	**Deadline for sponsorship applications**
Early January	Program finalized
Mid-January	Seminar announcement website launches; participant recruitment begins
February 17 (Wed) and 18 (Thu)	**Seminar held**
Late February	List of pre-registered attendees provided
Late March	Begins publishing presentation reviews and sponsored articles

*Registration will close once all sponsorship slots are filled.
*Please note that the schedule is subject to change.



Rules Regarding the Handling of Personal Information

Nikkei BP requires that you comply with the following terms when providing customer information.
We kindly ask that you review this information.

*Prices exclude tax

1. Scope of Customer Information
The customer information provided will consist of the items your company requests from the registered data, which includes “Name,” “Company Name,” “Department/Job Title,” “Work Postal Code,” “Work (or Home) Address,” “Work (or Home) Phone Number,” “Email Address,” and “Industry, etc.” Since “Industry, etc.” may vary by event, please contact the person in charge in advance.

2. Method of Providing Customer Information
Customer information will be provided via the “Nikkei BP Lead Generation Support System.” We will send instructions on how to retrieve the data via email to your designated contact person.
Contact: Nikkei BP Lead Support Center (E-mail: lgsc10@nikkeibp.co.jp)

3. Purpose of Use of Customer Information
The provided customer information may be used solely to introduce your company’s products and services
.

4. Method of Using Customer Information
When making initial contact with a customer based on the provided customer information, please be sure to clearly state the “name of the event hosted or sponsored by your company that served as the source of the provided customer information,”
"your company name," "your company's contact information," and "how to modify, delete, or opt out of receiving information."

5. Responsibility for Managing the Provided Customer Information
Please manage and handle the provided customer information under your company’s responsibility in accordance with the “Act on the Protection of Personal Information” and other relevant laws and regulations.
In the unlikely event that an incident occurs resulting in damage to the customer or your company, our company cannot accept any liability.

Frequently Asked Questions

- Is pre-recording possible?
  → Yes, it is possible, but please note that a separate fee will apply.
- Can we submit a video that we recorded in advance?
  → Yes, you can. Please contact us separately regarding the video specifications.
- Is it possible to reuse the lecture review articles and lecture videos?
  → Yes, you may . Please contact the Nikkei BP Account Business Dept. (c-ad@nikkeibp.co.jp) for details .
- Is it possible to have two speakers?
  → Yes, that is possible. Please specify whether you would like a relay-style presentation or a panel discussion.
- Is co-sponsorship possible?
  → Please contact the Nikkei BP Account Business Divisions 3 and 4 (c-ad@nikkeibp.co.jp).

The next event is scheduled for July 2027
Please consider sponsoring the July event

〈Contact Information〉

Account Business Dept.
Nikkei BP
c-ad@nikkeibp.co.jp