

WELCOME TO THE WORLD'S LEADING EVENT FOR CITIES

SMARTCITY
EXPO WORLD CONGRESS

BARCELONA • November 1st / 7 2022



WHAT'S AHEAD?

**A WORLD OF EVER-
CHANGING CITIES**

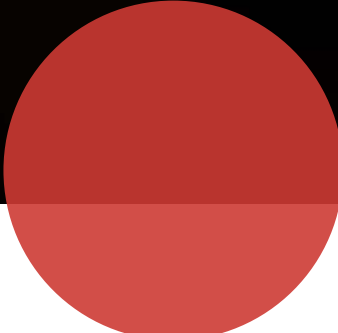
**NEW URBAN
REALITIES.
NEW TECH.
NEW BUSINESS
MODELS.**



**Global
population
expected to
grow to 10B by
2050.**



**70% of this
people living
in cities.**

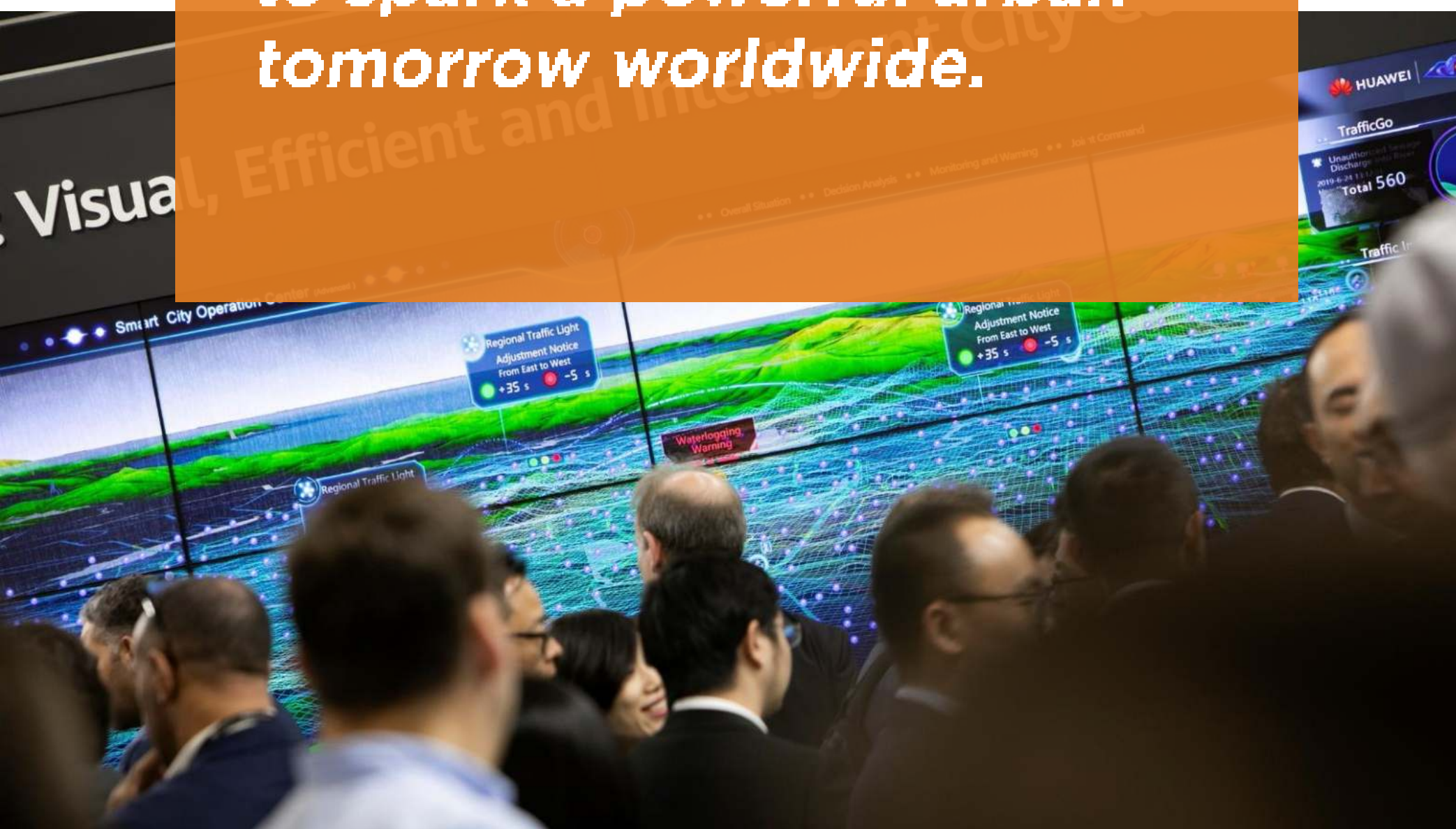


**In 40 years, we
will have built
as many new
cities as in all
human history.**

The future of humanity is inevitably urban, and digitization stands as an essential, unstoppable revolution to ensure future-proof cities focused on people and environment.

At the crossroads of tech and cities there's an opportunity for a more sustainable and inclusive world.

Smart City Expo is the place to spark a powerful urban tomorrow worldwide.



**WHAT'S NEXT
FOR CITIES STARTS
AT SCEWC**



I usually don't attend conferences, but the SCEWC is a learning place where you meet real people who deal with real city challenges. It's not just about gadgets. It's about smart thinking.

ERION VELIAJ

Mayor, City of Tirana

”

“

The SCEWC is a super important in-person event to create relationships and collaborations that drive inclusive solutions.

MIGUEL GAMIÑO

Executive Vice President and Head of Global Cities

citypossible™

Pioneered by Mastercard





This is the one place we get to do it every year, where we have the top conversations.”

CASSIE ROACH

Vice President, Global Public Sector



It's the face-to-face meeting which is the most interesting feature at the SCEWC. The venue is the place to meet people, network, discuss issues and see implemented solutions.

NEJIA LANOUAR

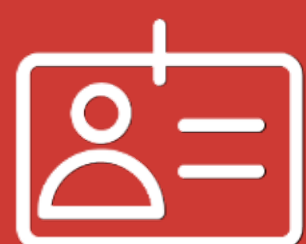
Director of Digital and Information Systems, City of Paris





SMART CITY EXPO IN FIGURES

2022: Back to pre-pandemic numbers



24,000+ IN-PERSON
ATTENDEES
[56% INTL.]



1,000+
EXHIBITORS
[80% INTL.]



