

Rethinking Marketing in the AI Era  
~The Potential and Limits of AI~

NIKKEI  
日経 XTREND  
**FORUM** 2026

Dates: Three days, July 28 (Tue) - July 30 (Thu)

- In-Person: July 28 (Tue) - 29 (Wed)
- Online: July 30 (Thu)

Venue: Tokyo Convention Hall (Kyobashi)

**Organizer: Nikkei xTREND (Nikkei BP)**

**Dates: July 28 – July 29 (In-person) / July 30 (Online)**

**Venue: Tokyo Convention Hall**

**Fee: Free for all tracks (Pre-registration required)**

**Target Audience: CMO/CDXO and other personnel engaged in marketing and customer support-related roles**

### CONCEPT

**Rethinking Marketing in the AI Era  
~The Potential and Limits of AI~**

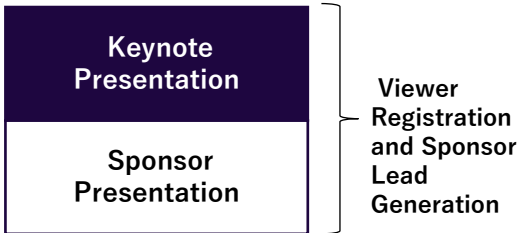
Generative AI is transforming business and daily life. The proliferation of AI search and AI agents is radically changing consumer behavior. We have entered an era where traditional business models and existing marketing methods no longer suffice. At the same time, perhaps as a reaction to accelerated efficiency through digitalization and DX, consumption patterns emphasizing "de-taipa" (time performance) and "menpa" (mental performance)—which might seem inefficient—are becoming more noticeable. The growing emphasis on in-store experiences epitomizes this shift. How will consumers change in the AI era, and how should marketing innovate? This forum will explore the present and future of marketing, the potential and limitations of AI, and human-AI coexistence and collaboration through cutting-edge marketing case studies and diverse expert seminars. We sincerely appreciate your consideration of sponsorship.

**PROGRAM**

**DAY 1 · 2**  
**July 28-29**  
**In-Person Event**

◆ **Benefits Unique to Real Sponsorship and High-Quality Lead Provision**

• Lead provision to sponsoring companies is bundled with the preceding keynote speech, ensuring high-quality leads.



※For 1-Day Sponsorships, leads for all registered attendees on the day of the presentation will be provided (up to 1,000 leads).

**July 28 (Tue)**

**July 29 (Wed)**

Track 1

Track 2

Track 1

Track 2

A M

Keynote Address

Keynote Presentation

Venue Change

Venue Change

P M

Hosted Presentation

Sponsor Presentation 1

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Sponsor Presentation

Sponsor Presentation 3

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Organizer Presentation

Sponsor Presentation 5

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Organizer Presentation

Sponsor Presentation 7

Hosted Presentation

Sponsor Presentation 2

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Host Presentation

Sponsor Presentation 4

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Organizer Presentation

Sponsor Presentation 6

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Organizer Presentation

Sponsor Presentation 8

Organizer Presentation

Sponsor Presentation 9

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Organizer Presentation

Sponsor Presentation 11

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Organizer Presentation

Sponsor Presentation 13

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Organizer Presentation

Sponsor Presentation 15

Hosted Presentation

Sponsor Presentation 10

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Host Presentation

Sponsor Presentation 12

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Hosted Presentation

Sponsor Presentation 14

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Organizer Presentation

Sponsor Presentation 16

PROGRAM

**DAY 3**  
**July 30**  
**Online Event**

**Thursday, July 30**

**Track 1**

**Track 2**

A M

Keynote Presentation  
Sponsor Presentation 17

Keynote Speech  
Sponsor Presentation 18

P M

Sponsor Presentation  
Sponsor Presentation 19  
Hosted Presentation  
Sponsor Presentation 21  
Hosted Presentation  
Sponsor Presentation 23  
Organizer Presentation  
Sponsor Presentation 25

Organizer Presentation  
Sponsor Presentation 20  
Organizer Presentation  
Sponsor Presentation 22  
Hosted Presentation  
Sponsor Presentation 24  
Organizer Presentation  
Sponsor Presentation 26

◆Online Sponsored Presentations Linked to Host Presentation Themes

• By allowing viewers to sign up for themes that highly interest them, we can provide high-quality, valuable leads.

• We will provide leads consisting of pre-registered participants for each theme.  
\*Themes are tentative and subject to change or addition based on sponsor needs.

