

SMARTCITY
EXPO USA

MAY 22-23, 2024
PIER 36, NEW YORK CITY

The Future is Here

Leading Cities into an Inclusive 21st Century

HOSTED BY:



ORGANIZED BY:



U.S. cities and states have the opportunity to **leapfrog into the future.**

The American Rescue Plan and Infrastructure Investment and Jobs Act provide a once-in-a-generation opportunity to develop **smart, equitable, and sustainable 21st century cities**. This federal funding is a catalyst to advance urban air mobility, electrification, cybersecurity,

next-gen infrastructure, AI and edge technology, big data, climate resiliency, education equity, a skilled workforce, blockchain, web3, and so much more. Join us at **Smart City Expo USA** as we prepare cities for tomorrow while solving urgent issues of today.

THE NUMBERS

Building Smart Cities: \$1.2 Trillion Infrastructure Investment and Jobs Act

Roads and Bridges

\$110 Billion

Water Infrastructure

\$55 Billion

Environment

\$21 Billion

Roadways

\$66 Billion

Cybersecurity and Climate Change

\$50 Billion

Ports

\$17 Billion

Broadband

\$65 Billion

Public Transit

\$39 Billion

Safety

\$11 Billion

Power Grid

\$65 Billion

Airports

\$25 Billion

Electric Vehicle Charging Stations

\$7.5 Billion

SCEUSA

The USA's Leading Event for Cities

We convene the most government officials, high profile CEOs, entrepreneurs, luminaries, and innovators of any smart cities event across the country.

Our 2-day conference and expo features global public and private sector leaders — from energy and mobility to finance and infrastructure — who are preparing our cities for an inclusive 21st century.

In 2024 we expect:

3,000+

Visitors

100+

Speakers

300+

Government
Officials

100+

Sponsors &
Exhibitors

TESTIMONIALS

“Smart City Expo USA was the top smart cities event I attended in 2022. The line up of speakers was superb with an impressive contingent of mayors and city/county leaders, members of the U.S. government, leading private companies, and more! The content was excellent and included diverse topics such as intelligent infrastructure, equity, mobility, environmental/climate topics, and much more. At the Siradel/ENGIE exhibit, we had a continuous stream of visitors and engaging discussions. Truly a great event and can't wait for next year!”

George Reed

SVP Sales and Marketing
Siradel, an Engie Company



“St. Louis is ready for smarter approaches to reverse decades of disinvestment from Black and Brown communities. My administration is bringing 21st century solutions to combat the root causes of crime and poverty, and I'm honored to share our innovative work and progress at Smart City Expo USA.”

Tishaura Jones

Mayor, City of St. Louis



“I've been to a few of these events and I've never been to a smart city conference where the quality of sessions was consistently high, so impressively diverse, and the coordination consistent and informed. This was an impressive array of voices, diversity of backgrounds, and expertise—all at one event.”

Mark Wheeler

Chief Information Officer
City of Philadelphia



“In Cincinnati, as in cities across our nation, now is a moment of profound opportunity. We can respond with forward-thinking solutions to the challenges of the past two years, the changing modern economy, and the ongoing systemic inequities that have held our Black and Brown neighbors back. The path forward runs through collaboration and education with innovative minds across the country, and Smart City Expo USA provides an exceptional platform to continue this important work.”

Aftab Pureval

Mayor, City of Cincinnati



OUR HOST

New York City

The Future Is Here



Eric Adams
Mayor, City of New York



Matthew Fraser
CTO, City of New York

- ✓ **Global leader** in technology, finance, media, and culture
- ✓ **\$100BN+** operating budget serving **8M+** daily
- ✓ **\$9BN+** budget committed to technology and innovation
- ✓ Headquarters to **50+ Fortune 500** companies
- ✓ Startup ecosystem valued at **\$200BN+**

OUR PARTNER

Smart City Expo World Congress

Smart City Expo World Congress (SCEWC) is the world's leading event for cities. Hosted annually in Barcelona since 2011, SCEWC has globally expanded to Brazil, Chile, Qatar, Japan, Mexico, Argentina, and the U.S.