20,000+
ONLINE ATTENDEES



400+ SPEAKERS



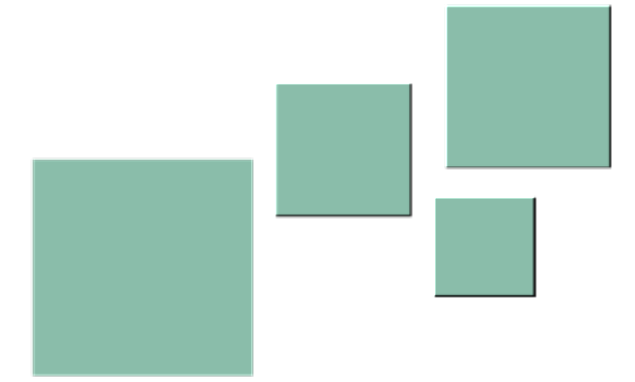
700+ CITIES



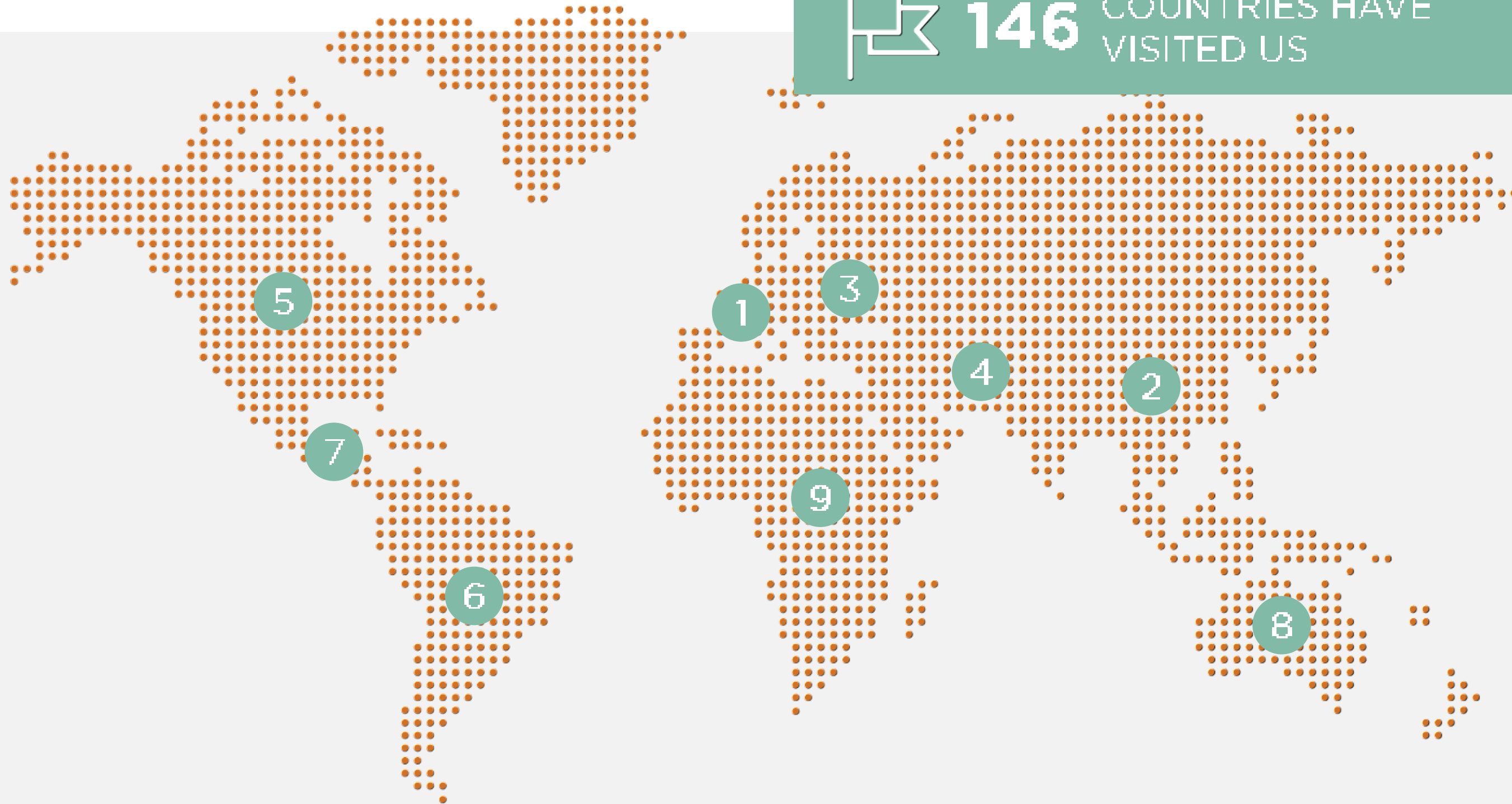
90+ SIDE EVENTS

+110 MM € IMPACT ON THE LOCAL ECONOMY

JOIN A GLOBAL COMMUNITY...



146 COUNTRIES HAVE
VISITED US



TOP 10 COUNTRIES VISITING US:

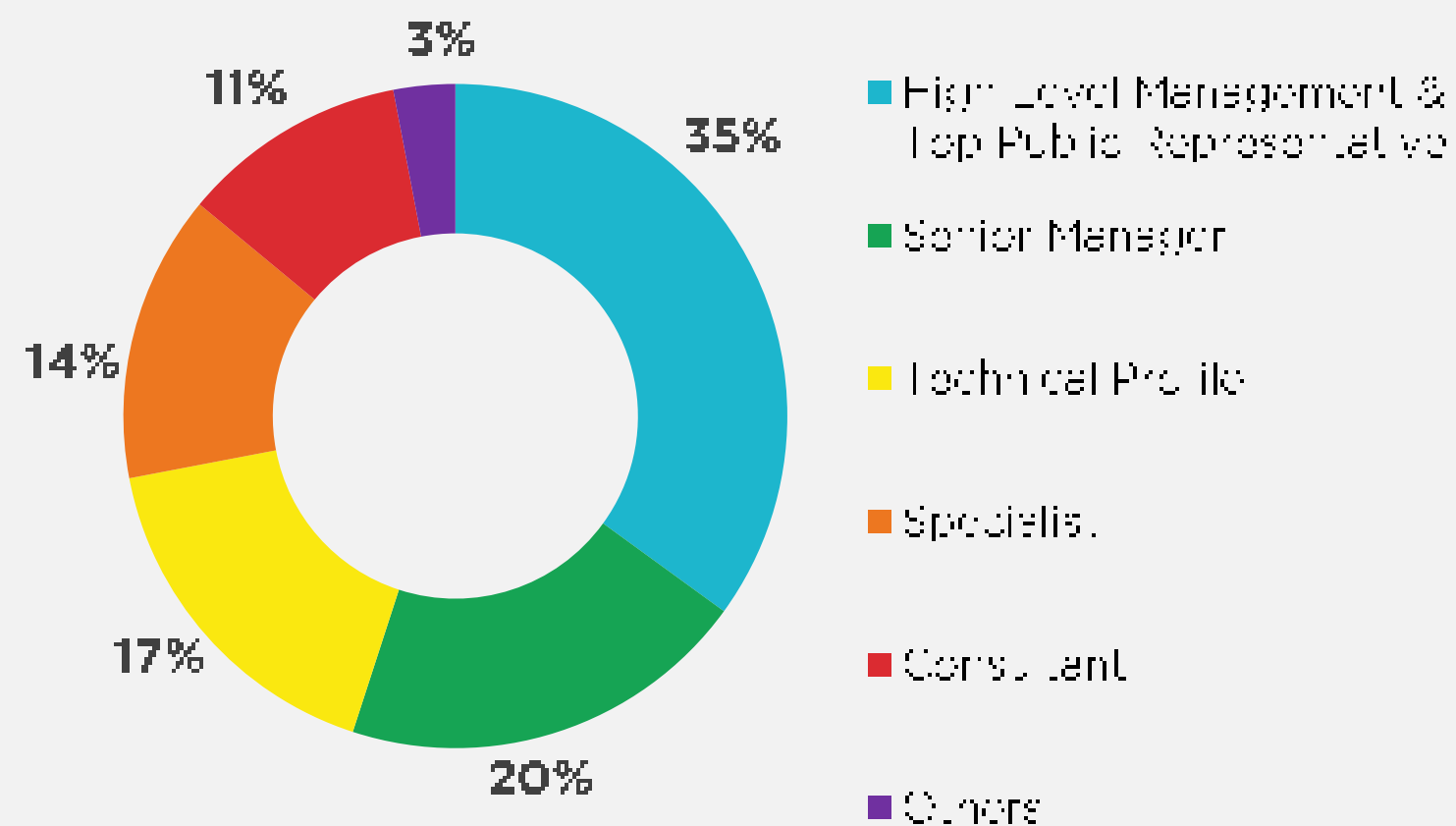
-  Germany
-  France
-  Netherlands
-  Belgium
-  Italy
-  Israel
-  Brazil
-  Portugal
-  United Kingdom
-  United States of America

1. WESTERN EUROPE | 2. ASIA | 3. EASTERN EUROPE | 4. MIDDLE EAST | 5. NORTH AMERICA
6. SOUTH AMERICA | 7. CENTRAL AMERICA | 8. OCEANIA | 9. AFRICA

