

# WELCOME TO THE WORLD'S LEADING EVENT FOR CITIES

**SMARTCITY**

**EXPO WORLD CONGRESS**

**7 - 9 NOVEMBER 2023**

**BARCELONA & ONLINE**

PLAZA

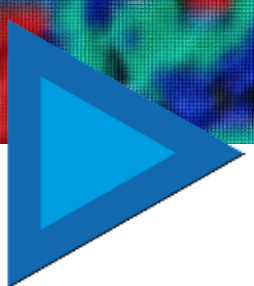







A WORLD OF EVER-  
CHANGING CITIES


**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**





***The Smart City Expo World Congress is the best cities event in the world. It's the best place to showcase the latest technologies as the event gathers potential customers from around the world. For us, it's a must.***

**JOSÉ ANTONIO ONDIVIELA**

Western Europe Government, Smart Cities Solutions



***The Smart City Expo World Congress is the largest smart city event, it's a place where we get to talk to the customers and to other partners to understand their challenges***

**CHARBEL AOUN**

Smart City & Spaces Director - MHA







***The SCEWC is the biggest and the most respected congress in the world regarding cities. It's a great place to connect and benchmark with others, to be with potential clients, and to coordinate actions to make progress.***

**MIGUEL EIRAS**

Smart Cities & Urban Transformation Global Leader

**Deloitte.**

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“

***Being at the SCEWC allows us to have a voice in cities regarding investment, sustainability and digitalization, and to create the port of the future.***

**EMMA COBOS**

Director of Innovation & Business Strategy



Port de Barcelona



***The Smart City Expo World Congress is the largest smart city event in the world. It's a source of information and knowledge we can integrate to come up with novel solutions in Japan.***

**TAG NAGUMO**

Executive Managing Director, Smart City Institute Japan

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“

***The debate taking place in Barcelona during the Smart City Expo World Congress is the center of what happens in Europe and worldwide. So, it's a major event we're really keen to support.***

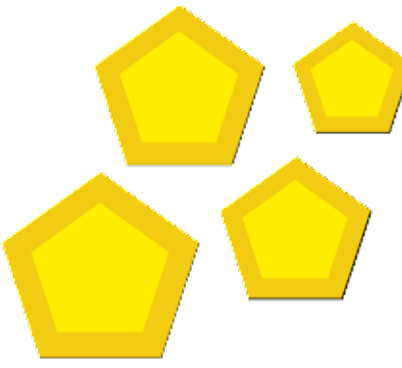
**ROBERT COMPTON**

Deputy Director, Energy, Building & Environmental Technologies





# SMART CITY EXPO IN FIGURES



## SCEWC22

## SCEWC23



**20,423** IN PERSON  
ATTENDEES  
75% INT'L



**853**  
EXHIBITORS  
70% INT'L



**22,000+** IN PERSON  
ATTENDEES  
75% INT'L



**1000+**  
EXHIBITORS  
70% INT'L



**28,621**  
ONLINE ATTENDEES  
78% INT'L



**400+** SPEAKERS



**28,000+**  
ONLINE ATTENDEES



**500+** SPEAKERS



**700+** CITIES



**149** SIDE EVENTS



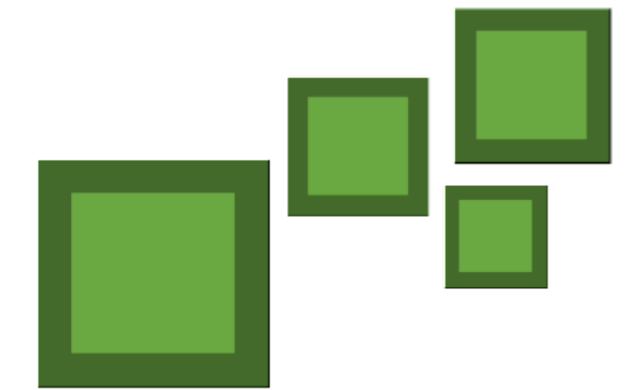
**800+** CITIES



**150+** SIDE EVENTS



# JOIN A GLOBAL COMMUNITY...



**134** COUNTRIES HAVE  
VISITED US

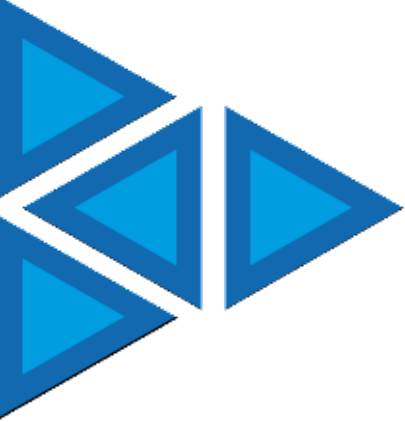


## TOP 10 COUNTRIES VISITING US:

-  Germany
-  France
-  Italy
-  Belgium
-  Netherlands
-  United Kingdom
-  Israel
-  South Korea
-  Brazil
-  Portugal