In 2023, Barcelona welcomed:

25,000+

Visitors

1,100+

Exhibitors

800+

Cities

570+

Speakers

SMART CITY EXPO

Around the World

Smart City Expo USA is proud to be part of the Smart City Expo movement. Since 2013, Smart City Expo has expanded from its home base in Barcelona to cities around the world, with local editions addressing specific needs and interests of their host regions.

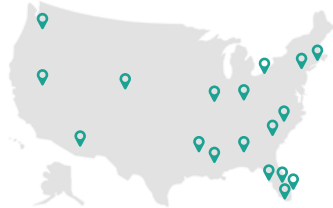


WHY ATTEND

Highly Curated Audience

Our leadership has hosted presidents, 50+ top global mayors, hundreds of senior city officials, thousands of smart city innovators, and top corporate leaders.

MOST U.S. MAYORS OF ANY TRADE CONFERENCE

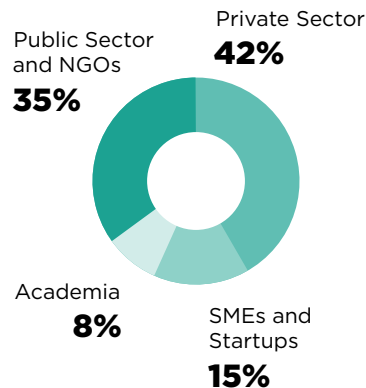


Atlanta
Augusta
Charlotte
Cincinnati
Cleveland
Denver
Jackson
Little Rock
Miami
Miami Beach

Miami-Dade County
Montgomery
New York
Phoenix
Providence
Reno
St. Louis
Tacoma
Tampa

We Deliver a Strong ROI. We Host Decisionmakers.

MEETING PLACE FOR
CROSS-SECTOR LEADERS



LEADING CITY OFFICERS

- ✓ CIOs/CTOs
- ✓ Directors of Innovation
- ✓ Chief Heat Officers
- ✓ Chief Fleet Officers
- ✓ Chief Analytics Officers
- ✓ Chief Data Officers
- ✓ Chief Sustainability Officers
- ✓ Chief Transportation Officers

55%

of Attendees are
Senior Managers

Attendees are from
200+
Cities

Now and Next: We Are Solving Urgent Issues

From developing a skilled workforce of the future to financing 21st century infrastructure, advancing renewable energies, improving health outcomes, promoting civic engagement, and ensuring technological interoperability, we are building smart, equitable, and sustainable cities of tomorrow, today.

Infrastructure & Design

- ✓ Stadiums
- ✓ Buildings
- ✓ Connectivity
- ✓ Architecture
- ✓ Airports / Ports
- ✓ Roads / Bridges
- ✓ Housing
- ✓ InfraTech
- ✓ Electrification
- ✓ Waste and Water
- ✓ Urban Planning
- ✓ Entertainment

Energy & Sustainability

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

Mobility & Transportation

- ✓ Traffic Management
- ✓ Public Transit
- ✓ Integrated Mobility
- ✓ Electric Vehicles
- ✓ MaaS
- ✓ Open Data
- ✓ Logistics
- ✓ Autonomous Transportation
- ✓ Aerial Transportation
- ✓ Hyperloop Technologies
- ✓ Supersonic Transportation

Frontier Technologies

- ✓ AI / ML / Edge
- ✓ Blockchain
- ✓ Web3
- ✓ Biometrics
- ✓ Robotics
- ✓ AR / VR
- ✓ eSports / Gaming
- ✓ Metaverse
- ✓ NFTs
- ✓ Wearables

Law, Policy & Finance

- ✓ PPP
- ✓ FinTech
- ✓ Insurance
- ✓ Regulations
- ✓ Ethics and Privacy
- ✓ Startups / SMEs
- ✓ Private Equity
- ✓ Venture Capital
- ✓ Municipal Finance
- ✓ Pension Funds
- ✓ Blockchain
- ✓ ESG Investments

Safety & Civic Engagement

- ✓ Cybersecurity
- ✓ Public Safety
- ✓ Food Security
- ✓ Drones
- ✓ Digital Inclusion
- ✓ Future of Work
- ✓ Digital Rights
- ✓ Procurement
- ✓ STEAM
- ✓ Public Art

THOUGHT LEADERS

Past Confirmed Speakers

We have had leading government officials, CEOs, luminaries, and innovators confirmed to speak at past events curated by our leadership.