\*For 1-Day Sponsorships: We provide leads for all registrants of your company's presentation + all registrants on the day your presentation occurs (up to 1,000 leads).

**\*Track themes and speakers are subject to change.**

SPONSORSHIP (Nikkei xTREND FORUM)

2026 Sponsorship Menu

	In-person 1-Day Sponsor	In-person Platinum Sponsor	In-person Gold Sponsor	Online 1-Day Sponsor	Online Platinum Sponsor	Online Gold Sponsor	Online Silver Sponsor
<b>Sponsorship Fee</b> (Excluding tax)	¥12 million	¥6 million	¥4 million	¥12 million	¥6 million	¥4 million	3 million yen
<b>Lecture Duration</b>	60 minutes	30 or 60 minutes	30 minutes	60 minutes	30 or 60 minutes	30 minutes	30 minutes
<b>Lead generation</b> (Estimated pre-registered users)	<b>Maximum 1,000</b> *Registrants for the relevant lecture date (All registrations for company presentations)	200	200	<b>Maximum 1,000</b> *Registrants for the relevant lecture date (All registrations for company presentations)	300	300	300
<b>Lecture reviews</b>	●	●	—	●	●	—	—
<b>Presentation Slot/Format</b>	First 30-minute slot of the track or 60-minute interview slot with the publisher	First 30-minute slot in the track or 60-minute interview slot with the publisher	Standard 30-minute slot	30-minute morning lecture slot or 60-minute interview slot with the publisher	30-minute morning lecture slot or 60-minute interview slot with the publisher	Standard 30-minute slot	Standard 30-minute slot
<b>Video provision</b> (Company Presentation Video)	●	●	●	●	●	●	●
<b>Executive Lunch</b>	●	●	—	●	●	—	—
<b>Post-event Archive Streaming</b>	● (400 leads)	● (400 leads)	● (400 leads)	● (400 leads)	● (400 leads)	● (100 leads)	Options
<b>Total Leads (Unit Price)</b>	1,400 leads (¥8,500)	600 leads (¥6,700)	600 leads (¥6,700)	1,400 leads (¥8,500)	700 leads (¥8,500)	400 items (¥10,000)	300 items (¥10,000)

## CF Video Sponsorship: ¥5 million (Excluding tax)

- This menu is exclusively available to companies sponsoring at the Silver Plan level or higher.
- Number of Leads Provided: 1,000 (Lead Cost: ¥5,000 each)
- Limited to 2 companies per day
- Video distribution and lead provision occur on days other than your presentation day.  
(For days with your company's presentation, please consider the 1-Day Sponsor option)

### < Details >

- CF videos will be streamed before lectures begin and during intermission periods.
- ※ Broadcast times will be determined by the organizers.
- Please prepare videos between 15 and 30 seconds in length.
- Your company logo will also be displayed.

### ◆ Schedule

Sponsorship Application Deadline: May 29 (Fri)

Event Promotion Begins: June 16~

Event held: July 28-30

Providing Participant Registration List: Early August

Review articles begin publication: Mid-September (planned)

### ◆ Notes for Sponsors

#### ● Regarding Presentations (Online Streaming)

※In principle, speakers are expected to attend the Tokyo venue on the event date for live streaming.

• Remote live presentations are generally not accommodated

• If you wish to pre-record, a separate recording fee (¥200,000) will be charged.

#### ● Regarding Lead Provision

※If sponsorship is decided after the announcement period begins, only registrants whose names appear in the permission statement on the registration site after the sponsorship is explicitly stated will be included in the provided list.

Only registrants who signed up after your company name was explicitly stated will be included in the provided list.

※Leads are scheduled to be provided approximately one week after the seminar concludes,

but may vary depending on circumstances.

※The provided leads are pre-registered attendees for the session, but individual viewing history per session is not available.

Individual viewing history is available as an option (¥50,000).

Please note that the timing for providing leads differs.

#### ● Regarding Surveys

※Sponsors may display their own survey forms (URLs) on the screen.

