

TOMORROW. CITY USA

WEST PALM BEACH | APRIL 13-14, 2027



HOSTED BY: WEST PALM BEACH

ORGANIZED BY:

SMARTCITY
EXPO WORLD CONGRESS


Fira Barcelona
INTERNATIONAL

NATIONS COMPETE. CITIES LEAD.

America's future will be won in its cities. The cities that lead — modernize the fastest, grow and scale new industries, build the workforce and infrastructure for what's next — will lift the entire country. Every city that rises makes America stronger. This is how we compete in the world. It is time for national ambition to meet local implementation — for the next era of American cities to be built, together.

WELCOME TO
TOMORROW.CITY USA

WE ARE BUILDING
**MODERN
FUTURE-READY
GLOBALLY-COMPETITIVE CITIES**

CITIES OF TOMORROW TODAY.

We convene top CEOs, government officials, NGOs, and private sector leaders harnessing AI, big data, **next-gen infrastructure**, drones, **quantum**, eVTOLs, blockchain, and more to build healthy, safe, and **future-ready cities**.

ATL



WPB

2019
Atlanta



2022
Miami



2024
NYC



2025
NYC



2026
WPB





OUR PARTNER

Tomorrow.City USA is the new American flagship brand of **Smart City Expo World Congress (SCEWC)** — the world’s biggest and most influential event on urban innovation — organized by Fira Barcelona.

**25,000+
Visitors**

**1100+
Exhibitors**

**800+
Cities**

**570+
Speakers**

Hosted annually in Barcelona since 2011, SCEWC has globally expanded to **Brazil, Chile, Argentina, Mexico, Saudi Arabia, China, Qatar, Malaysia, and the U.S.**



2027

**FRONTIER TECH
INFRASTRUCTURE
SECURITY & GOVTECH
ENERGY & RESILIENCY
TRANSPORTATION
HEALTH & WELLNESS
TALENT, SPORTS, CULTURE**

OUR FOCUS



GLOBAL COMPETITIVENESS

To increase our nation's strength, advance quality of life, and drive foreign direct investment, we are focused on:

- AI, Data Centers, and AI Infrastructure
- Space, Quantum, Semiconductors, and Robotics
- Defense, Dual Use, Public Safety, and Cybersecurity
- PE and Pension Fund Smart City Investments
- Government Innovation and a Digital Economy
- Capital, Crypto, and Future of Finance
- Biotech, Wellness, and Longevity
- Modern Urban Planning and Real Estate
- Rail, eVTOLs, Drones, Autonomous Transportation
- Clean Energy and Climate Resilience
- A Healthy, Skilled, and Mobile Workforce
- Dynamic Startup and Entrepreneurial Ecosystem
- Sports, Entertainment, and Cultural Tourism

WHAT TO EXPECT.

4000+ ATTENDEES

Highly-Influential Leaders

100+ SPEAKERS

Highly-Curated Interactive Forums

100+ COMPANIES

Highly-Curated Expo Floor and Meetings

50+ SIDE EVENTS

Highly-Curated Workshops and Experiences



L-R: West Palm Beach Mayor Keith James and Related Ross Chairman and CEO Stephen Ross

**TOP
LEADERS.
STRONG ROI.**

WE GET DEALS DONE.

Tomorrow.City USA is the marketplace of deal flow.

We sit at the confluence of private capital, public good, and cutting-edge innovation to modernize U.S. infrastructure and build world-class cities.

We are driving smart investments in energy, utilities, power assets, data centers, telecom, waste and water infrastructure, high-speed rail, next-gen transportation, real estate, govtech, modern urban planning, and sports, entertainment, and culture to increase quality of life.



Paris 2024 CEO



WSJ Sports Editor Jon Clegg and FIFA World Cup 2026 CEOs from NYNJ, PHL, HOU, SF, and DAL



Charlotte and Miami-Dade County Mayors and Knight Foundation VP.





HOST CITY

WEST PALM BEACH

BILLIONS DEPLOYED. BILLIONS IN MOTION.

With \$10BN+ of real estate development, high-speed rail, autonomous shuttles, a walkable city, true public private partnership, investment in talent, and inclusive economic growth, West Palm Beach represents the hope and promise of American innovation and modernization.

West Palm Beach is where the **FUTURE IS NOW.**

AI. INFRASTRUCTURE. QUALITY OF LIFE.