Eric Adams
Mayor, City of New York

Polly Trottenberg
Deputy Secretary, U.S. DOT

Alex Taylor
CEO, Cox Enterprises

Martin Taylor
Co-Head, Foundation Fund Vista
Equity Partners

Kathy Wylde
CEO, Partnership for NYC

Keith Grossman
President, TIME

Kody Kinsley
Secretary, HHS
State of North Carolina

Rohit Aggarwala
Chief Climate Officer,
City of New York

David Hopping
CEO, Smart Infrastructure
USA, Siemens

Laura Chace
CEO, ITS America

Daniella Levine-Cava
Mayor, Miami-Dade County

Adrienne Todman
Deputy Secretary, U.S. HUD

William H. Rogers
CEO, Truist

Wyclef Jean
Artist, Philanthropist, and
Entrepreneur

Andrew Kimball
CEO, NYCEDC

Matthew Fraser
CTO, City of New York

Ydanis Rodriguez
Commissioner, DOT
City of New York

Jane Gilbert
Chief Heat Officer
Miami-Dade County

Lane Dilg
Global Government
Partnerships, OpenAI

Deborah Snyder
Lead, Health & Public Service
Accenture

Kate Gallego
Mayor, City of Phoenix

David Pecoske
Administrator, TSA

Derek Schiller
CEO, Atlanta Braves

Clive Gillinson
Executive Director
Carnegie Hall

Hydi Webb
CEO, PortMiami

Michael Sherwood
CIO, City of Las Vegas

Miguel Sangalang
Executive Director
LA Lights

Amen Ra Mashariki
Director, AI & Data
Bezos Earth Fund

Partho Sanyal
Partner, Energy Investments
NextEra

Jumbi Edulbehram
Director, Smart Cities, NVIDIA

Tishaura Jones
Mayor, City of St. Louis

Reta Jo Lewis
Chair, EXIM Bank

Deepak Chopra
Founder, Chopra Foundation

Mitch Kapor
Founding Partner
Kapor Capital

Ralph Cutié
CEO, Miami Int'l Airport

Julie Samuels
CEO, Tech:NYC

Mary Ellen Wiederwohl
CEO, Accelerator for America

Keith Kerman
Chief Fleet Officer
City of New York

John Tomik
Founder, Element Lab212
Slalom

Meg Kane
Host City Executive
Philadelphia Soccer 2026

PARTNERS

Past Confirmed Sponsors & Exhibitors



2024 OPPORTUNITY

Participate in #SCEUSA24

Showcase your brand and technologies in front of senior decisionmakers and government officials.



Join as a

Partner

Join as an

Exhibitor

Join as a

Sponsor

Join as a

Startup

Join as a **Partner**

Show VIPs that you and your ecosystem partners are serious about delivering smart city solutions by serving as one of our premiere partners.