# For reference: 2025 event results



**Total Pre-Registered Participants: 4,584** (Unique Users)  
**(2024: 4,571 / 2023: 3,568)**

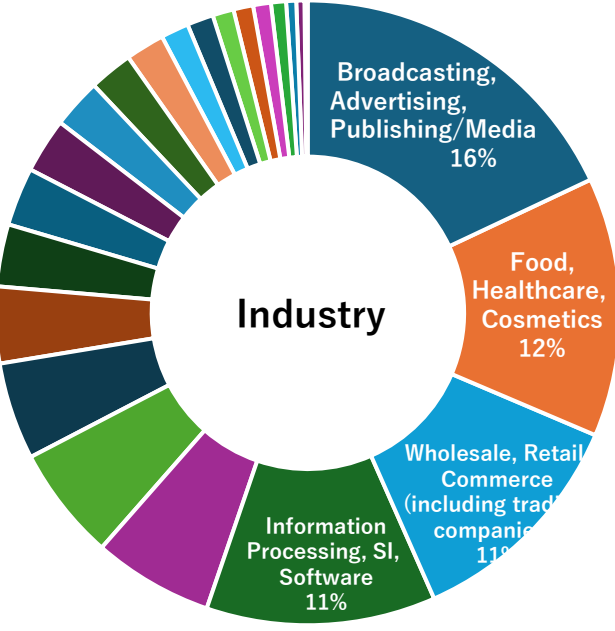
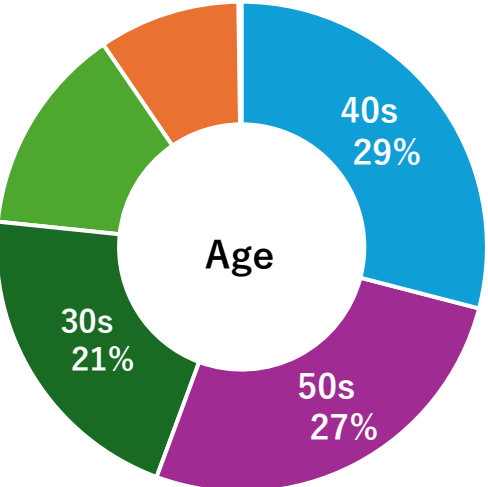
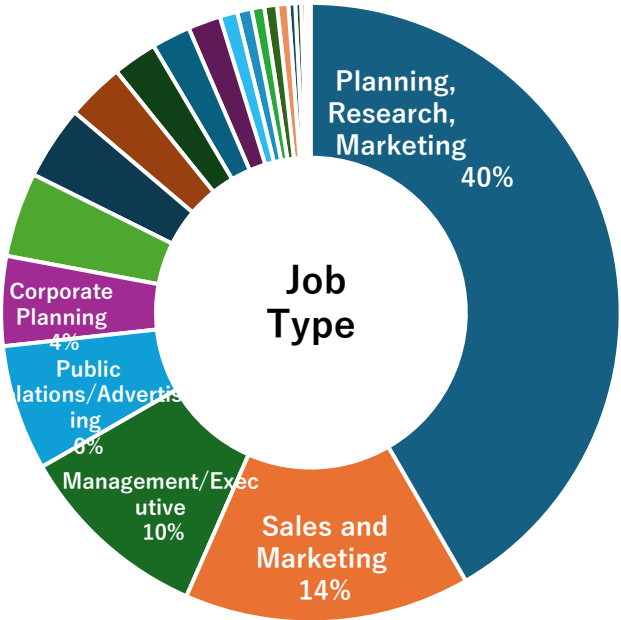
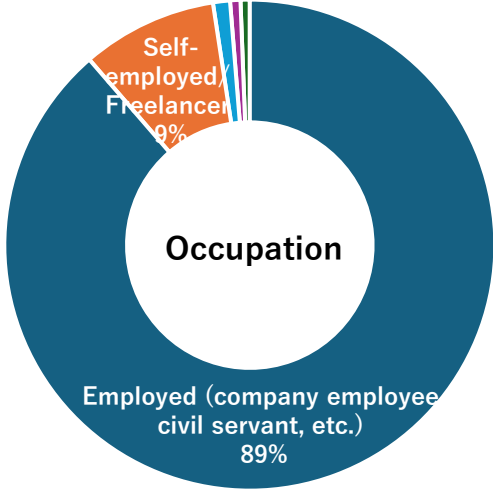
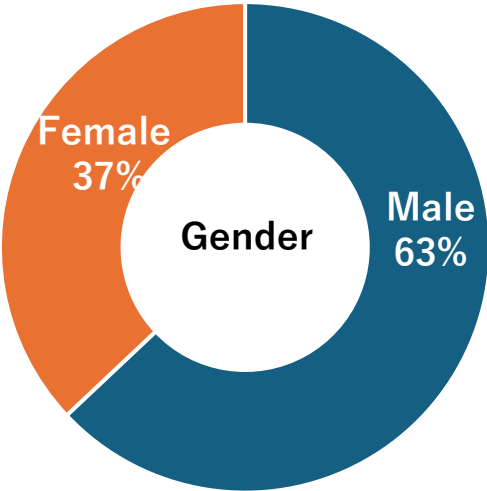
**Breakdown by Day** (29th & 30th: Online, 31st: In-person)