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

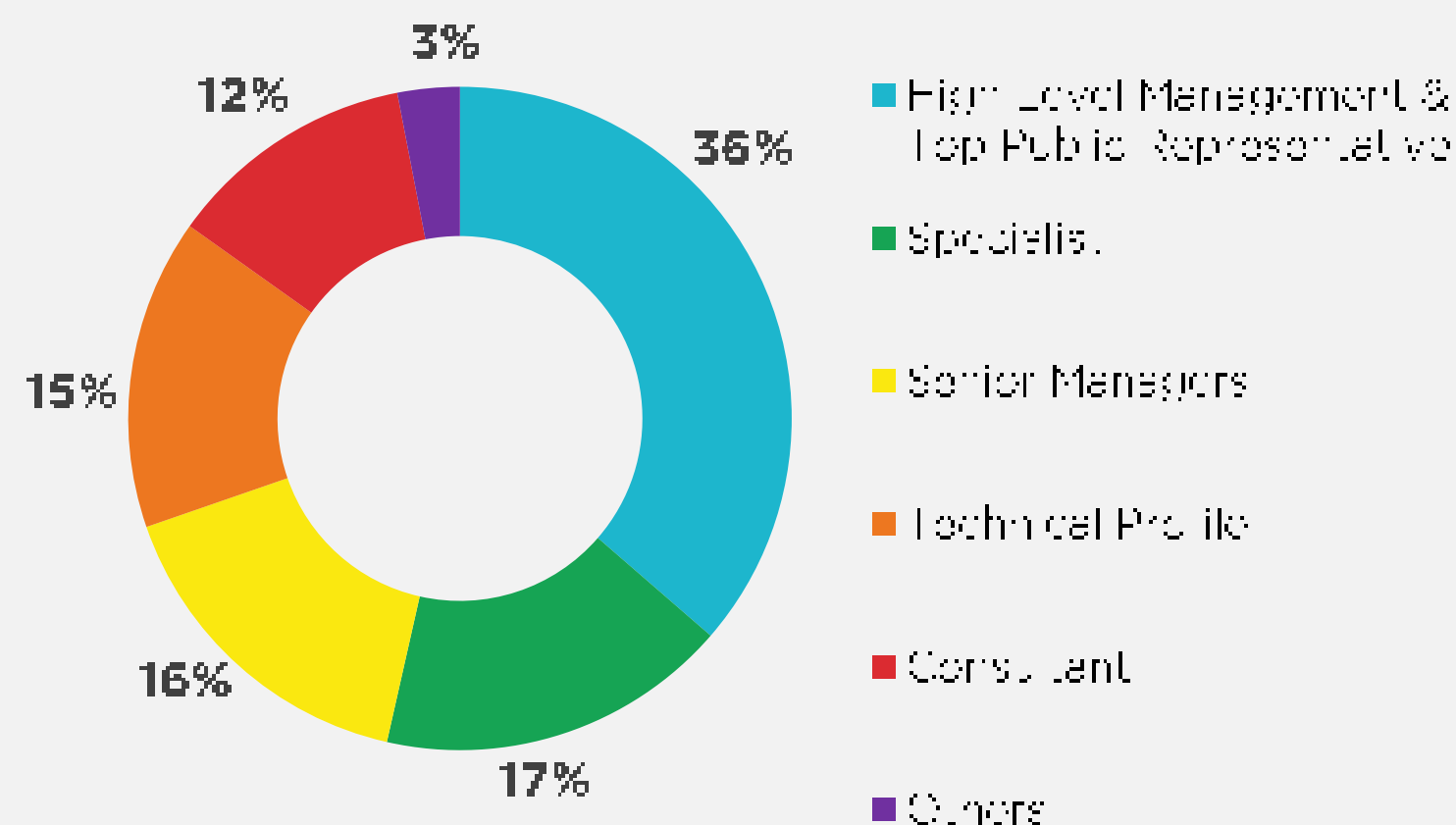




# ... OF CROSS-SECTORIAL LEADERS

## MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

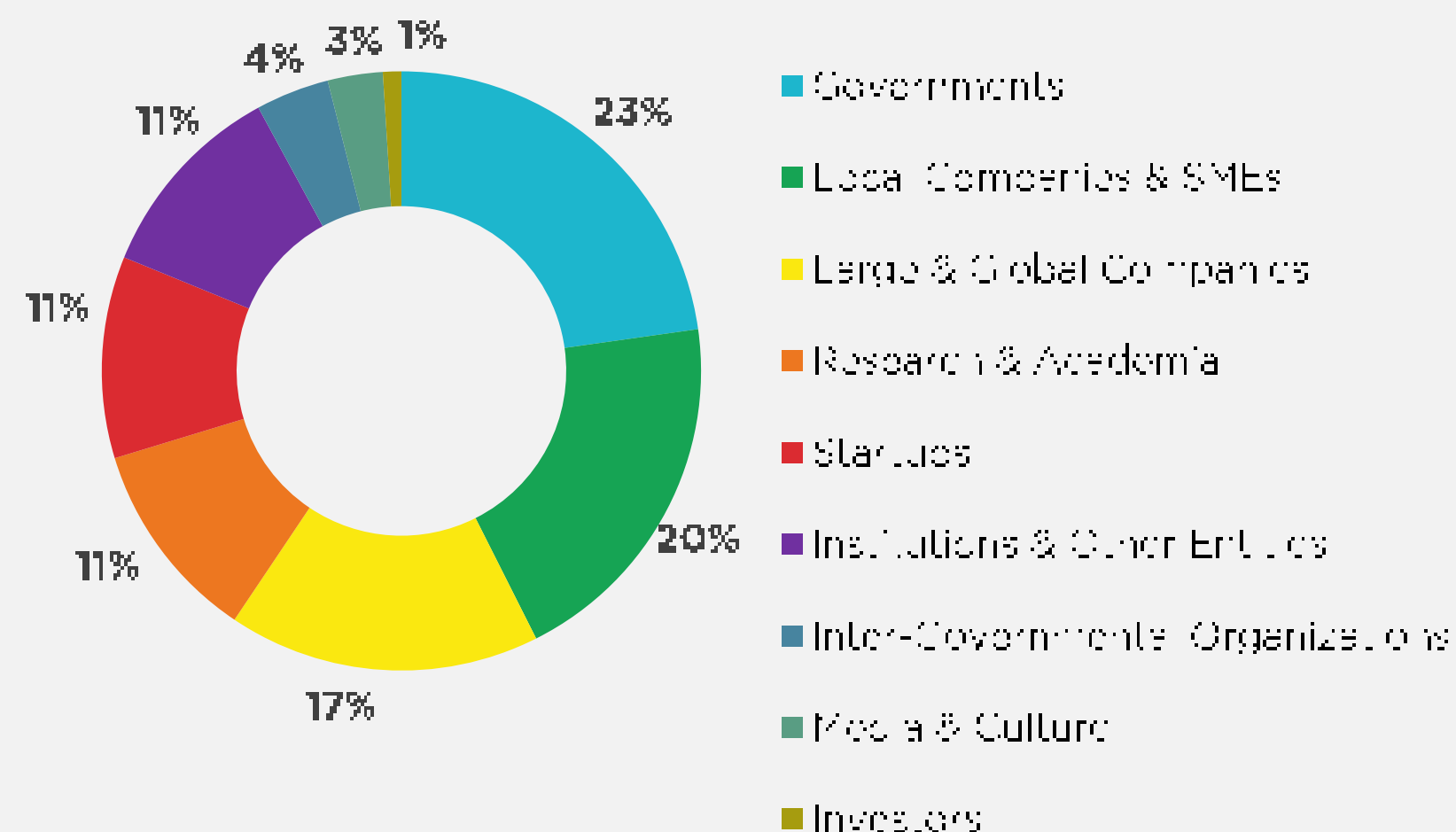
### ATTENDEES PROFILE



**52%** OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

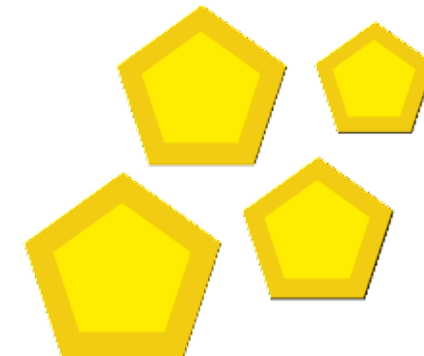
## A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

### VISITING ORGANIZATIONS PROFILE



**40%** OF GLOBAL COMPANIES AND GOVERNMENTS





# EXPAND YOUR DIGITAL REACH

Our digital footprint

## MEDIA OUTREACH

**298** ACCREDITED JOURNALISTS

**48** MEDIA PARTNERS

**5,800+** MEDIA ITEMS PUBLISHED

## SOCIAL MEDIA REACH

**44M+** IMPRESSIONS IN DIGITAL  
ADVERTISING, DISPLAY MK  
& SOCIAL PLATFORMS

**147,000+** FOLLOWERS  
🐦 📘 📺 📷

**1,11M+** WEB VISITS

**6,500+** MENTIONS OF #SCEWC22



# 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

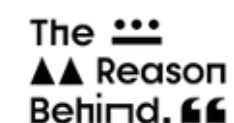
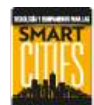




# IN GOOD COMPANY

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

## MEDIA PARTNERS





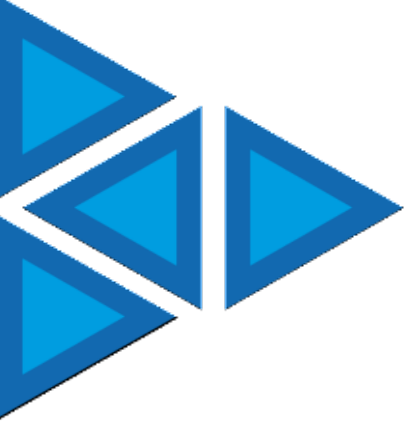
# EVENT MAP FOR 2023



## NEW EVENT LAYOUT!

A decentralized congress, an extended program, and a 2-hall Expo to zoom in on real smart city implementation.

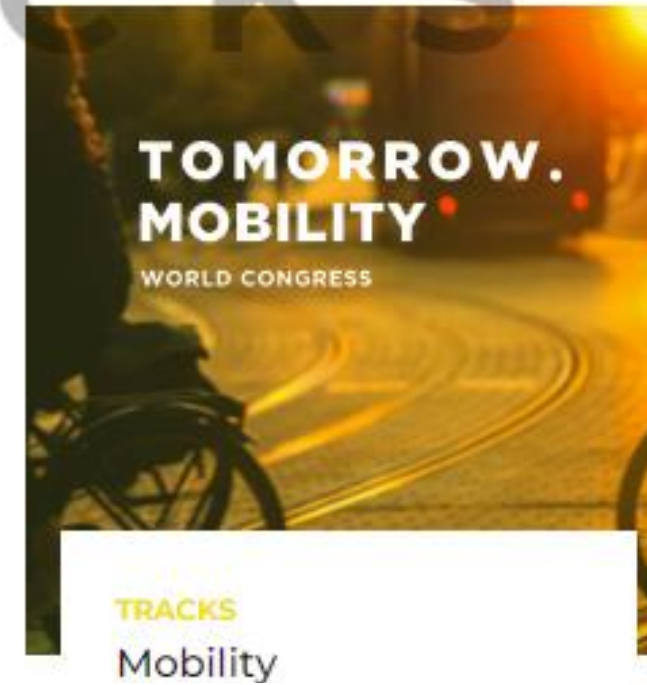




# HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

## TRACKS







# ENABLING TECHNOLOGIES

## A SNEAK PEEK OF THE TRACK FOR 2023

Technology is a critical foundation to enable the post-COVID recovery. As computing power continues to explode, 5G is being rolled out, and 6G is on the horizon, cities push to work on innovation focused on people and sustainability. How can datafication, blockchain, quantum computing, extended reality, and digital twins, among other developments, inspire better cities?

### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



### KEY DEBATE TOPICS

**ARTIFICIAL INTELLIGENCE.** Algorithm Ethics, Algorithms, Deep Learning, Smart Devices

**CONNECTIVITY.** Connectivity, 5G, 6G, Latency, Wifi 6, IOT

**DATA.** Big Data, Data Analytics, Data, Integration, Data Lake, Data Management, Data Storage, Data Infrastructure

**DIGITAL SERVICES.** Stimulated Environments, Digital Twins, Metaverse, Virtual Reality, Robotics, Blockchain

**CLOUD & PLATFORMS.** City Platforms, Cloud Computing, Cloud Storage, Edge Computing, Hybrid Data Storage, IaaS, PaaS.

**INTERNET OF THINGS.** Machine to Machine Communication, Networked Devices, Sensing



# ENERGY & ENVIRONMENT

## A SNEAK PEEK OF THE TRACK FOR 2023

The COVID-19 pandemic and the Russian energy crisis have created significant challenges, inevitably impacting the environment. As concerns about the overwhelming emphasis on economic recovery at the cost of green transition progress have raised worldwide, more voices are calling for clear decarbonization strategies in the post-pandemic era. How can cities continue exploring innovative solutions to meet their energy needs while tackling climate change?

### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



### KEY DEBATE TOPICS

#### CLIMATE EMERGENCY

Adaptation, Climate Change, Decarbonization, Energy Transition, GHG Emissions, Green Deal, Mitigation, Regenerative by design, renewables, Urban Resilience, Urban-rural Linkages.