... OF CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

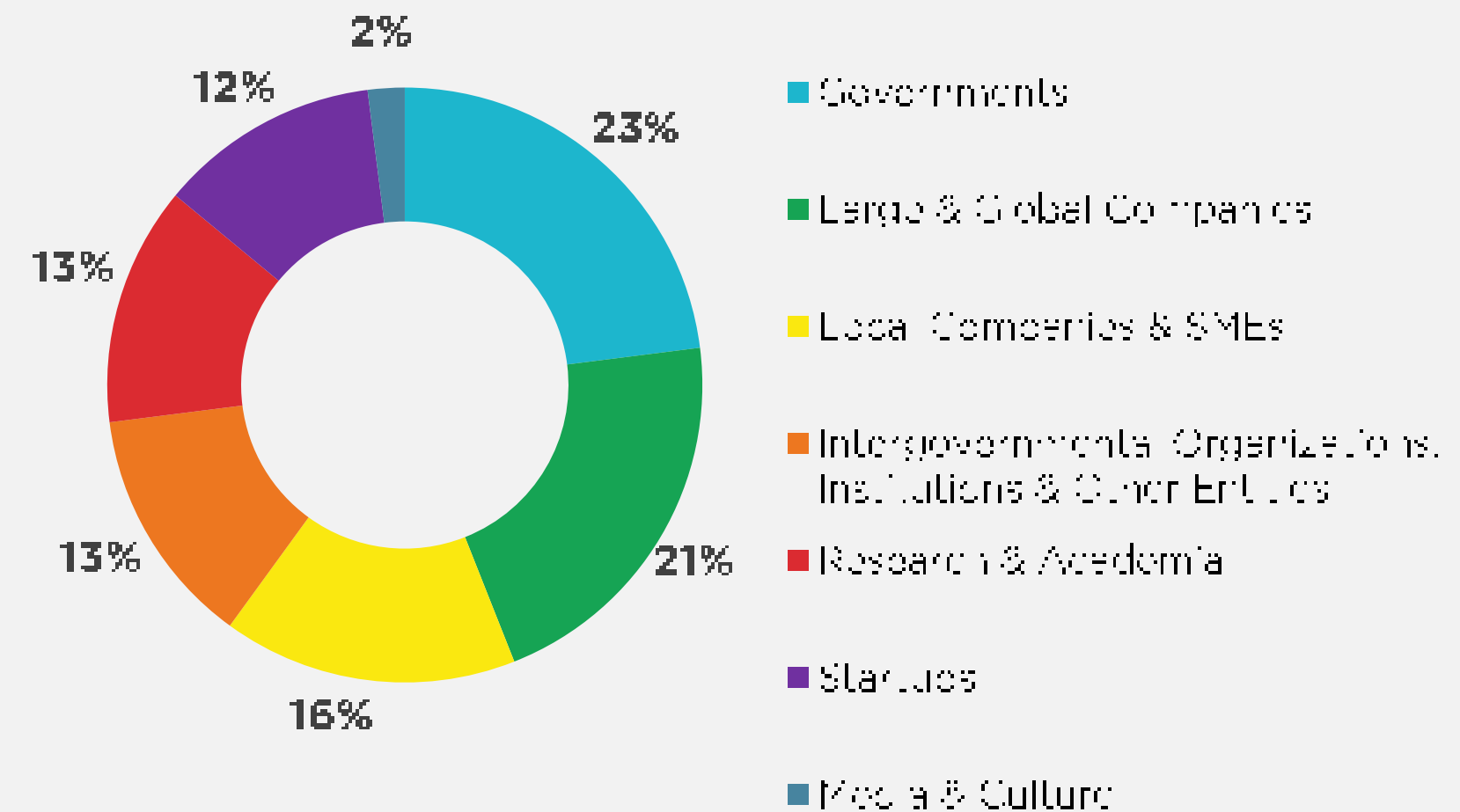
ATTENDEES PROFILE



55% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

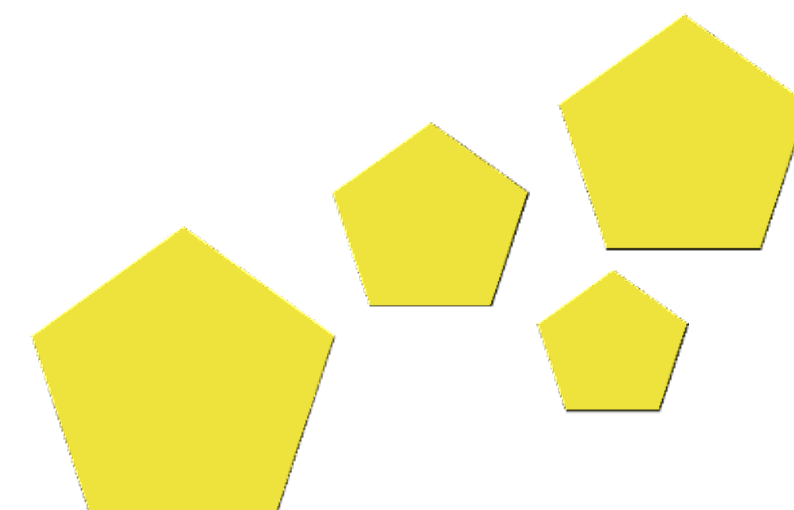
VISITING ORGANIZATIONS PROFILE



44% OF GLOBAL COMPANIES AND GOVERNMENTS

EXPAND YOUR MEDIA REACH

2019 edition in numbers



MEDIA OUTREACH

574 ACCREDITED JOURNALISTS

54 MEDIA PARTNERS

8,084 MEDIA ITEMS PUBLISHED

€15M MEDIA IMPACT VALUE

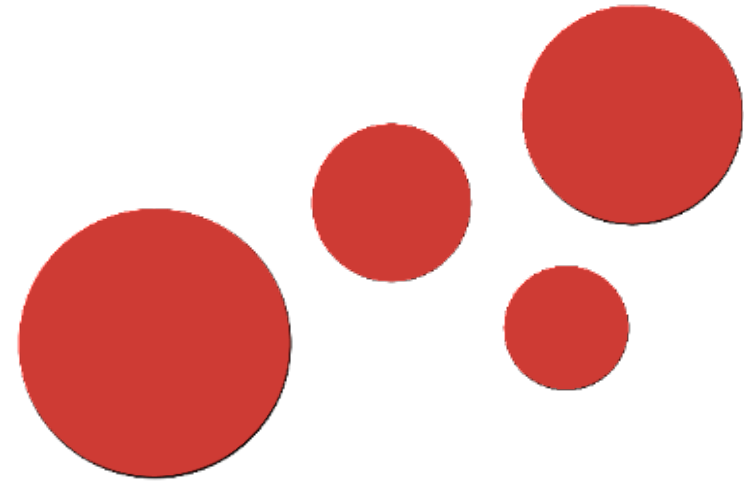
SOCIAL MEDIA REACH

+34M IMPRESSIONS IN DIGITAL
ADVERTISING, DISPLAY MK
& SOCIAL PLATFORMS

+119,000 FOLLOWERS
🐦 📘 ▶ 📷

+610,000 WEB VISITS

17,000 MENTIONS OF #SCEWC19



IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

GLOBAL PARTNERS

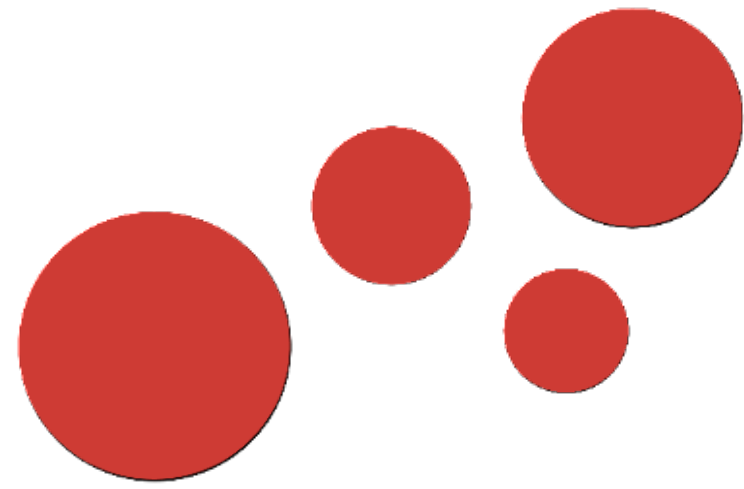


INDUSTRY PARTNERS



EVENT PARTNERS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

HOSTED BY



ORGANIZED BY

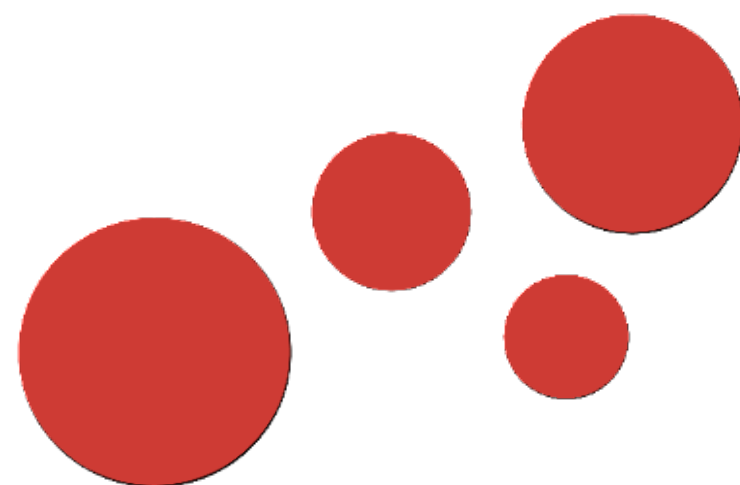


SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS





IN GOOD COMPANY

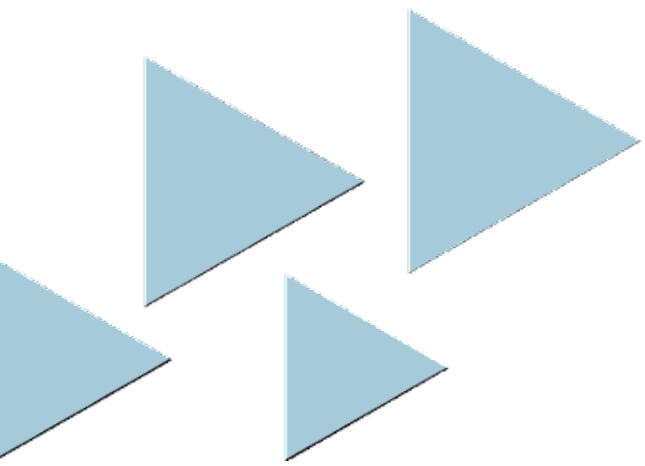
The world's leading innovation brands consider us a key platform for the promotion of their business