2027 TOPICS

FRONTIER TECH

- AI / ML
- Big Data
- Cloud / IoT
- Edge / Quantum
- Blockchain
- Web3
- Digital Twins
- SpaceTech
- Dual Use
- Robotics

INFRASTRUCTURE

- Airports / Vertiports
- High Speed Rail
- Data Centers
- Smart Ports
- Stadiums
- Real Estate
- Roads / Bridges / Tunnels
- Waste and Water
- Affordable Housing
- InfraTech / PropTech
- Modular / 3D Construction

SECURITY AND GOVTECH

- DefenseTech
- Cybersecurity
- Biometrics
- Emergency Management
- Government Innovation
- Public Safety
- Drones
- Procurement
- Ethics and Privacy
- Open Data

CLEAN ENERGY AND RESILIENCY

- Electrification
- Power Grids
- Renewable Energies
- Circular Economy
- Net Zero
- Decarbonization
- Storm Surge
- Energy Optimization
- Battery and Storage
- Land Use Policies

TRANSPORTATION

- eVTOLs
- Drones
- Autonomous
- Curb Management
- Traffic Management
- Public Transit
- Integrated Mobility
- Electric Vehicles
- MaaS
- Logistics

FINANCE

- PPP
- Pension Funds
- Private Equity
- Venture Capital
- Municipal Finance
- Crypto / Bitcoin
- Digital Assets
- Digital Payments
- FinTech
- Startups / SMEs

HEALTH AND WELLNESS

- Longevity / Aging
- Wearables
- Community Health
- Food Access
- Regenerative Farming
- Urban Planning
- Pet Friendly Cities

TALENT, SPORTS, AND CULTURE

- Sports / Entertainment
- Tourism
- Gaming / eSports
- Parks and Recreation
- Workforce Development
- Apprenticeships
- STEAM / Upskilling
- EdTech
- Public Art
- Civic Engagement

SAMPLE DAILY AGENDA APRIL 13-14, 2027



<p>8:00 AM WPB WELLNESS REGISTRATION VIP BREAKFAST COFFEE & CONNECT</p> <p>9:30 AM KEYNOTES/PLENARY</p> <p>10:00 AM NETWORKING BREAK STARTUP PITCHES WPB WELLNESS</p> <p>11:00 AM STAGE I: PANEL STAGE II: PANEL FORUMS</p>	<p>12:45 PM LUNCH VIP LUNCH WPB WELLNESS</p> <p>2:15 PM STAGE I: PANEL STAGE II: PANEL FORUMS</p> <p>3:00 PM KEYNOTES/PLENARY</p> <p>4:00 PM HAPPY HOUR VIP RECEPTION</p>
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SERIOUS ENGAGEMENT.

MONDAY APRIL 12

WPB Wellness
Partner Workshops
Community Tours
TGL Golf Experience
Opening Night Party
VIP Cocktail Reception
Curated VIP Dinners

TUESDAY APRIL 13

WPB Wellness
VIP Breakfast
Conference and Expo
Community Lunch
VIP Lunch
Welcome Party
VIP Cocktail Reception
Curated VIP Dinners

WEDNESDAY APRIL 14

WPB Wellness
VIP Breakfast
Conference and Expo
Community Lunch
VIP Lunch
Happy Hour
VIP Cocktail Reception
Curated VIP Dinners

SPONSORSHIP OPPORTUNITIES

TIERS

**PRESENTING
VISIONARY
DISRUPTOR
INNOVATION
PREMIER
SPONSOR
EXHIBITOR
STARTUP
GOVERNMENT
PHILANTHROPY**

PRESENTING SPONSOR

\$450,000
(Limited to 4)

EXTRAORDINARY GLOBAL BRANDING

- Official Conference and Expo Sponsor
- Exclusive Category Sponsor
- Premiere Signage at Venue and Partner Hotels
- “Presented by” on all Physical and Digital Platforms
- VIP Partner of Tomorrow.City USA Delegation at Smart City Expo World Congress in Barcelona

POWERFUL THOUGHT LEADERSHIP

- 15-Minute Main Stage Keynote or Fireside
- 20x40 Custom Expo Space (Up to 8 Partners and Curated Panels)
- Curation of 45-Minute Executive Roundtable
- 30 Curated 1:1 Meetings

EXCLUSIVE BRAND ENGAGEMENT

- Global Sponsor of Tomorrow.City USA Awards
- Exclusive Host of Official 100-Person VIP Dinner
- Branded Experience: WPB Wellness, TGL Tour and Play, Mobility Branding, VIP Lounge, Branded Merch, Product Demos