- **7/29 (Tue) Pre-registrations: 3,737 (Viewers on the day : 2,012)**
- **7/30 (Wed) Pre-registrations: 4,802 (Viewers on the day: 2,331)**
- **7/31 (Thu) Pre-registrations: 1,846 (Attendees on the day: 1,061)**

# Audience Data 2025 (Overall)

Participants are business professionals involved in "marketing"-related fields

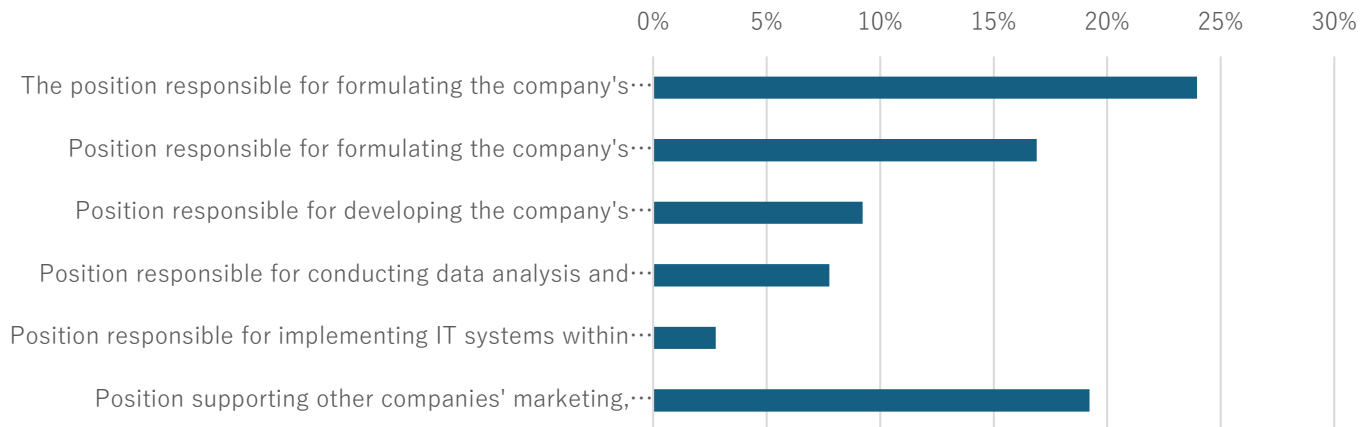
Primarily from the media industry, followed by food/cosmetics/daily necessities, and distribution sectors like wholesale and retail