Presenting Partner

Investment
\$450,000

- ✓ Invitation to Opening Night Reception (6 ppl)
- ✓ Invitation to Private Leaders and Officials Dinner (4 ppl)
- ✓ Invitation to High Level Networking Cocktail (6ppl)
- ✓ Member of Smart City Expo USA Advisory Council
- ✓ 30-Minute Mainstage Speaking Opportunity
- ✓ 2 Breakout Speaking Opportunities
- ✓ Expo Space (30x30)*
- ✓ Access to Partner Portal
- ✓ 2 Private Meeting Rooms (10x10)
- ✓ Curated 1:1 Meetings
- ✓ Exclusive Promotion via Email and Social Media
- ✓ Prominent Logo Visibility Across all Physical and Digital Platforms
- ✓ Inclusion in Global Press Release
- ✓ Registered Press List (4 weeks before event)
- ✓ Access to VIP Attendee List (4 weeks before event— name and title only)
- ✓ Lead Retrieval Included
- ✓ Priority in Blocking Hotel Rooms
- ✓ 300 Conference Passes
- ✓ 20% off Additional Conference Passes

Visionary Partner

Investment
\$275,000

- ✓ Invitation to Opening Night Reception (4 ppl)
- ✓ Invitation to High Level Networking Cocktail (4ppl)
- ✓ Opportunity to Curate Mainstage Plenary Discussion
- ✓ 2 Breakout Speaking Opportunities
- ✓ Expo Space (20x30)*
- ✓ Access to Partner Portal
- ✓ 2 Private Meeting Rooms (10x10)
- ✓ Curated 1:1 Meetings
- ✓ Exclusive Promotion via Email and Social Media
- ✓ Prominent Logo Visibility Across all Physical and Digital Platforms
- ✓ Registered Press List (4 weeks before event)
- ✓ Access to VIP Attendee List (4 weeks before event— name and title only)
- ✓ Lead Retrieval Included
- ✓ Priority in Blocking Hotel Rooms
- ✓ 200 Conference Passes
- ✓ 20% off Additional Conference Passes

* Partner may choose from custom packages including select furniture, levels of power and internet, and signage. Insurance, catering, and additional signage costs borne by Partner.

Join as a **Partner**

Show VIPs that you and your ecosystem partners are serious about delivering smart city solutions by serving as one of our premiere partners.

Disruptor Partner

Investment
\$100,000

- ✓ Invitation to Opening Night Reception (2 ppl)
- ✓ Invitation to High Level Networking Cocktail (2ppl)
- ✓ 15-Minute Mainstage Speaking Opportunity
- ✓ 1 Breakout Speaking Opportunity
- ✓ Expo Space (20x20)*
- ✓ Access to Partner Portal
- ✓ Promotion via Email and Social Media
- ✓ Logo Visibility Across All Physical and Digital Platforms
- ✓ Registered Press List (4 weeks before event)
- ✓ Access to VIP Attendee List (4 weeks before event-name and title only)
- ✓ Lead Retrieval Included
- ✓ Priority in Blocking Hotel Rooms
- ✓ 75 Conference Passes
- ✓ 20% off Additional Conference Passes

Innovator Partner

Investment
\$50,000

- ✓ 1 Breakout Speaking Opportunity
- ✓ Expo Space (20x20)*
- ✓ Access to Partner Portal
- ✓ Promotion via Email and Social Media
- ✓ Logo Visibility Across All Physical and Digital Platforms
- ✓ Lead Retrieval Included
- ✓ 20 Conference Passes
- ✓ 20% off Additional Conference Passes

Partner

Investment
\$25,000

- ✓ 1 Breakout Speaking Opportunity
- ✓ Promotion via Email and Social Media
- ✓ Logo Visibility Across All Physical and Digital Platforms
- ✓ 10 Conference Passes
- ✓ 20% off Additional Conference Passes

*Partner may choose from custom packages including select furniture, levels of power and internet, and signage. Insurance, catering, and additional power and signage costs borne by Partner.

Join as an **Exhibitor**

Work with our production team to customize your floor space and make your exciting smart city solutions come to life.