GLOBAL MARKETING AND PRESS COVERAGE

- Exclusive Social Media / Email Marketing Content (4x)
- 10 Interviews for Global Press in Live Broadcast Studio
- Inclusion in Global Press Release

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 40 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 100 Conference Passes for Executives and Partners
- 20% Discount on Additional Conference Passes

VISIONARY SPONSOR

\$350,000 (Limited to 6)

EXTRAORDINARY GLOBAL BRANDING

- Official Conference and Expo Sponsor
- Exclusive Category Sponsor
- Premiere Signage at Venue
- Partner of Tomorrow.City USA Delegation at Smart City Expo World Congress in Barcelona
- Logo across all Physical and Digital Platforms

POWERFUL THOUGHT LEADERSHIP

- Curation of a 30-Minute Main Stage Discussion
- 20x30 Custom Expo Space (Up to 6 Partners and Curated Panels)
- Curation of 45-Minute Executive Roundtable
- 20 Curated 1:1 Meetings

UNIQUE BRAND ENGAGEMENT

- Host of 50-Person VIP Lunch
- On-Site Experiential Activation: Padel, Art Installation, AI Activation, Culinary Experience

GLOBAL MARKETING AND PRESS COVERAGE

- Exclusive Social Media and Email Marketing Content (2x)
- 6 Interviews for Global Press in Live Broadcast Studio
- Inclusion in Global Press Release

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 30 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 75 Conference Passes
- 20% Discount on Additional Conference Passes

DISRUPTOR SPONSOR

\$225,000 (Limited to 8)

STRONG BRANDING

- Official Conference and Expo Sponsor
- Premiere Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation in a 30-Minute Main Stage Discussion
- 20x20 Custom Expo Space (Up to 4 Partners)
- 15 Curated 1:1 Meetings

BRAND ENGAGEMENT

- Host of 200-Person VIP Cocktail Reception
- On-Site Experiential Activation: VIP Catering, Puppy Park, AI Photo Booth

GLOBAL MARKETING AND PRESS COVERAGE

- Exclusive Social Media and Email Marketing Content (1x)
- 4 Interviews for Global Press in Live Broadcast Studio

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 20 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 50 Conference Passes
- 20% Discount on Additional Conference Passes

INNOVATION SPONSOR

\$100,000

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation on a Breakout Stage Discussion
- 20x20 Custom Expo Space (Up to 4 Partners)
- 10 Curated 1:1 Meetings

BRAND ENGAGEMENT

- Host of 500-Person Opening Night Party
- On-Site Experiential Activation: Networking Lounge, Gelato Cart

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 10 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 25 Conference Passes
- 20% Discount on Additional Conference Passes

PREMIER SPONSOR

\$50,000

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation on a Breakout Stage Discussion
- 10x20 Custom Expo Space (Up to 4 Partners)
- 5 Curated 1:1 Meetings

BRAND ENGAGEMENT

- Host of On-Site Happy Hour
- On-Site Experiential Activation: Juice Bar, Pilates, Charging Stations

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 5 Invitations to Opening Night Party
- 15 Conference Passes
- 20% Discount on Additional Conference Passes

SPONSOR

\$25,000

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation in a Forum Discussion

BRAND ENGAGEMENT

- On-Site Experiential Activation

ADDITIONAL BENEFITS

- 5 Conference Passes
- 20% Discount on Additional Conference Passes

EXHIBITOR

\$120/sq ft (min 100 NSF)

10x10 Turnkey includes:

- 10'w x 8'h fabric graphic backwall
- Waterfall counter w/graphic
- 10'x10' Standard area carpet
- (2) Barstools
- Wastebasket
- Venue WiFi
- Carpeting
- 5 amps Power
- Social Media and Email Marketing Content
- 4 Conference Passes
- 20% Discount on Additional Conference Passes

GOVERNMENT PAVILION

\$50,000

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

STRONG ENGAGEMENT

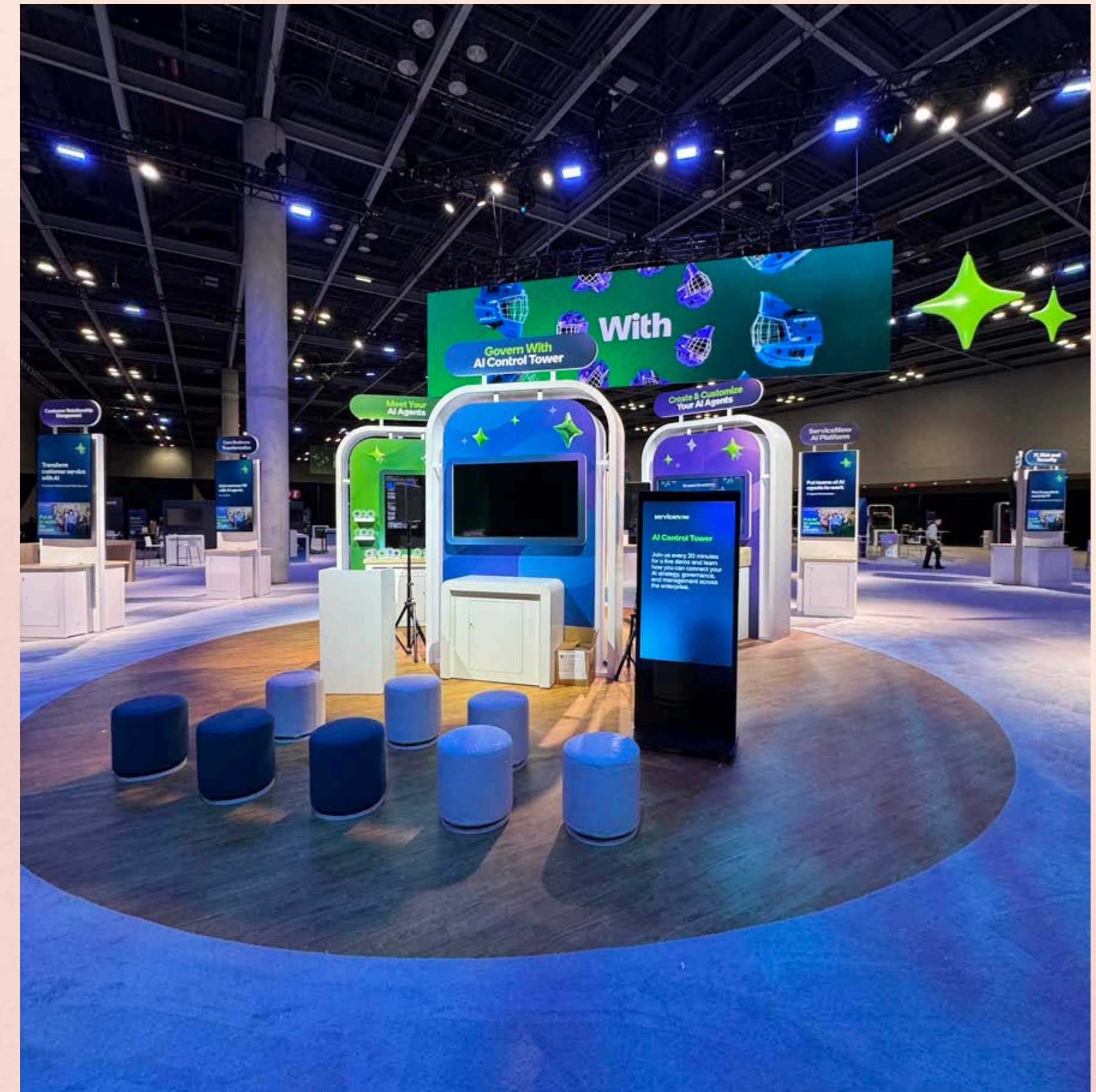
- 20x20 Expo Turnkey Booth (Up to 4 Partners)
- Participation in Forum Discussion

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 10 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 30 Conference Passes
- 20% Discount on Additional Conference Passes



T3expo

T3 is the ideal partner for your brand to come to life.

Kevin Stark, VP, Client Experiences
kstark@t3expo.com | T3expo.com

PHILANTHROPY PARTNER

\$50,000

Tomorrow.City USA is a 501(c)(3) non-profit committed to leading American cities into a safe, modern, and prosperous future.

Your philanthropic contribution supports the cost of state and local leaders from across the country engaging with technologists, environmentalists, urban planners, and more in West Palm Beach.

Your donation will also support students and the next-generation of civic and tech leaders, entrepreneurs, artists, and humanitarians deploying AI and frontier technologies for good.