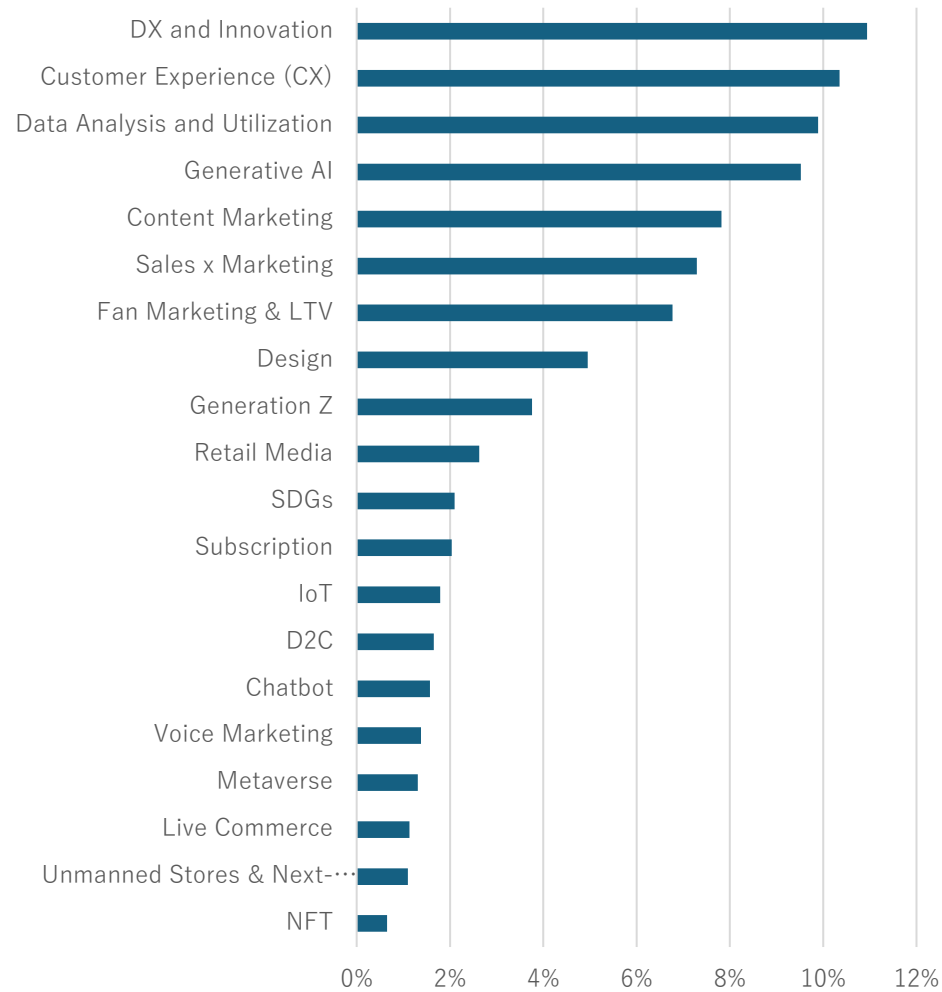
# Audience Data 2025 (Overall)

Many attendees are in positions to formulate their company's marketing and business strategies  
They seek the latest information on DX, CX, AI, and related topics at this event.