COLLABORATING ORGANIZATIONS



MEDIA PARTNERS





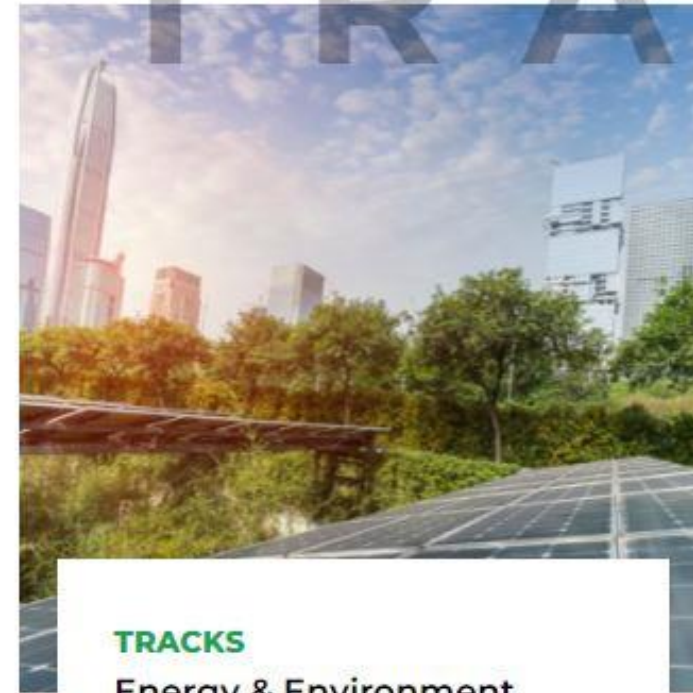
HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

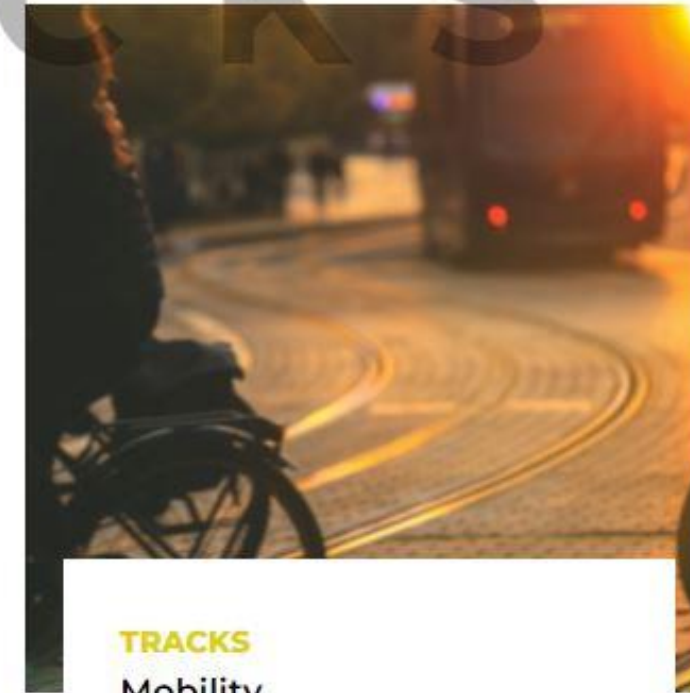
TRACKS



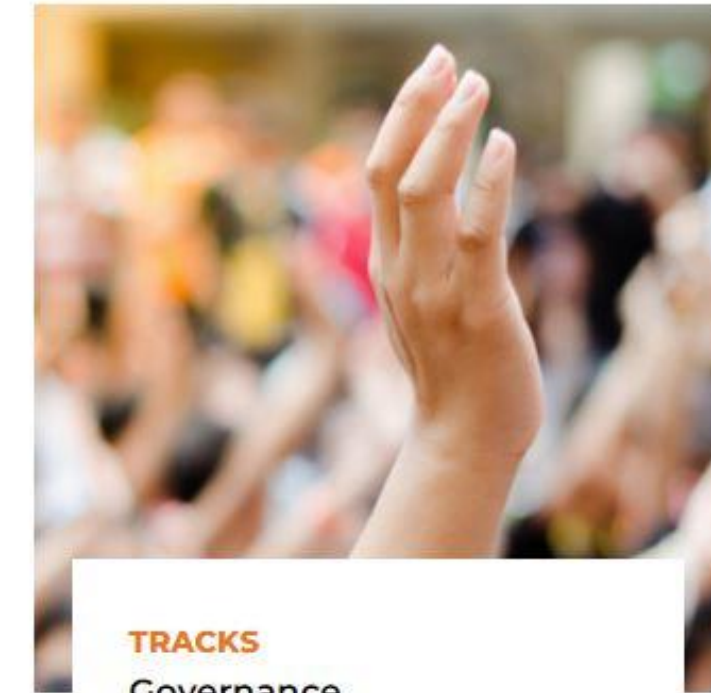
TRACKS
Enabling Technologies



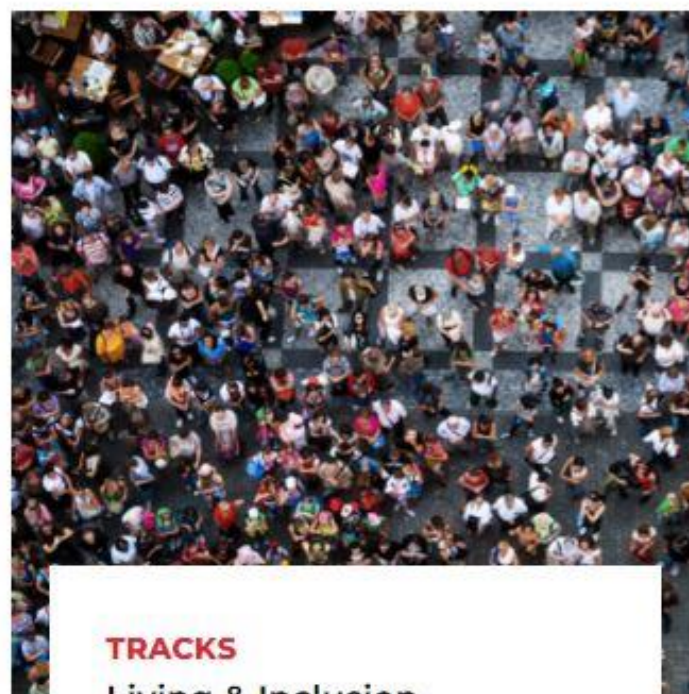
TRACKS
Energy & Environment



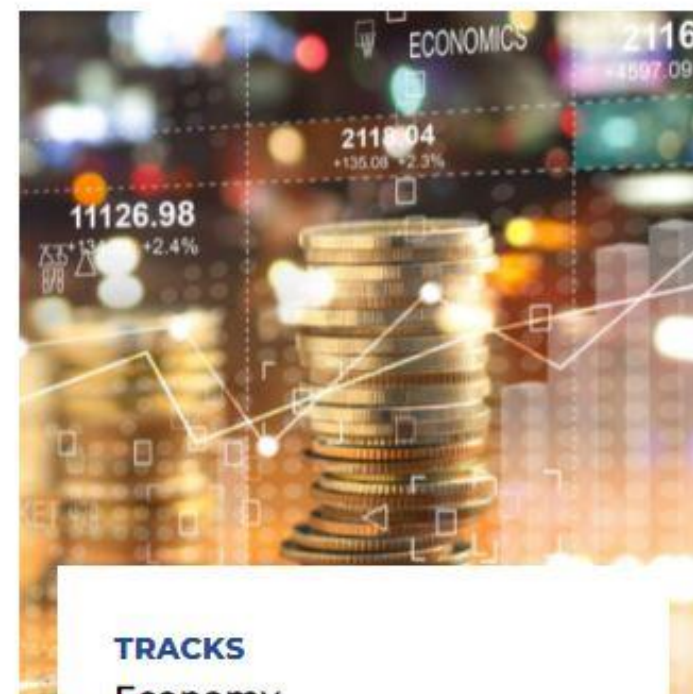
TRACKS
Mobility



TRACKS
Governance



TRACKS
Living & Inclusion



TRACKS
Economy



TRACKS
Infrastructure & Buildings



TRACKS
Safety & Security



Muhammad Yunus

Nobel Peace Prize
Laureate



Parag Khanna

Geospatial advisor
and bestselling author



Laura Tenenbaum

Climate Change and
Scientific Communicator,
NASA



**Dame Ellen
MacArthur**

Founder, Ellen
MacArthur Foundation



Richard Florida

Professor & Senior Editor
of The Atlantic,
University of Toronto &
NYU



Sameh Wahba

Global Director, Urban,
Disaster Risk
Management,
Resilience and Land
Global Practice, World
Bank



Kent Larson

Principal Research
Scientist & Director,
Changing Places Group
(MIT Media Lab)