#### CLEAN ENERGY

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

#### LOW-CARBON TECH

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

#### URBAN SERVICES

Air Quality, Pest Control, Smart Lighting, Waste Management, Water Management.





# MOBILITY

## TRACKS

### A SNEAK PEEK OF THE TRACK FOR 2023

The 2020-2021 various lockdowns, the rise of remote working, and stay at home orders have definitely impacted urban mobility. Many cities worldwide have experienced a reduction in the volume of people commuting and a rise of alternative and active modes of transport, such as cycling and walking. Will this trend stay when living with endemic COVID? How can cities turn crisis into an opportunity to accelerate towards more sustainable, resilient, and human-centric urban mobility systems?

With cities rapidly expanding and new technologies constantly appearing on the horizon, the sector needs a place to convene, discuss the big issues and discover solutions – and that's where **Tomorrow.Mobility World Congress** comes in. Within the framework of Smart City Expo World Congress, #TMWC23 returns to Barcelona this November for a third edition to reignite the debate on urban mobility.

#### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



#### KEY DEBATE TOPICS

- MOBILITY DATA SPACES
- INCLUSIVITY, AFFORDABILITY, AND FAIRNESS
- CONNECTED, COOPERATIVE, AND AUTOMATED MOBILITY
- SUSTAINABLE URBAN LOGISTICS
- MULTIMODALITY
- URBAN AIR MOBILITY
- ENERGY TRANSITION
- ACTIVE MOBILITY





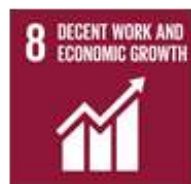
# GOVERNANCE

## A SNEAK PEEK OF THE TRACK FOR 2023

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Democracies are more fragile and more vulnerable than in the past. As the world struggles to rebuild from the COVID health crisis and the Ukraine war, cities work to enhance transparency, effectiveness, accountability, and legitimacy of public policy-making by seizing the opportunities of technological change. Yet citizens are becoming increasingly skeptical of politics. How can local governments improve trust in democratic institutions, safeguarding liberties and the rule of law while protecting democracy from multidimensional threats?

## THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



## KEY DEBATE TOPICS

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### REGULATION & STANDARDS

Open government, Legislation, Policies, Policy-making, Regulations, standards, Standardization

### COLLABORATION

Alliances, Collaboration, Cross-sector governance, multilevel governance

### PARTICIPATION SCHEMES

Best practices, Co-creation, Citizen Engagement





# LIVING & INCLUSION

## A SNEAK PEEK OF THE TRACK FOR 2023

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During COVID-19, cities have seen rapid shifts to virtual and remote work, new partnerships across ecosystems, and unprecedented levels of adaptability. Now, as organizations rethink work and shift away from rigid routine and structure aiming for social inclusion is not just the right thing to do, it also makes good economic sense. What do cities need to do to reinforce their commitment not to leave anybody behind? Moreover, how can they meet the needs of displaced populations?

### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



### KEY DEBATE TOPICS

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#### HOUSING

Affordability, Cities for All, Co-housing, Gentrification, Housing, Informal Housing, Innovative Housing Models, Right to Housing, Right to the City.

#### POST-PANDEMIC RECOVERY

Alliances, Collaboration, Cross-sector Governance, Multilevel Governance

#### REFUGEE CRISES

Climate Justice, Migration, Social Inclusion

#### SYSTEMIC INEQUALITIES

Best Practices, Co-creation, Citizen Engagement



# ECONOMY

## A SNEAK PEEK OF THE TRACK FOR 2023

In 2021, OECD countries and key partner economies increased public spending on green recovery measures to \$677 billion (up from \$656 billion). While this is welcome news, is it enough to have the transformational effects needed to address environmental crises while building back a more inclusive economy? How green can cities go while assuring a better life for their citizens?

### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



### KEY DEBATE TOPICS

#### FINANCING TOOLS

Financing Schemes, Global Funds, Investment Models, Multilateral Institutions, Philanthropies, Regional, Investment Banks, Taxes

#### ECONOMIC MODELS

Circular Economy, Sharing Economy, Innovation Ecosystems, Economic Models, Talent Attraction, International Projection, Start-ups, Local Economic Development

#### FUTURE OF WORK

Future of Education, Future of Work, Future Skills, Talent Attraction





# INFRASTRUCTURE & BUILDING

## A SNEAK PEEK OF THE TRACK FOR 2023

Buildings are currently responsible for 30 to 40% of total city emissions. As the pressure to act on climate change increases, local authorities aim at regenerating infrastructures so that they are more energy-efficient and sustainable. What do city leaders need to consider for contributing to a better quality of life through smart and sustainable buildings and a well-integrated and intelligent city infrastructure?

**Tomorrow.Building** is a dedicated initiative shining a spotlight on the topics of construction technologies, sustainable buildings and infrastructures at Smart City Expo World Congress. Its aim is to defend the need for a more digitalized model for construction to improve sustainability and apply practices that reduce the environmental impact of buildings and infrastructures construction.

## THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



## KEY DEBATE TOPICS

- DESIGNTech
- BUILDTECH
- SMART AND GREEN BUILT ENVIRONMENT
- NET ZERO INFRASTRUCTURES & BUILDINGS
- SMART INFRASTRUCTURES
- PROPTech
- FMTECH





# SAFETY & SECURITY

## A SNEAK PEEK OF THE TRACK FOR 2023

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In a world with ever-increasing threat levels the demand for responsive safety and security in cities, from a holistic and people-centric perspective, grows. How can city governments respond to safety and security challenges in a tailored manner that directly improve people's lives? How to establish flexible enough systems so that they can rapidly adapt to hazards and new dangers?

### THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



### KEY DEBATE TOPICS

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#### CYBERSECURITY

Data protection, Data Security, Digital Rights, Fraud detection, Phishing, Safety Engineering

#### RESILIENCE & RISKS

Disaster Risk Management, Emergency Response, Crisis Management, Critical Infrastructures, Resilience

#### SAFE PUBLIC SPACE

Critical Infrastructures, Surveillance, Urban Safety, Public Safety, Physical Security, City Sovereignty





**Muhammad Yunus**

Nobel Peace Prize  
Laureate



**Parag Khanna**

Geostrategic 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,  
Bloomberg

# A GLOBAL DEBATE WITH WORLDWIDE EXPERTS





**Michael Flynn**

Global Infrastructure,  
Transport, & Regional  
Government Leader,  
Deloitte



**Reem Asaad**

VP and MEA Theater  
Leader, CISCO



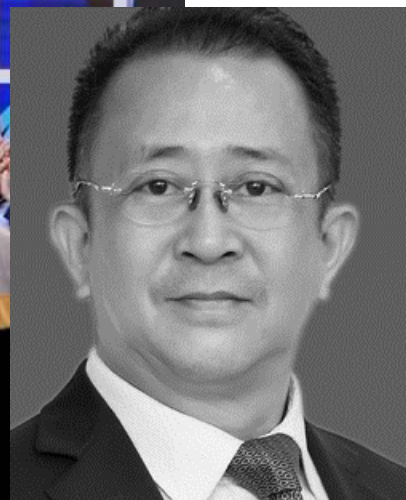
**Angela Heise**

Worldwide Public Sector  
Corporate Vice  
President, Microsoft



**Cameron Brooks**

GM for Public Sector  
Europe, AWS



**Joe So**

CTO, Industry  
Solutions, Huawei



**Bettina Warburg**

Co-Founder, Animal  
Ventures



**Bertrand Camus**

CEO, SJEZ



**Roland Busch**

CEO and President,  
Siemens

# GLOBAL INDUSTRY EXECUTIVES





AND  
GOVERNMENT  
LEADERS



**Ada Colau**  
Mayor,  
City of Barcelona



**Vitaly Klychko**  
Mayor, City of Kyiv



**Carolina Cosse**  
Mayor, City of  
Montevideo



**Dagur B. Eggertsson**  
Mayor, City of Reykjavik



**Thembisile  
Nkadimeng**  
Deputy Minister of  
Cooperative Affairs,  
South Africa



**Claudio Orrego**  
Governor,  
Santiago de Chile

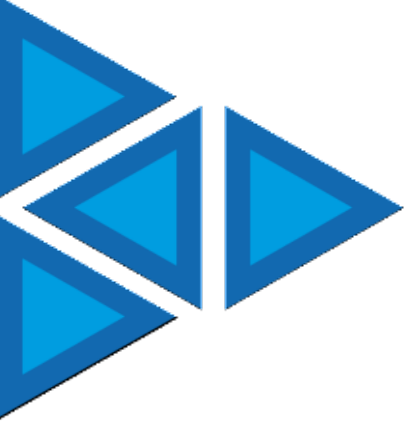


**Manabu Miyasaka**  
Vice Governor,  
City of Tokyo



**Daniel Quintero**  
Mayor,  
City of Bogotá





# 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**





# BECOME A PARTNER

**Gain maximum awareness for your brand and position yourself as a global leader in urban innovation.**

Speak to a global, targeted audience at the Congress

Take central stage at the Expo

Enjoy high-level networking benefits

Get premium visibility for your brand

## GLOBAL PARTNER

Big drivers of major industries: get the full spotlight at the must-attend event for the sector.