Option 1:

Purchase Space and Customize Your Stand

\$60/sq ft*

- ✓ Includes 10 conference passes
- ✓ 20% discount on additional conference passes

Option 2: Choose from our Exhibitor Packs

Gold

- ✓ 20x20
- ✓ 20 passes
- ✓ 8 Expo Staff Passes
- ✓ 2 - 6' Tables and 4 Chairs
- ✓ ID Signage
- ✓ 5 Amps Power
- ✓ Access to Exhibitor Portal
- ✓ Logo on SCEUSA website and app
- ✓ Lead Retrieval
- ✓ 20% discount on additional conference passes

\$28,500

Silver

- ✓ 10x20
- ✓ 15 passes
- ✓ 6 Expo Staff Passes
- ✓ 1 - 6' Tables and 2 Chairs
- ✓ ID Signage
- ✓ 5 Amps Power
- ✓ Access to Exhibitor Portal
- ✓ Logo on SCEUSA website and app
- ✓ Lead Retrieval
- ✓ 20% discount on additional conference passes

\$14,500

Bronze

- ✓ 10x10
- ✓ 10 passes
- ✓ 4 Expo Staff Passes
- ✓ 1 - 6' Tables and 2 Chairs
- ✓ ID Signage
- ✓ 5 Amps Power
- ✓ Access to Exhibitor Portal
- ✓ Logo on SCEUSA website and app
- ✓ Lead Retrieval
- ✓ 20% discount on additional conference passes

\$7,400

*No pipe and drape permitted. Cost of build out, power, internet, furniture, and insurance to be borne by Exhibitor.

Join as a **Sponsor**

Maximize brand visibility by placing your logo in high engagement areas throughout the venue.

Registration

\$60,000 each

Be the first to welcome our attendees. Become a registration sponsor and have first-mover advantage: your brand will be seen by all event participants before arriving at the expo hall.

Innovation Forum

\$50,000

Highlight your brand at the innovation forum on the expo floor where attendees will be sharing game-changing ideas.

Café

\$50,000 Each

Showcase your brand where attendees are networking and relaxing.

Advertising Options:

Large Billboard

\$45,000 Each

Set the stage for your brand by placing your logo on a full-size billboard at the entrance of the event.

Small Billboard

\$15,000 Each

Receive repeated brand recognition by placing your logo at strategically placed billboards within the venue.

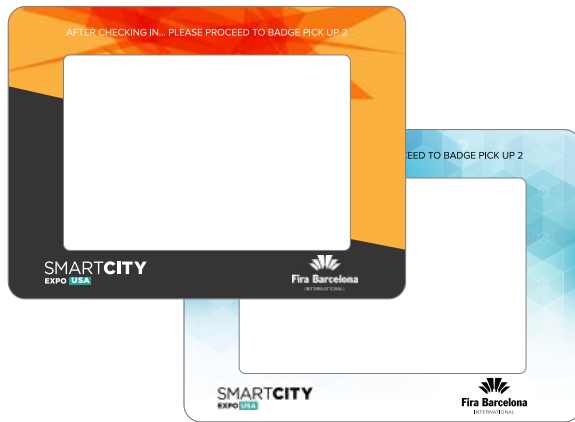
LED Walls and Venue Signage

Price upon request

Highlight your brand's innovation by working with us on experiential opportunities.

Join as a **Sponsor**

Maximize brand visibility by placing your logo in high engagement areas throughout the venue.



Kiosk Wrap

\$20,000

Add a frame around your OnArrival kiosk, where you can highlight your logos. It's an easy solution that's guaranteed to be seen by all attendees as they check in to our event.



Registration Sign-In Screen

\$20,000

As attendees check-in, use the real estate on our OnArrival background to highlight your logo.

Impact Sponsorships

Work with our sales team on these custom options:

- ✓ **City / Country Pavilions**
- ✓ **Accessibility Sponsor**
- ✓ **Sustainability Sponsor**

Join as a **Startup**

Scale your startup by engaging with public and private sector leaders looking for promising companies in cybersecurity, climate change, the built environment, the metaverse, transportation, and more.

Startup Exhibitor Package

\$3,800

- ✓ 6 Expo Passes
- ✓ Stand within Startup Alley
- ✓ Custom Signage
- ✓ Opportunity to participate in Smart Startup Competition
- ✓ Networking Opportunities

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Contact us at:
sales@smartcityexpousa.com

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