Janette Sadik-Khan

Principal of
Transportation of
Bloomberg

**WORLDWIDE
CITY EXPERTS
HAVE SPOKEN**

**& GLOBAL
SECTOR
LEADERS
SHARED THEIR
EXPERTISE ON
STAGE**



Miguel Gamiño

Executive Vice
President and Head of
Global Cities,
Mastercard



Cassie Roach

Vice President for Global
Public Sector, CSC



Jeremy Goldberg

Worldwide Director of
Critical Infrastructure,
Microsoft



**Maimunah Mohd
Sharif**

Executive Director
UN-Habitat



Joe So

CTO, Industry
Solutions, Huawei



Bettina Warburg

Co-Founder, Animal
Ventures



Bertrand Camus

CEO, SJEZ



Roland Busch

CEO and President,
Siemens

ROADMAP FOR 2022

TOMORROW.CITY

365 DAYS A YEAR

**SMART CITY EXPO
WORLD CONGRESS
& CO-LOCATED EVENTS**

**SMART CITY EXPO
ABROAD EDITIONS**

**TOMORROW.
CITY**

Our 365-day digital platform dedicated to urban development.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

SMARTCITY
EXPO CURITIBA
SMARTCITY
EXPO DOHA

SMARTCITY
EXPO LATAM CONGRESS

SMARTCITY
EXPO USA

SMARTCITY
EXPO SHANGHAI

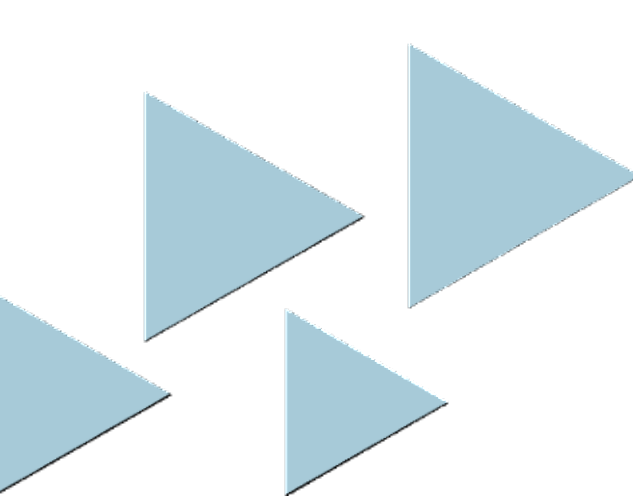
SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

Barcelona Innova Week
Ciudad, sociedad y tecnología

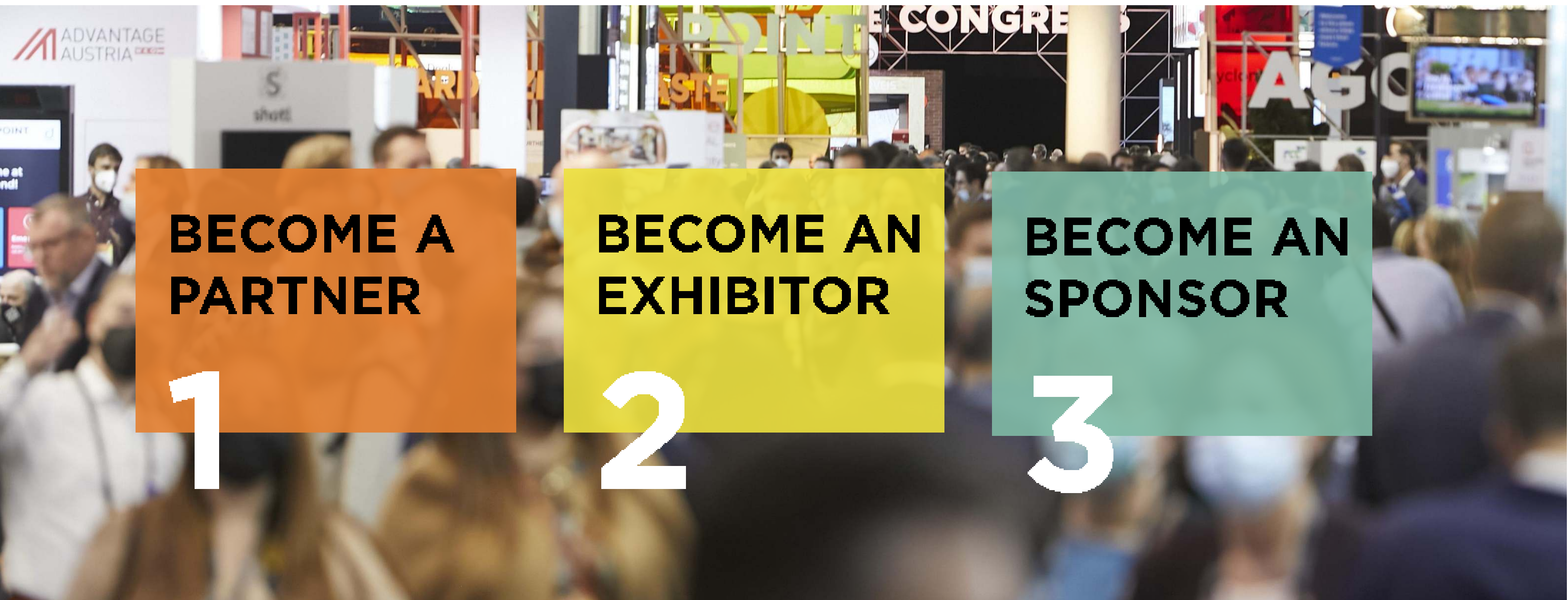
EVENT MAP FOR 2022





WAYS TO PARTICIPATE

Let us know your goals and we will work on a tailored solution that fits your needs and expectations. [See options](#)



**BECOME A
PARTNER**

1

**BECOME AN
EXHIBITOR**

2

**BECOME AN
SPONSOR**

3



BECOME A
PARTNER

GLOBAL PARTNER. GET UNRIVALLED POSITIONING

For global leaders, drivers of major industries making a worldwide difference: big spotlight in the congress, premier stand location, top-level visibility and access to all our exclusive networking benefits.

PRICE
- €70,000

Congress

- / 1 High-level roundtable in the main Auditorium
- / 1 Presentation of projects (7-10min speech) or roundtable in a breakout room.
- / 1 Solution talk (3-4min speech) in a breakout room.

Tickets

- / 100 Full Congress passes + 100 Expo passes
- / 25% discount on additional passes

Visibility

- / **Website:** Logo on the homepage footer | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on Partners' web section
- / **E-mailings:** Exclusive partner announcement e-mail | E-mail Thanks to our partners: Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- / **Social Media:** Exclusive collaboration announcement | Exclusive solution-focused post | Possibility of sharing your Pre-event partner video | Retweets & mentions
- / **Signage:** Logo on exhibitor floorplan (super-central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / Corporate activity featured at the event's agenda (website and app)
- / Testimonial video of the partner's onsite participation (post event)
- / Logo and description in post-event report

Networking

- / Exclusive access to the V.P. guests list
- / Booth included in the thematic tour through the Expo attended by international delegations
- / Invitation to Global Partners Lunch - Day 1 (2 pax/partner)
- / Invitation to Mayors' Dinner - Day 2 (2 pax/partner)
- / Invitation to High Level Networking Cocktail gathering all partners & VIP guests - Day 2 (2 pax/partner)

Press

- / Registered press update on a weekly basis (last weeks before the event)
- / Global Partner Media Emailing sent to the registered press
- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 4 parking bays
- / Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- / Priority in booking hotel rooms & a table at Nucleo restaurant
- / **Tomorrow.City:** Featured Partner Page | Auditorium Congress sessions available in VOD | Dedicated article in the Magazine (in adherence with our editorial standards)

The prices, services and benefits for this partnership might be subject to change, depending on the scope of the partnership.

INDUSTRY PARTNER. RECOGNITION AS A SECTOR LEADER

For industry accelerators, strategic players and niche specialists: a dedicated congress session, a central stand location, high-level visibility and multiple networking benefits.

PRICE
- €50,000

Congress

- / 1 Keynote session or Burning Debate in a breakout room
- / 1 Solution Talk in a breakout room

Space

- / Exhibition space of 60 sq. m.

Tickets

- / 50 Full Congress passes + 60 Expo passes
- / 25% discount on additional passes

Visibility

- / Website: - Logo on *specific Track* page - Logo on *Partners* page
- / E-mailings: - Logo on theme-oriented e-mailings (by topic)
- E-mail Thanks to our partners: Logo & link, 2nd level
- / Social Media: - Exclusive collaboration announcement
- Retweets and mentions
- Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (2nd level)
- Logo on projections between congress sessions (1 room)
- / Logo and description in post-event report

Networking

- / Priority access to the V.P. guest list
- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nucleo restaurant
- / Priority in checking hotel rooms

EVENT PARTNER. STAND OUT FROM EXHIBITORS

For those who are the engine of an industry, the key providers, we guarantee a congress slot with technical orientation, great stand location, major brand visibility and multiple networking benefits.

PRICE
- €18,000

Congress

- / 1 Presentation of projects (7-10min speech) or participation in a roundtable located in a breakout room.

Tickets

- / 50 Full Congress passes + 50 Expo passes

Visibility

- / Website: logo and link on Partners page
- / Emailings: - E-mail Thanks to our partners: Logo & link, 3rd level
- / Social Media: - Retweets and mentions
 - Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (3rd level)
- / Logo and description in post-event report

Networking

- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media k't sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nucleo restaurant
- / Priority in booking hotel rooms
- / 25% discount on additional Congress and Expo passes



**BECOME AN
EXHIBITOR**

YOUR EXHIBITION OPTIONS

1 > HIRE SPACE & CUSTOMIZE YOUR OWN STAND

Space Only - €250/m²

+ €448 of Participation Fee

(VAT not included)

Co-exhibitor fee - €350

As an exhibitor, you can bring other companies to exhibit in your own space. They will benefit from:

- / Visibility in the SCEWC websites and app (Exhibitor list)
- / Visibility in the exhibitor floorplan onsite
- / 1 Invitation for a Congress Pass
- / 3 Invitations for Expo Passes
- / 2 Exhibitor passes (access to the Congress included)
- / Access to the Exhibitor Area, so they can manage their participation:

Use the Invitation tool to buy and send electronic invitations to their customers.

Buy extra services (catering, rental of meeting rooms, hotels, etc.)

Use the contact management

25 % discount for purchasing Congress and Expo passes



YOUR EXHIBITION OPTIONS

2> CHOOSE FROM OUR EXHIBITION PACKS



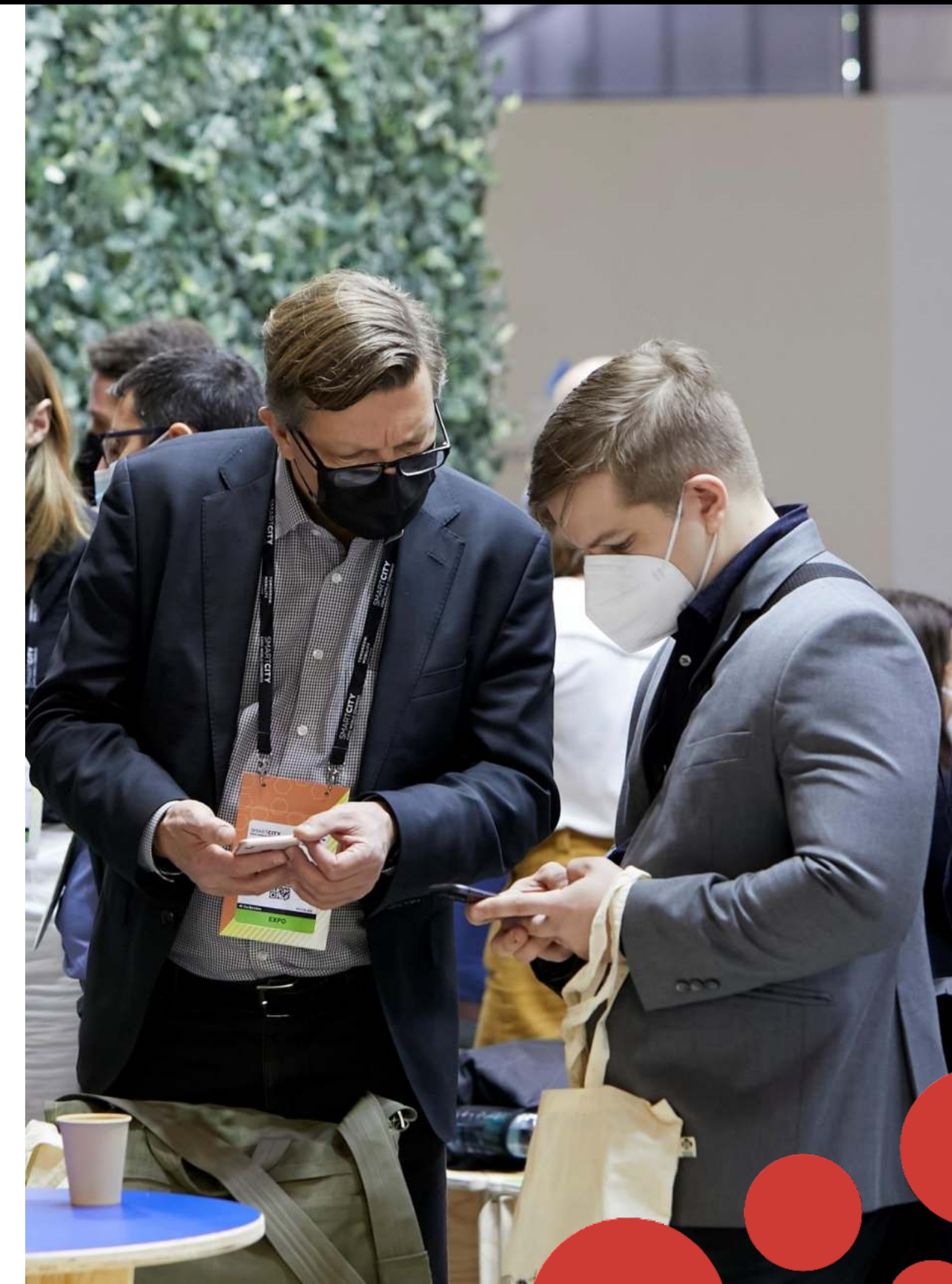
		GOLD PACK	SILVER PACK	BRONZE PACK
STAND	Space	30 sq. m.	16 sq. m.	12 sq. m.
	Open sides	2	2	1
INCLUDES	Full Congress passes	4	2	2
	Visitor passes	25	10	6
	Exhibitor passes	6	4	2
	25% discount on extra passes	✓	✓	✓
	Access to the networking activity: brokerage event	✓	✓	✓
	3 recycling bins and daily collection	✓	✓	✓
	Stand and furniture	✓	✓	✓
	Insurance	✓	✓	✓
PRICE*		€12,750	€5,500	€4,000
*Not included: VAT on each class on fee				



YOUR EXHIBITION OPTIONS

3> TICKETS INCLUDED IN YOUR PARTICIPATION

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS
BRONZE PACK (12sqm)	2	6	2
SILVER PQACK (16 sqm)	2	10	4
PREMIUM PACK (20 sqm)	3	15	4
GOLD PACK (30 sqm)	4	25	6
12-15 sqm	2	6	2
16-34 sqm	2	10	4
35-69 sqm	4	25	6
70-119 sqm	6	60	10
120-199 sqm	8	120	20
200-299 sqm	10	180	30
300-499 sqm	12	240	40
500-699 sqm	14	300	50
700-999 sqm	16	360	60
>1,000 sqm	20	420	70



LEADRETRIEVAL



Advantages of having Lead Retrieval on the event

Lead Retrieval is a new contact management tool that you can use to scan and monitor visitors to your stand.

You can also configure additional functionalities and obtain more details from the contact, notes, photos...



Manage your contacts automatically

Do it instantly and with no need for physical business cards. Have an organised and categorised contact list.



Control your capacity

Use the manager data to monitor the capacity and influx of visitors to your stand at all times.



Calculate your ROI

Get your data in real time so that your digital manager can calculate relevant KPIs.



Discover your Buyers' Persona

Create your clients' profiles during the show based on the data and send them personalised communications during the event.

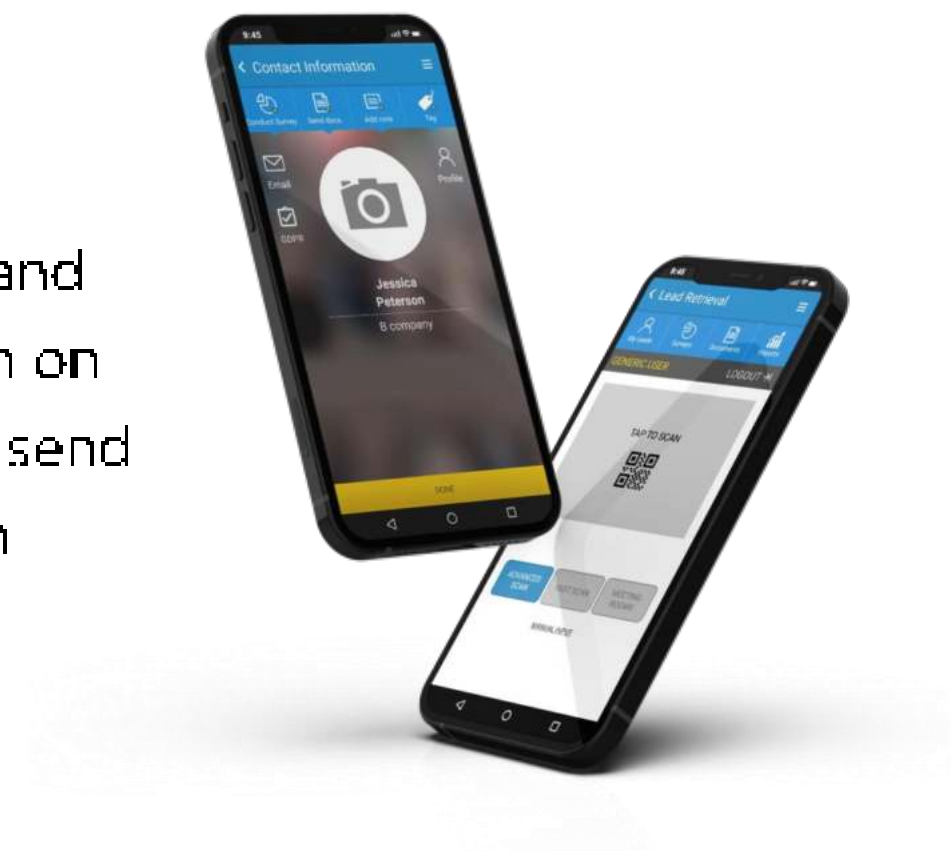
LEAD RETRIEVAL

Do you want to collect and manage more leads easily?

Lead Retrieval has 2 separate components:

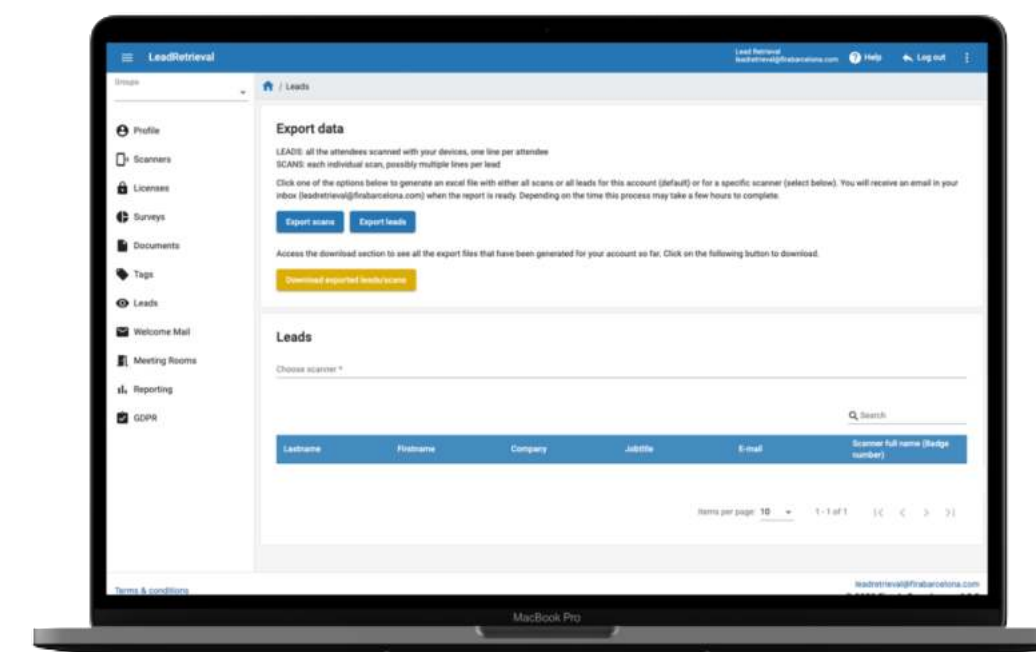
APP

Scan your visitors' passes and obtain detailed information on their profiles. You can also send documents, take notes, run surveys...



WEB PORTAL

Configure the app's additional functionalities, manage your Leads, export the information and obtain reports/statistics that will help you to convert your potential customers.



You can access the service by purchasing a license. We can also provide you with our devices ready to scan.

Pricing

Licenses	Early Bird	Event Price
Lead Retrieval - Small Business Edition (1 license)	225€	250€
Lead Retrieval - Enterorise (3 licenses)	450€	500€
Lead Retrieval - Additional license (only available as complementary to Enterorise edition)	85€	100€

Scanners	Early Bird	Event Price
1 scanner	300€	350€
2 scanners pack	583€	686€
3 scanners pack	810€	890€
4 scanners pack	1.020€	1.130€
5 scanners pack	1.230€	1.370€
6 scanners pack	1.440€	1.610€
7 scanners pack	1.650€	1.850€
8 scanners pack	1.860€	2.090€
9 scanners pack	2.070€	2.330€
10 scanners pack	2.280€	2.570€



License:

Code to log into the Lead Retrieval App with your own device.



Scanner:

Rental device configured by our team and ready to use.

Thinking of renting more than 10 scanners or licenses?
Contact us for your special pricing
leadretrieval@firabarcelona.com
T: +34 93 233 2773



**BECOME AN
SPONSOR**

REGISTRATION



BE THE FIRST TO WELCOME OUR ATTENDEES

Become a registration sponsor and get the first-mover advantage: your brand will be seen by all the event's participants even before they arrive at the venue.

Your brand will be on:

- Online accreditation form for exhibitors and attendees
- Digital Event Badge
- Onsite accreditation desk
- Static venue signage and dynamic advertising screens
- Automatic registration emails
- Plan your visit and Partners web pages
- Post-event report

Passes included: 25 Congress & 60 Expo

PRICE - €50,000 each

LANYARDS



EMBRACE ALL THE COMMUNITY AT THE VENUE

Embrace your target audience, literally, and make a lasting impression on more than 25,000 attendees.

Passes included: 20 Congress & 40 Expo

PRICE - €25,000



TOWARDS ZERO WASTE



PROVE YOUR ORGANIZATION'S CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

Smart City Expo World Congress is committed to working towards more efficient, inclusive, and sustainable cities - to do so, it needs to lead by example.

Since 2015, we created a dedicated sustainability initiative called **Towards Zero Waste**, which is in line with the European Commission's Circular Economy strategy.

TZW base its actions on four main principles:

- Dematerialization: paperless event prioritizing the use of the SCFWC application and digital format.
- Prevention and Reuse: reusing of materials, removal of single-use plastics, and reducing food leftovers.
- Separate Collection: recycling within all the event areas.
- Emissions Compensation: the offset of CO2 emissions.



TOWARDS ZERO WASTE

If your organization shares these values, add your name to our **Towards Zero Waste** initiative.

Your brand will be on:

- Email communications about the initiative to exhibitors and visitors
- Towards Zero Waste and Partners web pages
- 25,000 carton pass holders
- Logo on the menu of the APP
- All the Towards Zero Waste signage located around the venue including:
 - Entrance Hall
 - Billboards on the Plazas and several signage elements at the Restaurants and Cafés
 - Bicycle Parking lot
 - Recycling bins for lanyards and pass holders at the entrance of the venue
- Stage screens onsite in between Congress sessions (230+ impacts in 2019) and Agora sessions (95+ impacts in 2019)
- Social media posts (152,000 followers)