## INDUSTRY PARTNER

Sector accelerators and niche specialists: stand as an industry leader and innovation driver.

## EVENT PARTNER

Key providers and disruptive players: show the world you're ahead of the curve.



# 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, Interview or Dialogue in the main Auditorium
- / 1 Thematic Roundtable or in Focus Session in a Thematic Room
- / 1 Solution Talk in an Agora

## Tickets

- / 100 Full Congress Passes + 100 Visitor 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 1 (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)
- / 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)



# 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**  
**- €51,500**

## Congress

- / 1 Keynote Talk or Burning Debate in a Thematic Room.
- / 1 Solution Talk in an Agora.

## Space

- / Exhibition space of 60 sq. m.

## Tickets

- / 50 Full Congress Passes + 50 Visitor 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 (2<sup>nd</sup> 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 Nuclo 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 Thematic Roundtable or in Focus Session in a Thematic Room

## Tickets

- / 50 Full Congress Passes + 50 Visitor 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'it 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 Full Congress and Visitor Passes



			GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
CONGRESS	ONSITE SESSIONS	Slot in a High-level Roundtable, Interview or Dialogue	✓		
		Slot in a Thematic Roundtable or <b>AI</b> Focus Session	✓		✓
		Slot in a Solution Talk	✓	✓	
		Slot in a Keynote Session or Evening Debate		✓	
		3-minute <i>60</i> interview at the stand for TV program	✓		
	DIGITAL SESSIONS	Session posted in <i>YOD</i> at TomorrowCity	✓	✓	
PASSES & INVITATIONS		Full Congress Pass	100	30	30
		Visitor Pass	100	30	30
		Public Sector Invitation	100	30	30
ADDITIONAL BENEFITS		Invitation to Mayor's Dinner	✓		
		Parking - Days	4	2	2
		Extra 30 per day of free access to the loading/unloading zone during assembly and dismantling	✓		
		Priority in booking a table at Nucleo restaurant	✓	✓	✓
		Priority in booking hotel rooms	✓	✓	✓
		25% Discount on additional Congress & Visitor passes	✓	✓	✓



VISIBILITY		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
SCEWC, TMWC & TBWC WEBSITE	Logo in the homepage header	✓		
	Logo, link & description in the Partners' Page	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>rd</sup> level
	Dedicated Page gathering relevant event info about the partner's participation	✓		
	Congress session's features in the agenda	✓	✓	✓
	Speaker highlighter in featured Speakers page	✓		
	Speaker highlighter in Track page	✓	✓	
	Corporate activity featured at the event's Agenda	✓		
	Information about the company and solutions in the Exhibitor page (web & app)	1 <sup>st</sup> level	✓	✓
TOMORROWCITY PLATFORM	Dedicated Featured Partner page	✓		
	Highlighted content at the homepage in the featured partners' section	✓		
	Auditorium sessions available on demand after the event	✓		
	VOU session highlighted at the homepage	✓		
	VOU session highlighted as "recommended content" in other platform sections	✓		
	Partners in TomorrowCity Map	✓		
DIGITAL PROGRAM	Spot (30-60") broadcast and included in featured Partner's page	✓		
	Video interview (about 3 minutes) at the Partner's stand	✓		
	Logo with main partners in the main frames during the crosscasting	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>rd</sup> level
EMAILINGS	Exclusive Global Partner Announcement email to our database	✓		
	Logo emailing header	✓		
	Logo on the event entry page and emailings by Topic		✓	
	Logo and link to VOU session (Auditorium sessions only) on the Partner's table point of sale	✓		
SOCIAL NETWORKS	Collaboration announcement	1 exclusive	1 exclusive	1 collective
	Posts promoting session's (pre and during the event) VOU (post event) and additional partner-related content	5	1	
	Testimonial video of the Partner's role to participate (pre-event)	✓		
	Feasibility of sharing your pre-event partner video	✓		
	Hashtags in posts using the hashtag #BCLW23 or #TMW23	✓	✓	✓
REPORT	Logo & description in post-event report (including links to VOU History Sessions at Auditorium)	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>rd</sup> level
PRESS	Weekly Update of registered press list (Jan & May)	✓		
	Press releases & media kit sent to the Partner's communication team	✓	✓	✓
	Press kit space in onsite press room	✓	✓	✓
	Media invite group and registration	✓	✓	✓
	Local key media outlet guidance	✓	✓	✓
ON SITE SIGNAGE & SCREENS	Logo on the exhibition banner in the center of the expo	✓		
	Logo on static signage & dynamic advertising screens	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>rd</sup> level
	Logo on movie projections between congress sessions onsite	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>rd</sup> level



# TYPE OF CONGRESS SESSIONS

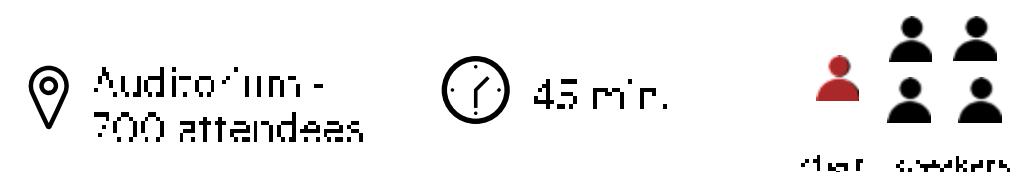
Discover all the types of sessions we offer to help you reach our global audience while you are on stage.

## HIGH-LEVEL ROUNDTABLE

Guided conversation among high-level speakers aimed at sharing their visions on the topic of the session and prompt debate among them.

**Speaker profile:** Leading thinkers, high-level governmental authorities and executives from global companies or international organizations.

**Partners involved:** Global Partner

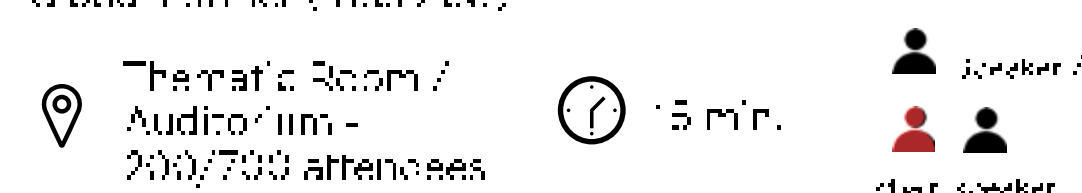


## KEYNOTE TALK / INTERVIEW

Engaging and inspirational speech by a thought leader covering a specific topic in depth. An Interview brings a journalist or expert on stage to drive a conversation with the speaker on the agreed topic.

**Speaker profile:** C-level executives, thought leaders, public sector high representatives, first-class academics.

**Partners involved:** Industry Partner (Keynote Talk) / Global Partner (Interview)



## BURNING DEBATE / DIALOGUE

Guided conversation among 2 speakers aimed at contrasting two opposing views on a particular topic. A Dialogue follows the same structure but providing complementary perspectives on a shared topic, rather than opposing views.

**Speaker profile:** Experts, governmental representatives, and C-levels from companies.

**Partners involved:** Global / Industry Partner



## THEMATIC ROUNDTABLE

Guided conversation among experts aimed at sharing their vision on the topic of the session and prompt debate among them.

**Speaker profile:** Experts, governmental representatives (mayors, C-levels from municipalities), C-level industry executives.

**Partners involved:** Global / Event Partner

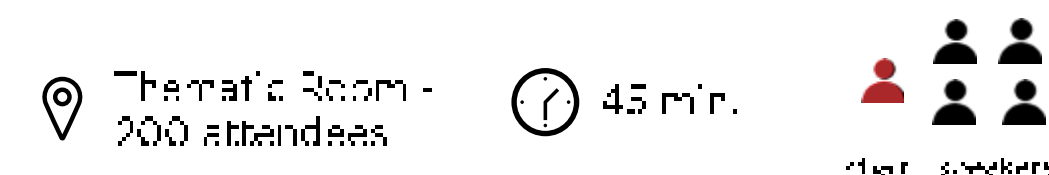


## IN FOCUS SESSION

Session aimed at presenting specific projects portraying the latest developments on the future of our cities.

**Speaker profile:** Experts, governmental representatives, and C-level industry executives.

**Partners involved:** Global / Event Partner

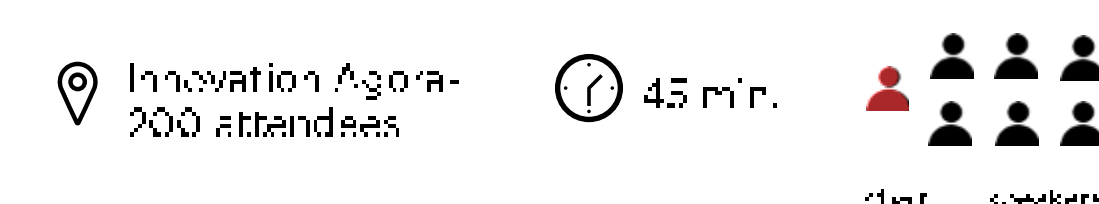


## SOLUTION TALK

6 short talks and presentations addressing specific implemented solutions, policies, or products, focused on the actionability of ideas.