EXTRAORDINARY COMMUNITY BENEFITS

- Official Conference and Expo Sponsor
- Premiere Venue Signage
- Opportunity to Nominate a Non-Profit Speaker
- 50 Conference Passes to Distribute to Non-Profit(s)
- Sponsor of 250-Person Longest Table Community Dinner
- 4 Invitations to VIP Cocktail Party
- 10 Invitations to Opening Night Party
- Logo across all Physical and Digital Platforms

A LA CARTE EXPERIENTIAL OPPORTUNITIES

- Longest Table Dinner
- VIP Gifting Lounge
- Branded Merch
- WPB Wellness Sponsor
- Startup Competition
- Happy Hour / After Party
- Networking Lounge
- Branded Registration Area
- Mobile App Sponsor
- WiFi Sponsor
- Lanyards
- Coffee and Recharge / Hydration Stations
- Juice Bar / Gelato Carts
- Podcast Sponsor
- Community Upskilling Sponsor
- Executive Roundtable
- Deep-Dive Workshops
- Wall Clings / Digital Screens / Venue Signage

Contact us to sponsor on any of our exciting activations.



THE FUTURE IS NOW.

LET'S BUILD IT TOGETHER.

sales@tomorrowcity.us
tomorrowcity.us

APPENDIX

PAST CEOS AND VISIONARY SPEAKERS

STEPHEN ROSS
Owner, Miami Dolphins
CEO, Related Ross

VIVEK RANADIVE
Owner, Sacramento Kings

JEFF BLAU
CEO, Related

ALEX TAYLOR
CEO, Cox Enterprises

WILLIAM H. ROGERS
CEO, Truist

MARC GANZI
CEO, DigitalBridge

PATRICK GODDARD
CEO, Brightline

ÉTIENNE THOBOIS
CEO, Paris Olympics 2024

DEREK SCHILLER
CEO, Atlanta Braves

STEPHANIE WIGGINS
CEO, LA METRO

JONATHAN BECKETT
CEO, Burgess

CAROL NAUGHTON
CEO, Purpose Built Communities

ALEX LASRY
CEO, FIFA World Cup 26™
NYNJ

MEG KANE
CEO, Philadelphia
Soccer 2026

ZAILEEN JANMOHAMED
CEO, Bay Area Host
Committee

CHRIS CANETTI
President, Houston 2026
Host Committee

MONICA PAUL
President, Dallas / North Texas
FWC Organizing Committee

DAVID HOPPING
CEO, Smart Infrastructure
USA, Siemens

RAYMOND MCGUIRE
President, Lazard

JACK SELBY
Managing Director
Thiel Capital

ALFONSO COSTA JR
COO, Falcone Group

SHAILEN BHATT
SVP, COO, U.S. & LATAM
AtkinsRéalis

DEL WHITE
Global Managing Director
Cisco

FRED SWANIKER
CEO, Sand Technologies

MATTHEW WALSH
State Policy Manager
Waymo

LYDON SLEEPER
U.S. Strategic Policy Lead
Joby Aviation

JOHN FORRISTAL
Government Affairs Director
Archer Aviation

AMARTYO SEN
GTM, Government &
Public Sector, OpenAI

JUMBI EDULBEHRAM
Global Public Sector Director,
Director, NVIDIA

MITCH HERCKIS
Global Head of Government
Affairs, Wiz

GARY BRANTLEY
CTO, NFL

CHRIS LYONS
President, Web3 Media
a16z crypto

MARTIN DAVIS
CIO, Southern Company

STEVEN HAFT
Head of Global Partnerships
Consensus

AMRIT DHIR
Head of Startups, Google

PHAEDRA ELLIS-LAMKINS
CEO, Promise

JAMES COLLINS
Public Sector Lead, Americas
Microsoft

TAMARA FIELDS
U.S. Public Service Lead
Accenture

JOHN PAUL FARMER
Global Head of Public Sector
Stripe

CHAPIN FLYNN
SVP, Transit and Urban
Mobility, Mastercard

JEFF MERRITT
Head of Urban Transformation
World Economic Forum

ALI ASAD HASAN
Business Development
Smart City Partnerships, AWS

ERIC GERTLER
Executive Chairman & CEO
U.S. News & World Report

KEITH GROSSMAN
President, TIME

TROY DUFFIE
Director, Financial Markets
Milken Institute

JOHN DEASY
CEO, Bezos Family
Foundation

AMEN RA MASHARIKI