PRICE – €35,000

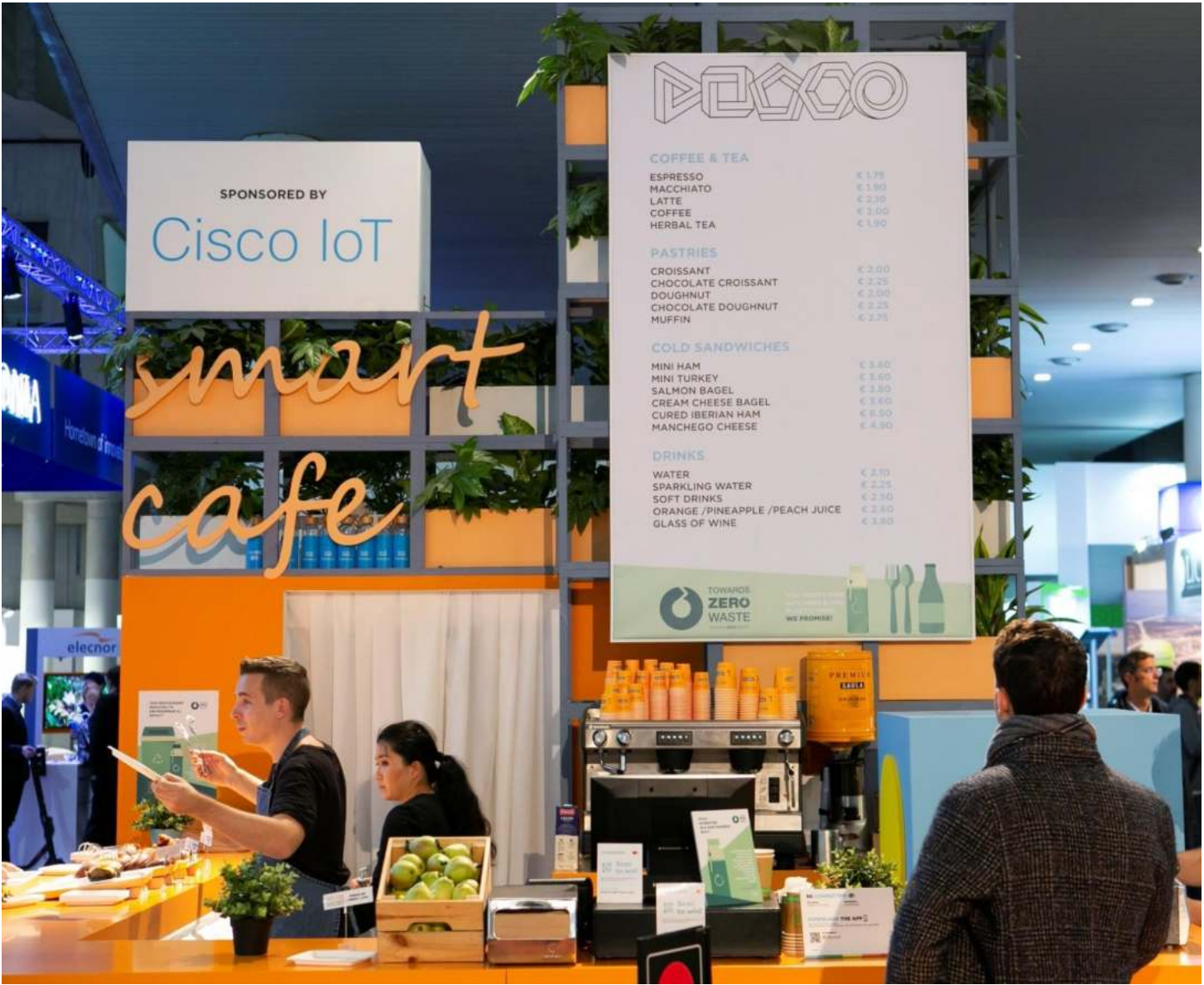


Casual projections in between sessions

TOWARDS ZERO WASTE



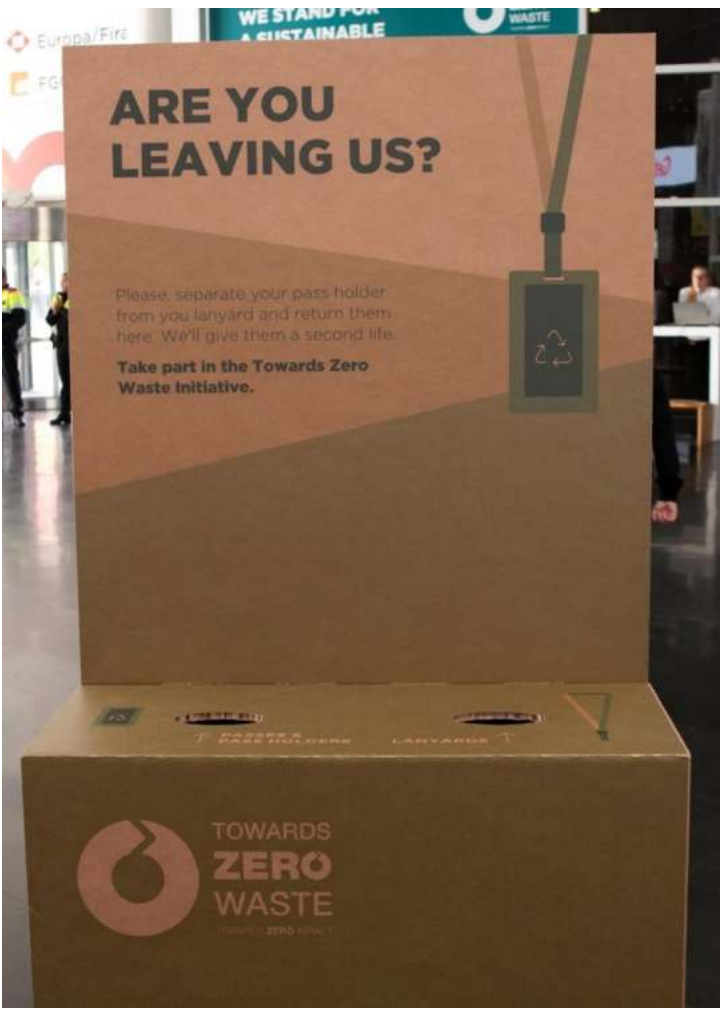
Stand Made with Recycled Materials



Cafe and Restaurants Booths



Towards Zero Waste Entrance Signage



Pass Holder and Lanyard Recycling Bin



Recycled Folder Pass Holder



Towards Zero Waste Initiatives Timeline



Guided Bicycle Parking Lot



Towards Zero Waste Signage at the Venue



Recycling Signage

TOWARDS INCLUSIVITY

SHOW YOUR COMMITMENT TO TACKLE ONE OF THE GREAT URBAN ISSUES OF OUR TIME

Highlight how your organization is fully committed to make inclusive cities for all.

Your brand will be on:

- Towards Inclusivity signage
- Email communications of the initiative to exhibitors and visitors
- Towards Inclusivity and Partners web pages
- Stage screens onsite in between Congress sessions
- Social media posts (152.000 followers)
- Post-event Report

Passes included: 25 Congress & 60 Expo



SMARTCITY
EXPO WORLD CONGRESS



CAFÉ

COZY UP TO A RELAXED PUBLIC AT THE CAFE & LUNCH AREA

Looking to position your brand when people are at their most receptive? Then catch attendees in the cafe and lunch area, while they are relaxing and networking.

Your brand will be on:

- Cafe & Lunch area signage
- Static venue signage and dynamic advertising screens
- Partners web page
- Post-event report

Passes included: 20 Congress & 40 Expo

PRICE - €20,000 each



DISTRICT AGORAS

SOLD OUT

BE AT THE KNOWLEDGE POINT

Make sure your brand gets all the relevance it deserves by sponsoring one of our three district agoras, the jam-packed hotspots where everybody will be spreading ideas during three days.

Your brand will be on:

- Agora signage
- Static venue signage and dynamic advertising screens
- Partners web page
- Post-event report

Passes included: 20 Congress & 40 Expo

Includes a **3-hour slot at the sponsored Agora** - distributed in 1-hour slots each day.

PRICE - €25,000



ADVERTISING OPTIONS



SMALL BILLBOARD

Be the first brand to be seen by all visitors each and every time they access the venue.

PRICE - €7,500



BIG BILLBOARD

When it comes to sponsoring, size does matter. So why not place your logo on a king-size billboard right at the entrance of the event?

PRICE - €25,000



VENUE ESCALATORS

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15 - 17 NOVEMBER 2022

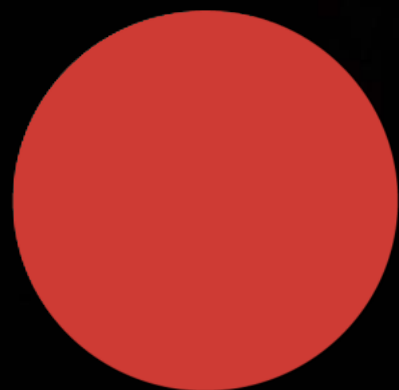
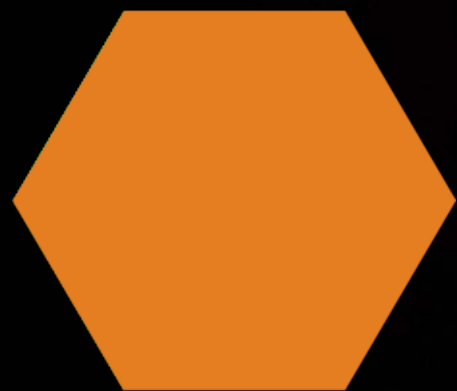
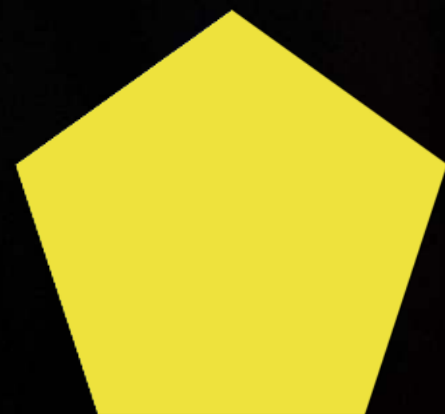
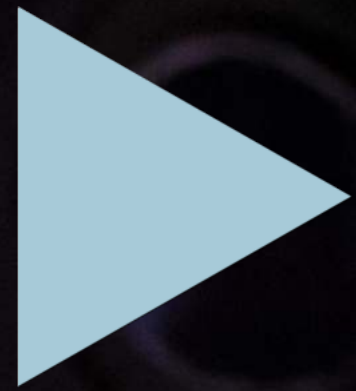
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This event brings public, private and civil society together. If you're looking for a smart city event, this is the one you should make the time for.

JEREMY GOLDBERG

Worldwide Director of Critical Infrastructure Microsoft





LET'S GET IN TOUCH!

Contact us at
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