**Speaker profile:** Governmental representatives and companies.

**Partners involved:** Global / Industry Partner







**BECOME AN  
EXHIBITOR**



# HIRE YOUR SPACE & COSTUMIZE YOUR OWN STAND

Hire space and create the perfect stand to showcase your projects, host talks and meet with clients and partners.

**Space Only** — ~~Standard Price €295/m<sup>2</sup>~~

**EARLY BIRD  
PRICE**

**€250/m<sup>2</sup>**

Until April 30th

\* €150/m<sup>2</sup> double deck (optional)

+ €550 of Participation Fee

+ VAT not included

The larger the space, the better your location will be and the more passes you will get





# MORE EXHIBITION OPTIONS

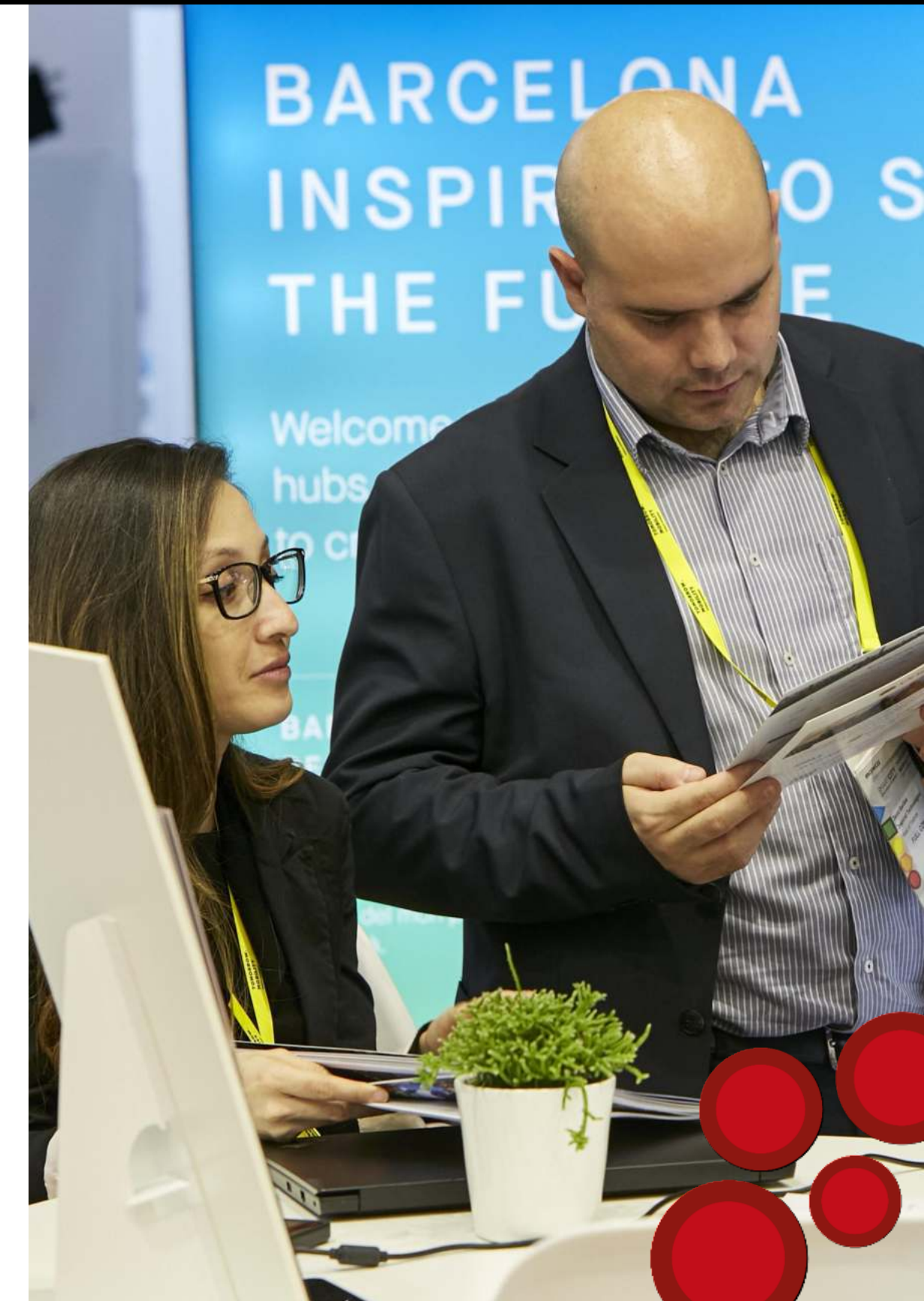
## CHOOSE FROM OUR EXHIBITION PACKS



		SILVER PACK	BRONZE PACK
STAND	Space	16 sq. m.	12 sq. m.
	Open sides	2	1
INCLUDES	Full Congress passes	6	6
	Visitor passes	20	12
	Exhibitor passes	8	4
	Public Sector Invitations	4	4
	25% discount on extra passes	✓	✓
	Access to the networking activity: brokerage event	✓	✓
	Stand and furniture	✓	✓
	Insurance	✓	✓
PRICE*		€6,000	€4,500
Early Bird*		€5,500	€4,000

+ additional m2:  
Early Bird €325  
Regular €350

\*Not include: VAT on our client's bill





# MORE EXHIBITION OPTIONS

CHOOSE FROM OUR EXHIBITION PACKS

From 250€/m2 & more options available

1



20 m2

2



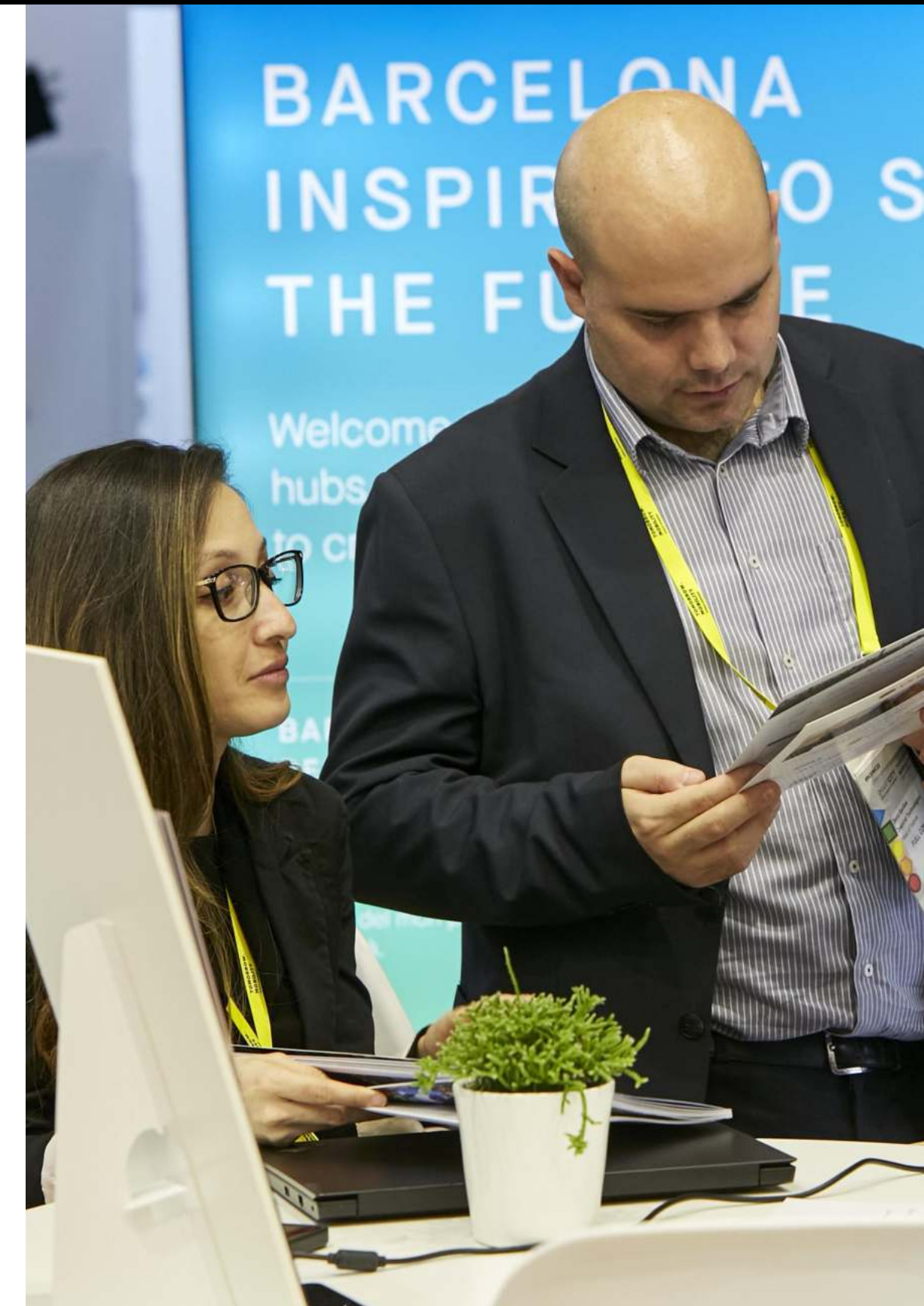
30 m2

3



60 m2

For more detailed info, please contact Madalena Tavares  
[mtavares@firabarcelona.com](mailto:mtavares@firabarcelona.com)







## Co-exhibitor fee - €525

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

- / Visibility in the SC-WC websites and app (Exhibitor List)
- / Visibility in the exhibitor floorplan onsite
- / 6 Full Congress Passes
- / 6 Visitor 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 send electronic invitations to their customers.
  - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
  - Use the contact management
  - Enjoy 25 % discount for purchasing additional passes



# TICKETS INCLUDED IN YOUR PARTICIPATION

	FULL CONGRESS PASS	VISITOR PASS	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sem	4	6	2	4
16-34 sem	4	10	4	4
35-69 sem	6	25	6	6
70-19 sem	12	60	10	12
120-199 sem	16	120	20	16
200-299 sem	20	180	30	20
300-499 sem	24	240	40	24
500-699 sem	28	300	50	28
700-999 sem	32	360	60	32
≥1.000 sem	36	420	70	36
START-UP PACK	.	4	.	.
CO-EXHIBITOR	.	3	2	.