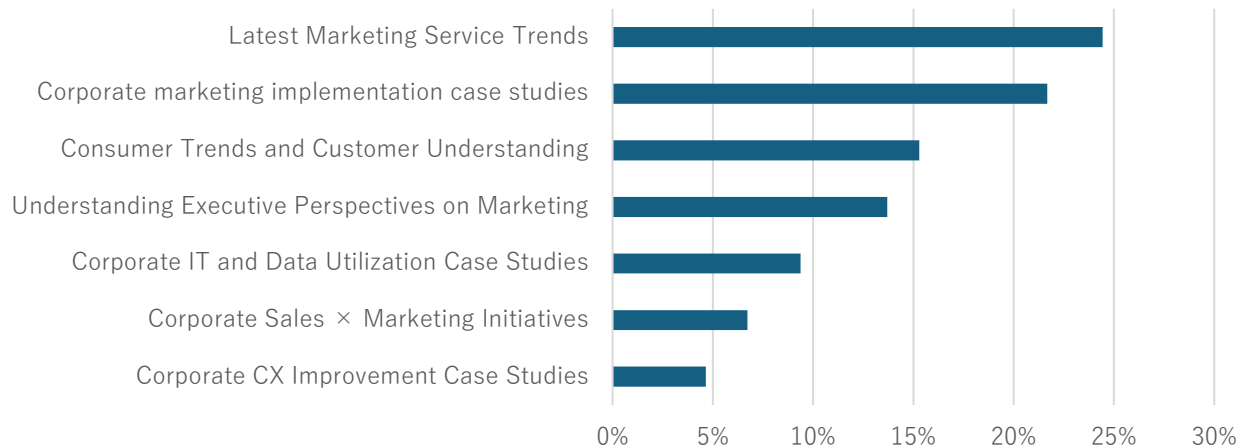
## Professional role



## Fields of Interest

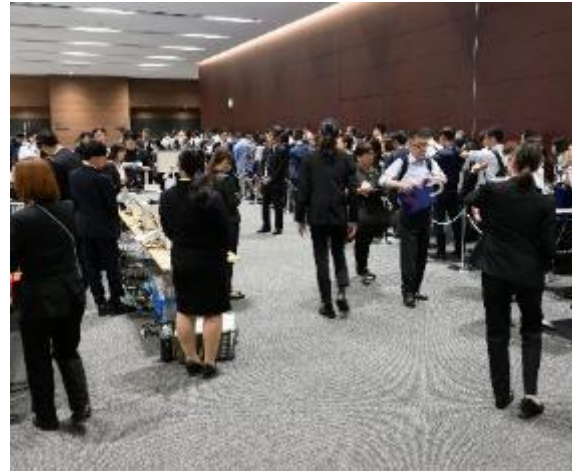


## For in-person attendance and online viewing



# Last year's venue scenery

July 31 (Thu) 2025  
In-person Event Day  
Hamamatsucho Convention Hall



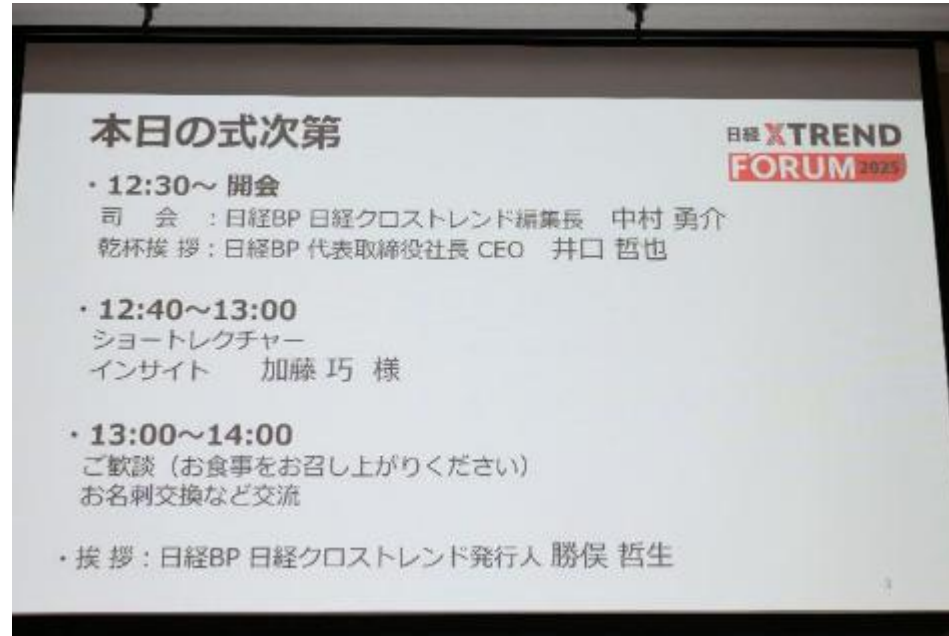
## Executive Lunch

- 44 companies, 44 participants  
(including 5 companies and 5 attendees from sponsoring companies)

- A roundtable lunch meeting was held. Participants were limited members invited by the editorial department. Primarily CMO-level executives from operating companies and renowned marketers.

- Mr. Kato from Insight delivered a short lecture at the outset.

- This was followed by networking over lunch. Active business card exchanges and information sharing took place across tables, deepening connections among attendees.



# Rules for Handling Personal Information When Provided

[Rules for Handling Personal Information When Providing It]

Nikkei BP requires compliance with the following conditions when providing customer information. Please be sure to review them.

## 1. Scope of Customer Information

The customer information to be provided shall consist of the items your company requests from the registered information, including: "Name," "Employer Company Name," "Employer Department/Position Title," "Employer Postal Code," "Employer (or Home) Address," "Employer (or Home) Phone Number," "Employer (or Home) Fax Number," "Email Address," and "Industry, etc." As "Industry, etc." may vary by event, please inquire with the responsible staff member in advance.

## 2. Method of Providing Customer Information

Customer information will be provided using the "Nikkei BP LeadGen Support System." Details on data retrieval methods will be emailed to your designated contact person.

Contact: Nikkei BP Lead Support Center (E-mail: [lgsc02@nikkeibp.co.jp](mailto:lgsc02@nikkeibp.co.jp))

## 3. Purpose of Use for Customer Information

The provided customer information may only be used for promoting your company's products/services related to the content of the seminar you hosted or sponsored.

## 4. Method of Using Customer Information

When initially contacting customers based on the provided customer information, you must clearly state the following: \* The name of the event your company hosted or sponsored that generated the customer information \* Your company name \* Your company's contact information \* The method for customers to change, delete, or stop receiving information

## 5. Responsibility for Managing Provided Customer Information

Please manage and operate the provided customer information under your company's responsibility in accordance with the "Act on the Protection of Personal Information" and other relevant laws.

In the unlikely event of damage to the customer or your company due to an accident or other incident, our company cannot be held liable in any way.

◆ Contact ◆

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