Director, AI & Data Strategies
Bezos Earth Fund

ERIC TANENBLATT
Global Chair of Public Policy
& Regulation, Dentons

GREGG BISHOP
Executive Director, Joe &
Clara Tsai Foundation
Social Justice Fund

ROCHELLE HAYNES
Managing Director,
Bloomberg Philanthropies
What Works Cities

JOHN D'AGOSTINO
Head of Strategy
Coinbase Institutional

KAREN PAVLIN
Chief Workforce Innovation
Officer, ServiceNow

AMIR ELICHAJ
CEO, Carbyne

**FRANCESCA DE QUESADA
COVEY**
VP, Community Impact
Knight Foundation

TONY CHO
CEO, Future of Cities

CHRIS ADAMO
CEO, Flamingo Capital

MADELINE PUMARIEGA
President, Miami Dade
College

AVA PARKER
President, Palm Beach State
College

ROHAN MARLEY
The Rastapreneur

TIP "T.I." HARRIS
Artist, Entrepreneur,
and Activist

PAST FEDERAL, STATE, AND MAYORAL SPEAKERS

SCOTT TURNER
Secretary
U.S. Department of Housing
and Urban Development

HENRY MACK
Assistant Secretary
U.S. Department of Labor

ALEJANDRA CASTILLO
Assistant Secretary
U.S. Commerce

ADRIANNE TODMAN
Deputy Secretary
U.S. Department of Housing
and Urban Development

BEN LEVINE
Deputy Assistant Secretary
U.S. DOT

ANDY BERKE
Special Representative
NTIA, U.S. Commerce

GABE AMO
Special Assistant to President
The White House

RETA JO LEWIS
Chair
EXIM Bank

MICHELLE LUJAN GRISHAM
Governor
State of New Mexico

KODY KINSLEY
HHS Secretary
State of North Carolina

KATIE SAVAGE
Secretary of Information
Technology, State of Maryland

ALBERT PULIDO
Deputy Secretary for Tech
State of New York

JOHN O'LEARY
Deputy Secretary for Energy
State of New York

BRIAN REGLI
Executive Director, Critical
Investments for Governor
State of Pennsylvania

QUENTIN PALFREY
Director of Federal Funds and
Infrastructure, State of
Massachusetts

RICK COTTON
Executive Director
Port Authority of NY & NJ

RALPH CUTIÉ
CEO
Miami International Airport

HYDI WEBB
CEO
PortMiami

HOPE KNIGHT
President and CEO
Empire State Development

JOSEPH ABRUZZO
Administrator
Palm Beach County

DANIEL O'KEEFE
Commissioner, Economic
Development, State of
Connecticut

JUSTINE JOHNSON
Chief Mobility Officer
State of Michigan

COLIN AHERN
Chief Cyber Officer
State of New York

JAMES "JJ" EDEN
Executive Director
North Carolina Turnpike Authority

ERIC ADAMS
Mayor
City of New York

ANDRE DICKENS
Mayor
City of Atlanta

KATE GALLEGRO
Mayor
City of Phoenix

VI LYLES
Mayor
City of Charlotte

DANIELLA LEVINE CAVA
Mayor
Miami-Dade County

MICHAEL HANCOCK
Mayor
City of Denver

JOHN DAILEY
Mayor
City of Tallahassee

DEAN TRANTALIS
Mayor
City of Fort Lauderdale

DAN GELBER
Mayor
City of Miami Beach

JANE CASTOR
Mayor
City of Tampa

KEITH JAMES
Mayor
City of West Palm Beach

FRANCIS SUAREZ
Mayor
City of Miami

HILLARY SCHIEVE
Mayor
City of Reno

DANIEL RICKENMANN
Mayor
City of Columbia

STEVEN REED
Mayor
City of Montgomery

AFTAB PUREVAL
Mayor
City of Cincinnati

JUSTIN BIBB
Mayor
City of Cleveland

FRANK SCOTT, JR.
Mayor
City of Little Rock

BEN WALSH
Mayor
City of Syracuse

HARDIE DAVIS, JR.
Mayor
City of Augusta

KIRK CALDWELL
Mayor
City of Honolulu

TISHAURA JONES
Mayor
City of St. Louis

VICTORIA WOODWARDS
Mayor
City of Tacoma

SHANNON MARTIN
Mayor
City of Port St. Lucie

PAST SPONSORS