# 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?



### License:

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

## Pricing

Descripción	Early Bird - hasta el 6/10/2023	Preco - hasta el 7/10/2023
Lead Retrieval - Small Business Edition (1 licencia)	€ 225	€ 250
Lead Retrieval - Enterprise (3 licencias)	€ 450	€ 500
Lead Retrieval - Licencia adicional (solo disponible como complemento de la edición Enterprise)	€ 90	€ 110
Device rental (smartphones) + delivery	€ 120	€ 130
Loss/Damage Waiver for the smartphone	€ 100	€ 100

Lead Retrieval has 2 separate components:



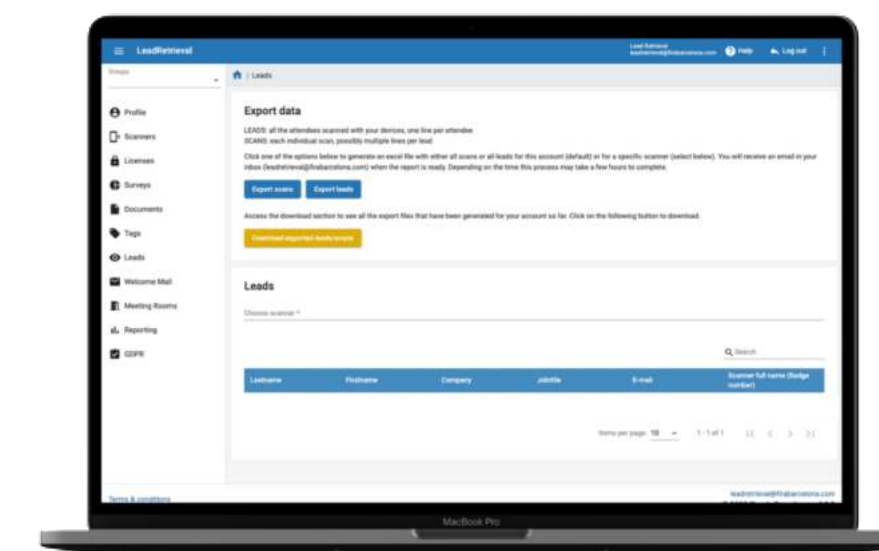
### APP

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.



Contact us for your specific pricing:  
[leadretrieval@finlabarcelona.com](mailto:leadretrieval@finlabarcelona.com)  
T: +34 93 233 2773



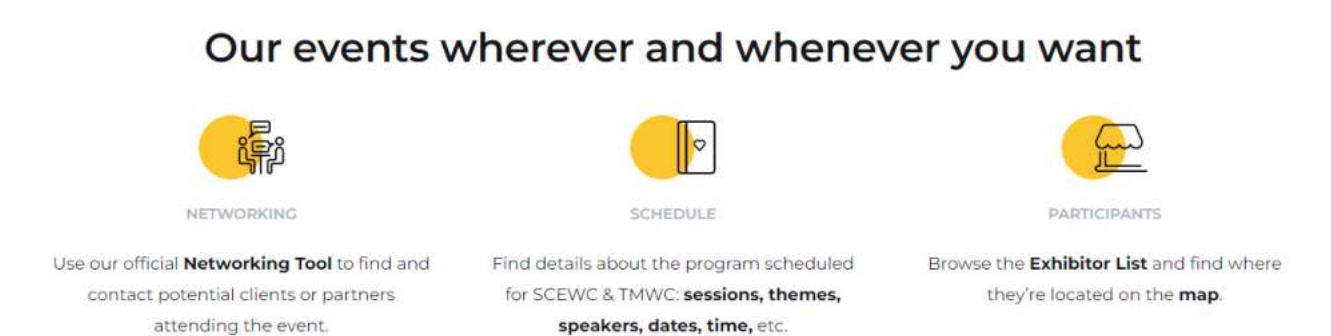
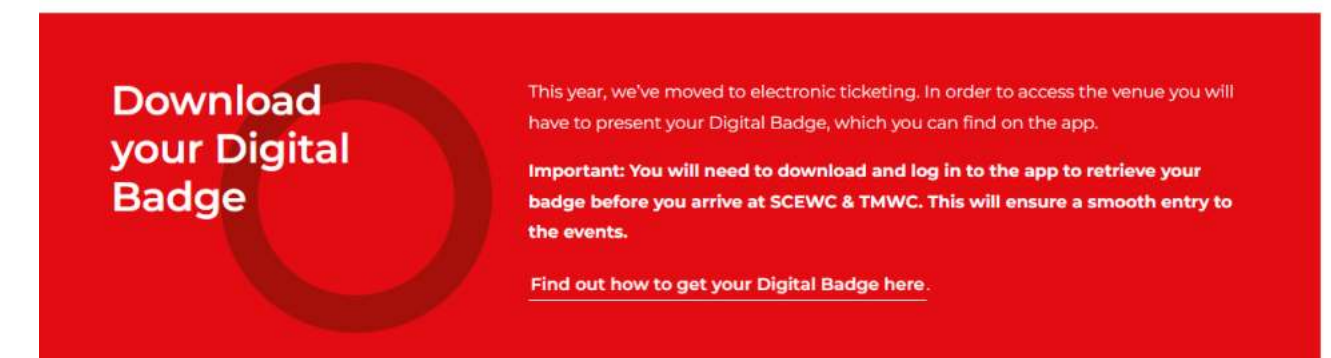
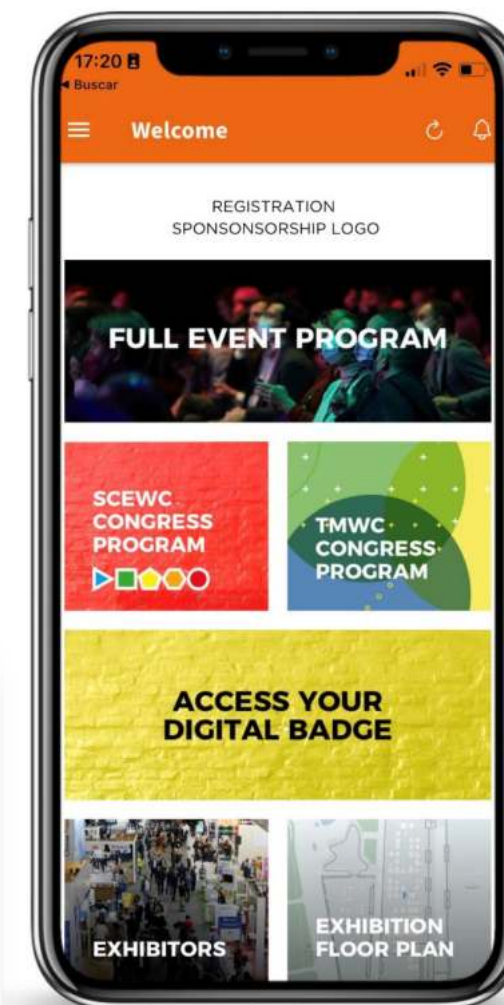
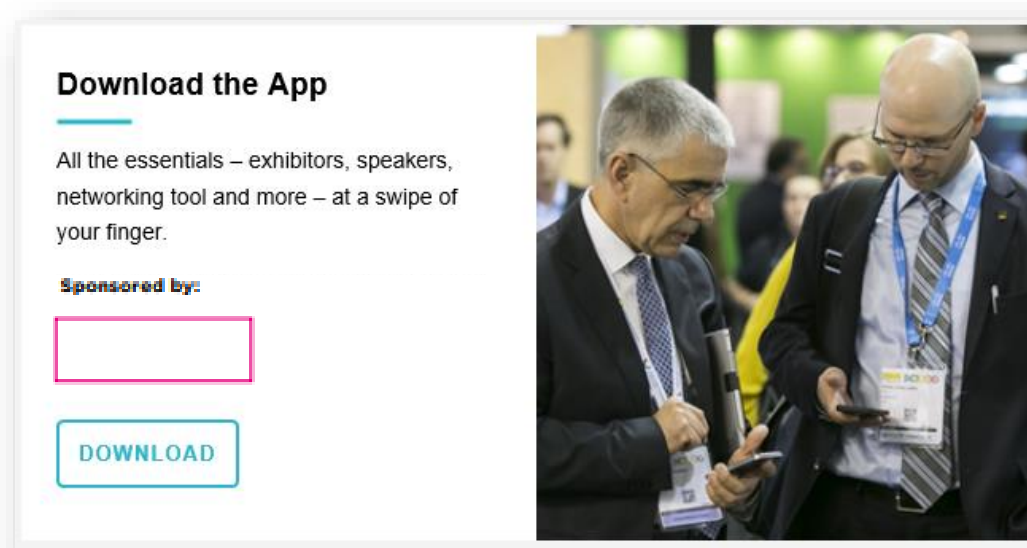
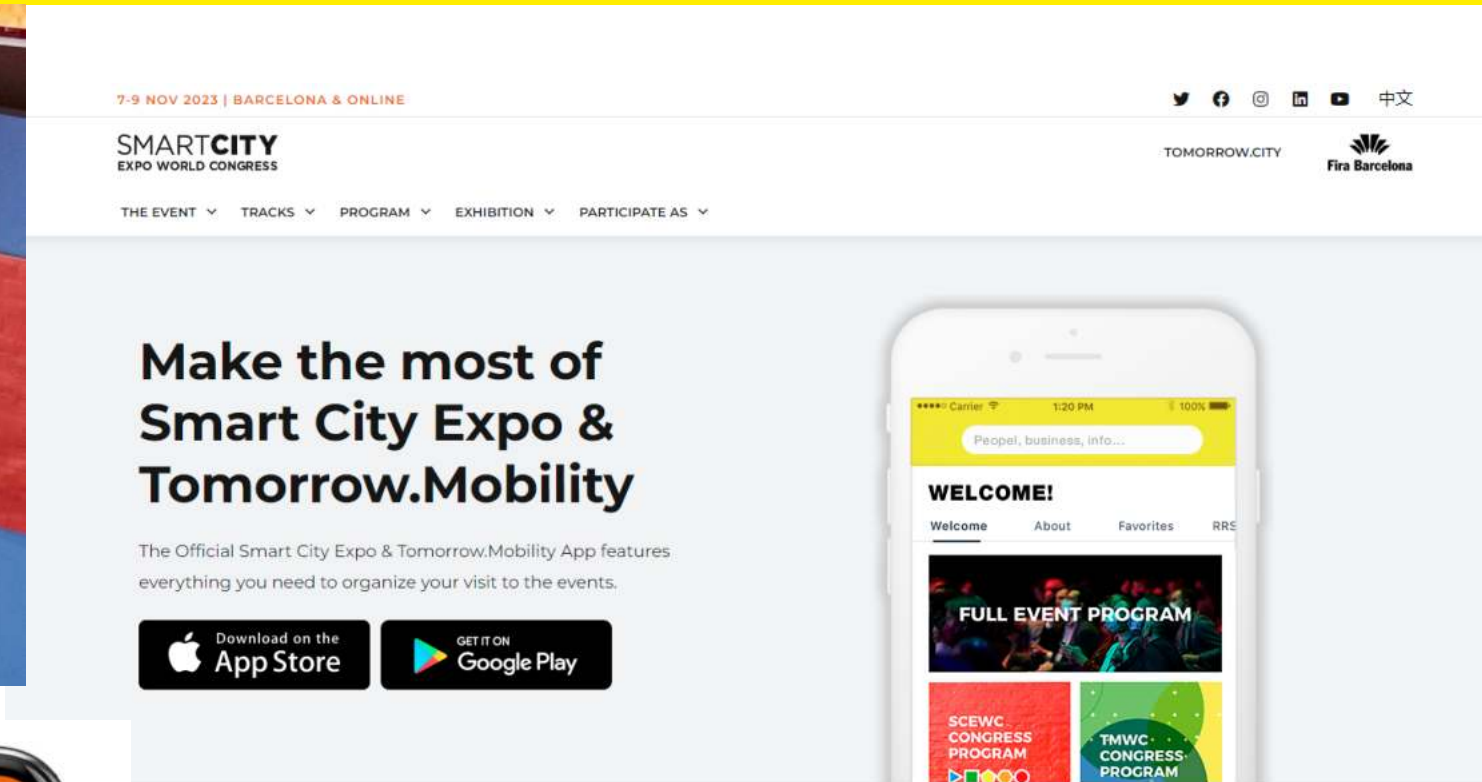


# **SPONSORING OPTIONS**



# REGISTRATION

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.  
**Stand out in the Registration Desk, the App, all the Lanyards & much more.**





# REGISTRATION

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**Stand out in the Registration Desk, the App, all the Lanyards & much more.**

## BE THE FIRST TO WELCOME OUR ATTENDEES

### ONLINE VISIBILITY

- Online accreditation form for exhibitors and attendees
- Digital Event Badge
- Automatic registration emails
  - *Accreditation*
  - *Plan your visit* emails
- Plan your visit and Partners web pages
- Social media posts
- Post-event report
- SCEWC website:
  - *App*
  - *Plan your visit*
  - *Partners* pages

### ONSITE VISIBILITY

- Lanyards and passes
- Onsite accreditation desk
- Static venue signage
- Dynamic advertising screens
- Stage screens onsite in between
  - *Congress sessions*
  - *Agora sessions*

### APP VISIBILITY

- App screens:
  - *Splash*
  - *Welcome*
  - *About*
- Digital Badge

Passes included: 45 Full Congress, 100 Visitor & 45 Public Sector Passes

**PRICE - €60,000**



# 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
- 22,000 Passes
- 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 and Agora sessions
- Social media posts (144,000 followers)



Onsite projections in between sessions



**PRICE – €35,000**

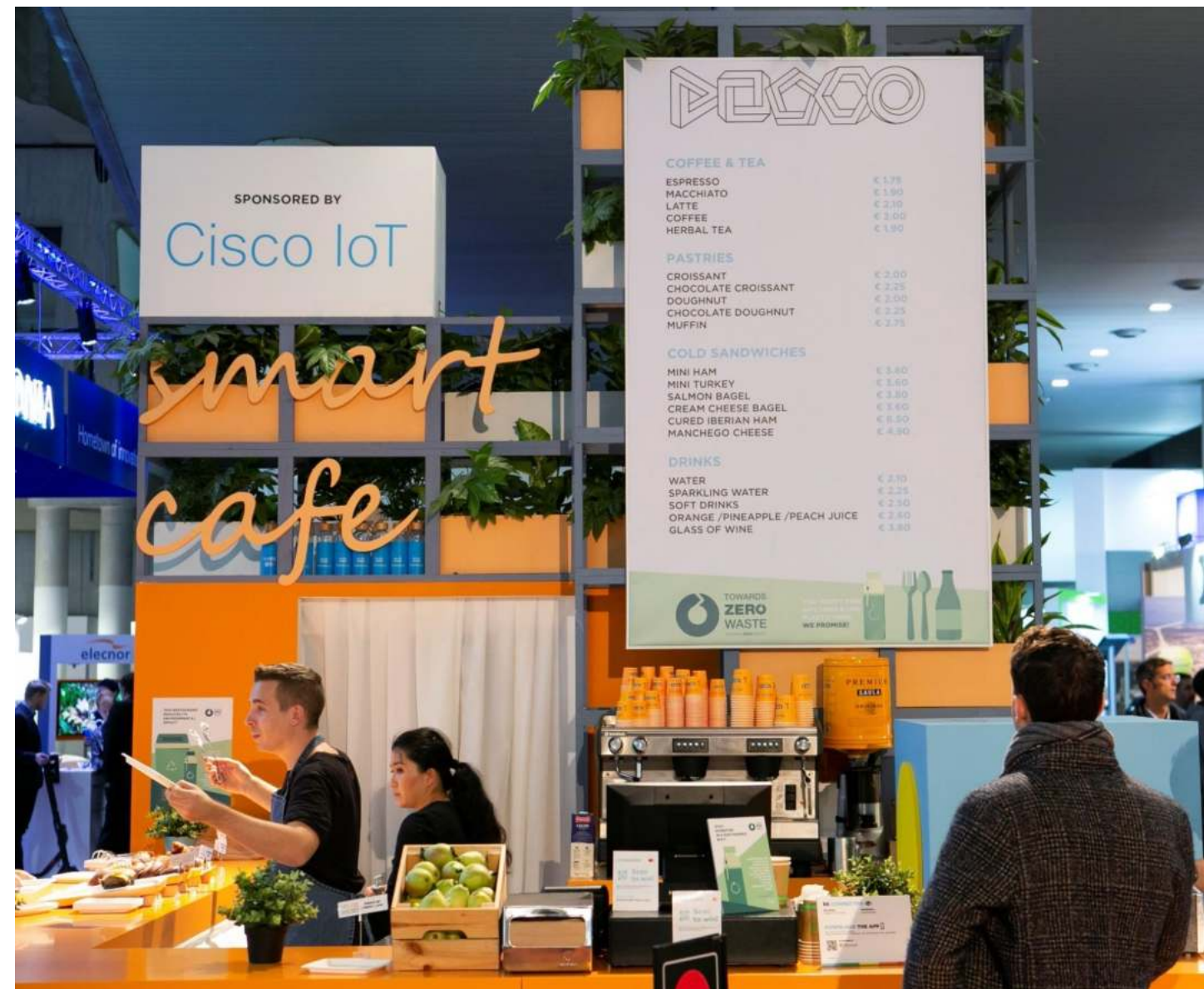
Passes included:  
25 Full Congress, 60 Visitor & 25 Public Sector Passes



# TOWARDS ZERO WASTE



Stands Made with Recycled Materials



Coffee and Restaurants Booths



Towards Zero Waste Entrance Signage



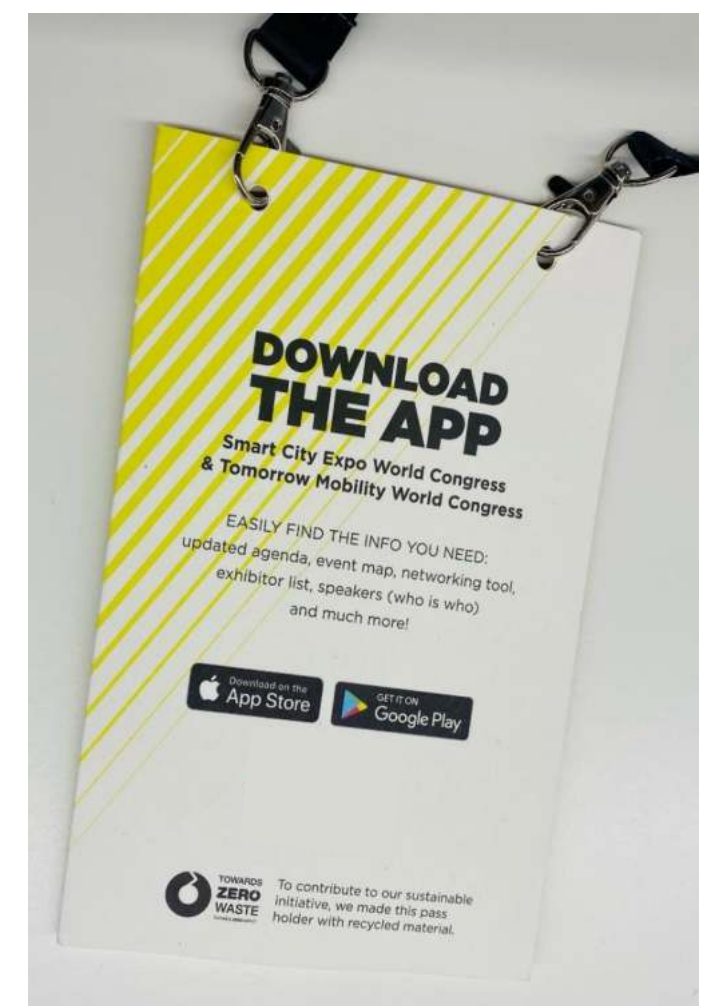
Towards Zero Waste Initiatives Banner



Reused Bicycle Parking Lot



Pass Holder and Lanyard Recycling Bin



Recycled Cardboard Pass Holder



Towards Zero Waste Signage at the Venue



Recycling Signage



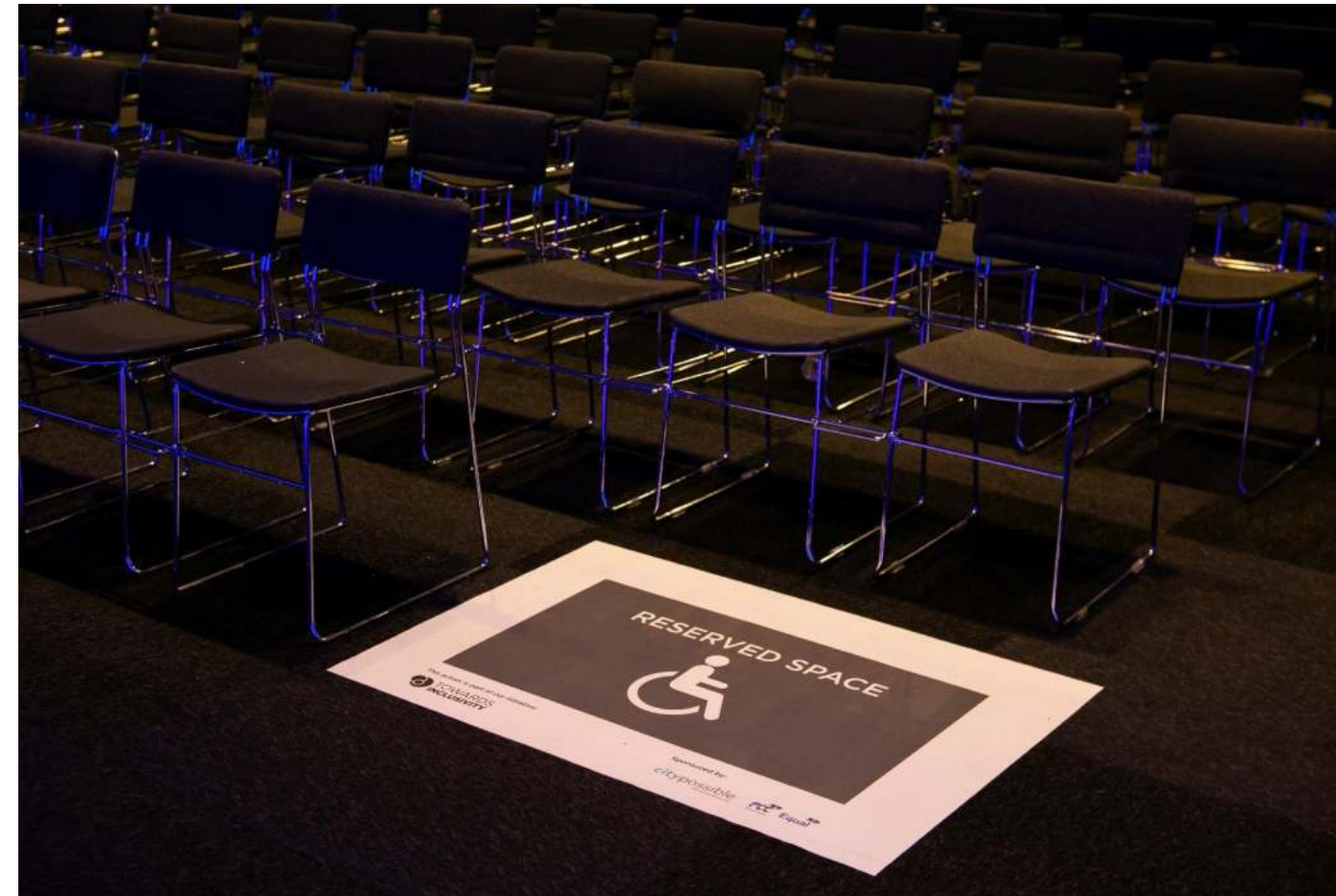
# TOWARDS INCLUSIVITY

## 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





# 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 Full Congress, 40 Visitor & 20 Public Sector Passes

**PRICE - €20,000 each**



# AGORAS

## 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 Full Congress, 40 Visitor & 20 Public Sector Passes

Includes a **1-hour slot at the sponsored Agora**

**PRICE - €30,000**





# 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

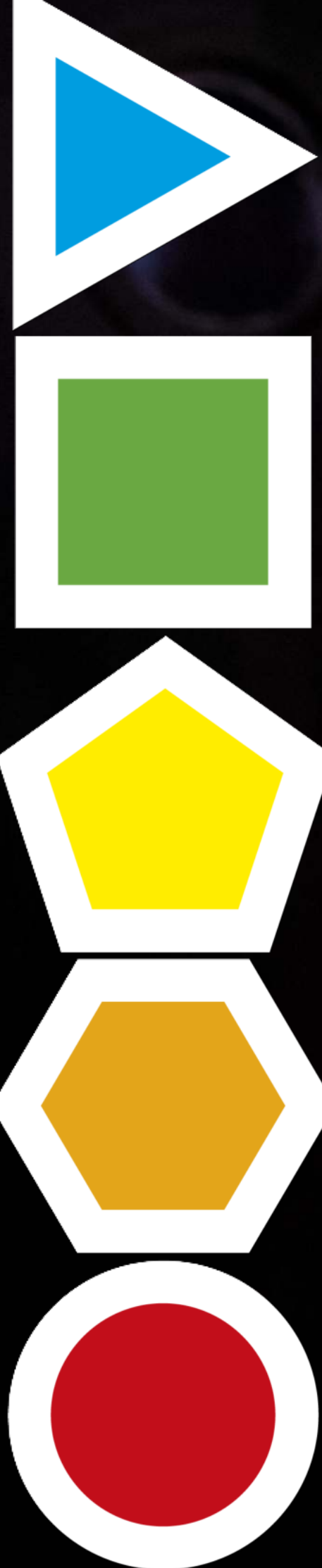


## VENUE ESCALATORS

Take your brand awareness to new heights as visitors head up to the first floor space.

PRICE - €10,000





# LET'S GET IN TOUCH!

Contact us at  
[smartcityexpo.sales@firabarcelona.com](mailto:smartcityexpo.sales@firabarcelona.com)

**DON'T BE SHY,  
ASK ME**

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS