

SMARTCITY
EXPO WORLD CONGRESS


Fira Barcelona

**The world's biggest,
most influential
event for cities and
urban innovation**



4 - 6 NOVEMBER 2025
BARCELONA





THE FUTURE OF HUMANITY IS INEVITABLY URBAN.

NEW REALITIES.
NEW TECH.
NEW BUSINESS MODELS.
NEW OPPORTUNITIES.

Held in **Barcelona** since 2011, Smart City Expo World Congress gathers leaders from the most innovative companies, governments and organizations to move cities towards a better future.

We're on a mission: accelerate a brighter urban paradigm towards green, efficient and thriving cities that leave no one behind.

THIS IS THE PLACE TO
CATALYZE A POWERFUL
URBAN TOMORROW
WORLDWIDE





URBAN INNOVATION ALL-YEAR-ROUND

SMARTCITY

EXPO **USA**

2 - 3 APRIL 2025
NEW YORK, USA

SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

25 - 26 JUNE 2025
SANTIAGO DEL ESTERO,
ARGENTINA

SMARTCITY

EXPO **KUALA LUMPUR**

17 - 19 SEPTEMBER 2025
KUALA LUMPUR,
MALAYSIA

SMARTCITY

EXPO **CARTAGENA DE INDIAS**

29 - 30 OCTOBER 2025
CARTAGENA DE INDIAS,
COLOMBIA

SMARTCITY

EXPO **CURITIBA**

25 - 27 MARCH 2025
CURITIBA, BRAZIL

SMARTCITY

EXPO **LATAM CONGRESS**

10 - 12 JUNE 2025
PUEBLA, MEXICO

TOMORROW. CITY

SHANGHAI

2 - 6 SEPTEMBER 2025
SHANGHAI, CHINA

SMARTCITY

FORUM **RIYADH**

29 - 30 SEPTEMBER 2025
RIYADH, SAUDI ARABIA

SMARTCITY

EXPO WORLD CONGRESS

4 - 6 NOVEMBER 2025
BARCELONA

TOMORROW. MOBILITY

WORLD CONGRESS

TOMORROW. BUILDING

WORLD CONGRESS

TOMORROW. BLUE ECONOMY

WORLD CONGRESS

TOMORROW. CITY

2024 EDITION IN NUMBERS



25,771

IN-PERSON ATTENDEES

283

REGISTERED PRESS



1,150

EXHIBITORS

13.8K

EDITORIAL MENTIONS



850

CITIES

1.39M

WEB VIEWS



632

SPEAKERS

184K

FOLLOWERS     



135

COUNTRIES

83M+

DIGITAL IMPRESSIONS

TOMORROW.
CITY



22,500+

MONTHLY USERS



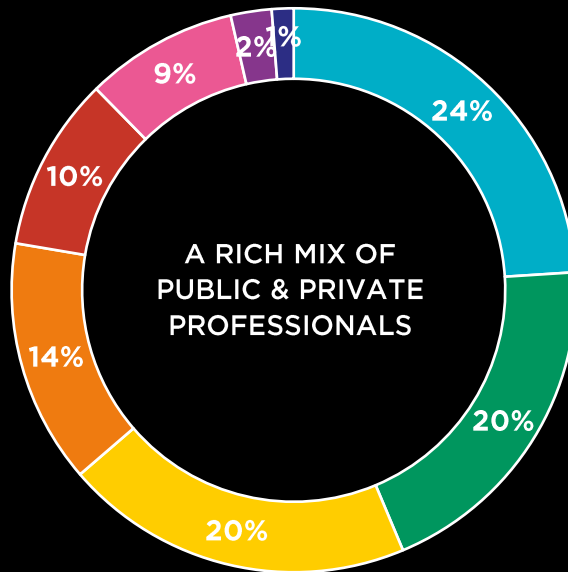
30,500+

SUBSCRIBERS



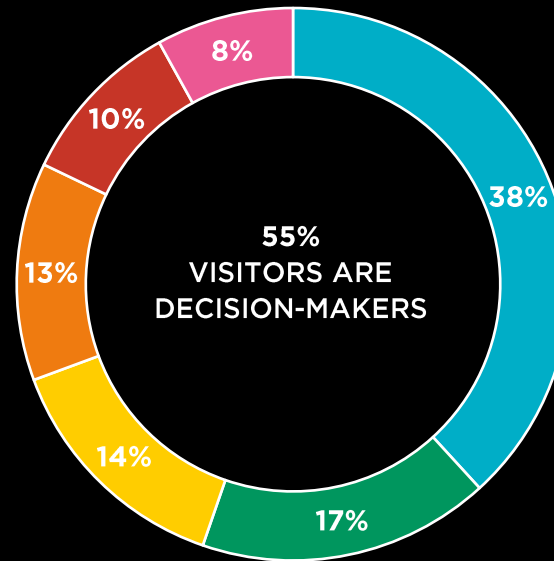
A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION

ORGANIZATION PROFILE



- Governments
- Large & Global Companies
- Local Companies & SMEs
- Institutions & other entities
- Startups
- Academia
- Media & Culture
- Investors

JOB FUNCTION



- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

TOP VISITING COUNTRIES

- 🇪🇸 SPAIN
- 🇩🇪 GERMANY
- 🇮🇹 ITALY
- 🇫🇷 FRANCE
- 🇳🇱 NETHERLANDS
- 🇬🇧 UNITED KINGDOM
- 🇺🇸 UNITED STATES OF AMERICA
- 🇰🇷 SOUTH KOREA
- 🇸🇦 SAUDI ARABIA
- 🇧🇷 BRAZIL
- 🇧🇪 BELGIUM
- 🇵🇹 PORTUGAL
- 🇮🇱 ISRAEL
- 🇯🇵 JAPAN

**TOMORROW.
MOBILITY**
WORLD CONGRESS

THE ULTIMATE EVENT FOR SUSTAINABLE & INTELLIGENT URBAN MOBILITY

A new impulse for the urban mobility sector.
A driving force for change in the transport industry.



THE PLACE TO DISCUSS **TRENDS AND CHALLENGES**, AND FIND SOLUTIONS FOR THE FUTURE OF MOBILITY



AN ACTION-FOCUSED PROJECT TO **TRANSFORM CITIES' URBAN MOBILITY** VISION TO ADAPT TO THE NEW GLOBAL SCENARIO



TOMORROW.
BUILDING
WORLD CONGRESS

THE GLOBAL INITIATIVE EMPOWERING THE GREEN AND DIGITAL TRANSITION OF BUILDINGS & URBAN INFRASTRUCTURES



A MEETING POINT TO CATALYZE **POSITIVE CHANGE** IN THE WAY WE **PLAN, CONSTRUCT, RENOVATE, AND OPERATE** BUILDINGS AND URBAN INFRASTRUCTURES



AN INITIATIVE TO ACCELERATE A SHIFT IN THE BUILT ENVIRONMENT TOWARD A **CIRCULAR AND DIGITALIZED MODEL** THAT ENSURES **EFFICIENT, RESILIENT, AND NET ZERO CITIES**



**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

THE GLOBAL INITIATIVE DEVELOPING THE POTENTIAL OF THE **BLUE ECONOMY**



AN INTERNATIONAL HUB FOR LEADING EXPERTS, COMPANIES, AND INNOVATORS TO **EXPLORE SOLUTIONS** THAT DRIVE THE SUSTAINABLE USE OF **OCEAN RESOURCES**



THE PLACE TO ADDRESS **PRESSING CLIMATE AND ECONOMIC CHALLENGES** PAVING THE WAY FOR A **RESILIENT AND PROSPEROUS BLUE ECONOMY**



SMARTCITY
EXPO WORLD CONGRESS

SPOTLIGHT ON THE ISSUES THAT MATTER



Enabling Technologies



Energy & Environment



Mobility



Infrastructure & Building



Governance & Economy



Living & Inclusion



Blue Economy





AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



GOBIND SINGH DEO

Minister of Digital,
Government of Malaysia

CLAIRE O'NEILL

Former UK Climate and
Energy Minister



JUNG HOON LEE

Honorary Mayor, Seoul
Metropolitan Government

JANETTE SADIK-KHAN

Principal of Transportation,
Bloomberg



ROBERTO GUALTIERI

Mayor, City of Rome



KATHLEEN MITFORD

Corporate VP, Global
Industry Marketing, Microsoft

AJAZ MUNSIFF

Global Head, Smart Cities,
Dell Technologies



DAVID GROVER

CEO, Roshn Group

SARAH VARGHESE

Global Head of Cities,
KPMG



NATHAN BLECHARCZYK

Co-founder and CSO, Airbnb

TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS



NEW MURABBA



SUPPORTED BY A POWERFUL NETWORK OF INSTITUTIONS, ORGANIZATIONS...



...RESEARCH, INNOVATION BOOSTERS AND MEDIA PARTNERS





A CELEBRATION OF URBAN INNOVATION **WORLD SMART CITY AWARDS**

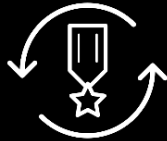
These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

In 2024, we received 429 entries from 64 countries!

AWARD CATEGORIES



CITY
AWARD



INNOVATION
AWARD



LEADERSHIP
AWARD



GREEN EXHIBITOR
AWARD



7 PROJECT
AWARDS

ENABLING TECHNOLOGIES AWARD
ENERGY & ENVIRONMENT AWARD
MOBILITY AWARD
GOVERNANCE & ECONOMY AWARD
LIVING & INCLUSION AWARD
INFRASTRUCTURE & BUILDING AWARD
SAFETY & RESILIENCE AWARD



THE INNOVATION PLAYGROUND

THE PLACE WHERE TOMORROW TAKES SHAPE

The **Innovation Playground** is a cross-cutting project spreading through the world's most influential event for cities. A carefully designed space connecting the main players of the global innovation ecosystem: startups, investors, governments, corporations, universities, and research centers.

Combining talks, exhibiting startups and immersive demos, the Innovation Playground also leverages the entrepreneurial capacity of cities and regions, build a diverse innovation network, and supports women-led initiatives.

2025 will mark the second year of this impactful initiative.

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**TOMORROW.
MOBILITY**
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**TOMORROW.
BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

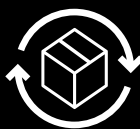




OUR VALUES IN ACTION

SUSTAINABILITY & DIVERSITY

Proud of it: We reduce our environmental footprint, promote green consciousness & enhance equity.



CIRCULARITY.
EVERYTHING GETS A SECOND LIFE

5,110kg

material reused

11,131kg

carpet recycled

33,940kg

wood recycled



NO SINGLE-USE PLASTICS.
LESS PAPER. TONS OF RECYCLING

1,780kg

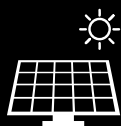
Light packaging

38,000

Single-use plastic
cups saved

3.4 tons

selective waste
collection



ALL THE (GREEN) POWER
TO THE VENUE

Venue & offices
powered only with
renewable sources

5.86 GWh

of electricity
generated per year



PLANT SOME TREES,
HELP THE PLANET BREATHE

Money from merch
goes to reforestation
initiatives. **1,388 trees**
planted in 2024

All CO2 emissions
generated by the event
are offset. **150 tons** of CO2



FULL ACCESSIBILITY ENSURED

Electric
scooters and
reserved spaces
for people with
reduced
mobility

Accessibility
and guidance
system for
the visually
impaired

Vegan, halal
and kosher
menus
available. Plus,
convenient
prayer rooms



A CONGRESS EMPOWERING AND
CELEBRATING DIVERSITY

Equal gender
representation
within our 600+
speaker roster

Conference program with
specific sessions about
gender inclusivity, equality,
accessibility and barrier-
free design



READY
TO JOIN
THE **2025**
EDITION?



NEW!

EVENT MAP

Moving away from a single unified space, the congress will now take place across 10 stages throughout the venue →

Stages

1. Main Stage
& VIP Networking Lounge
2. People-First Stage
3. Blue Economy Stage
4. Impact Tech Stage
5. Move Better Stage
6. Shaping Mobility Stage
7. Innovation Playground Stage
8. Clean Cities Stages
9. Tech X Cities Stage
10. Infrastructure & Building Stage

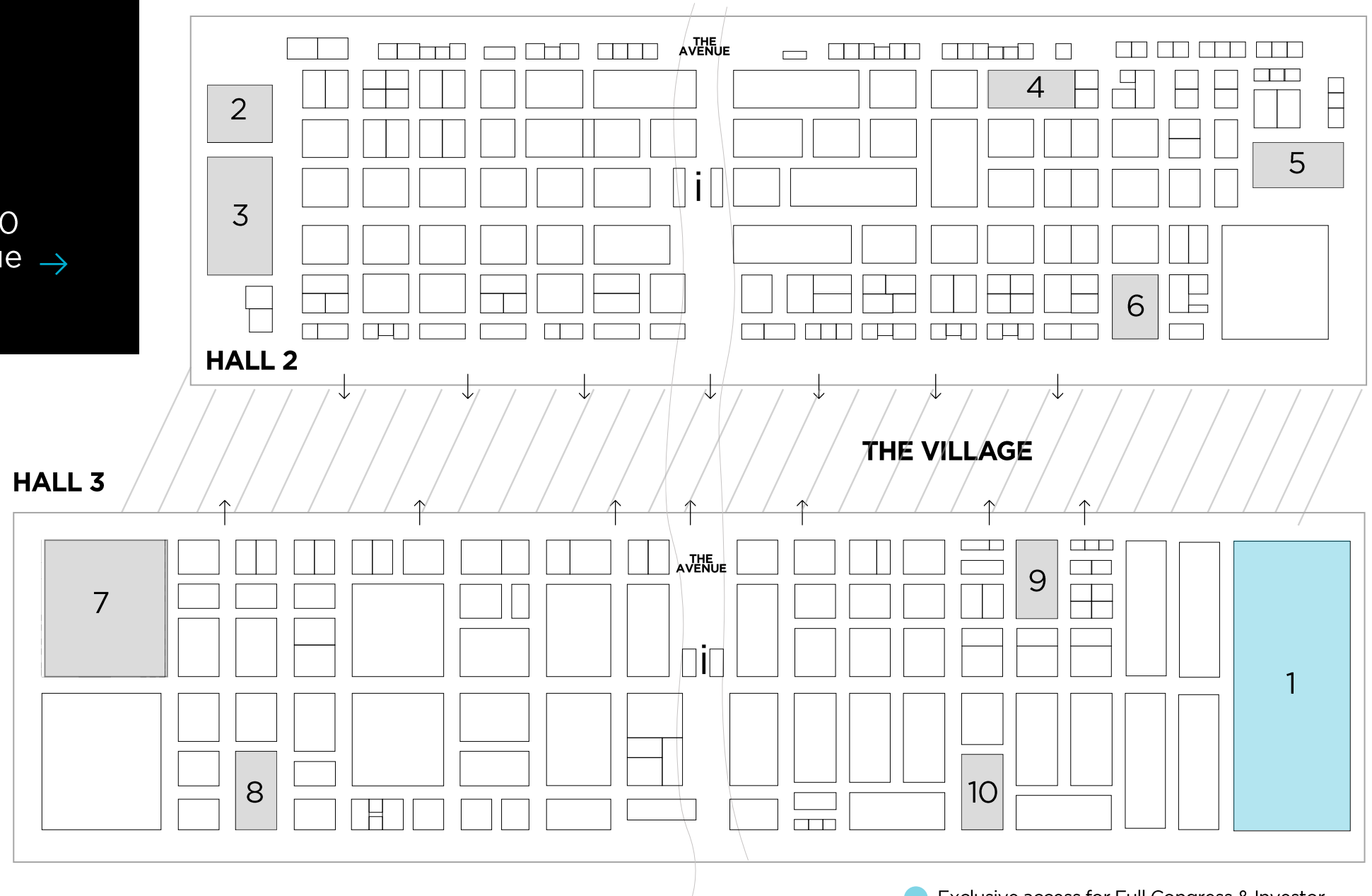
SMARTCITY
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**TOMORROW.
MOBILITY**
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BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

**BARCELONA
DEEPTech
SUMMIT**



● Exclusive access for Full Congress & Investor Pass

WAYS TO PARTICIPATE

01

BECOME AN EXHIBITOR

02

BECOME A PARTNER

03

BECOME A SPONSOR



01

BECOME AN EXHIBITOR

Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners. The larger the space, the better your location will be and the more passes you will get.

REGULAR RATE

€295/m²

Co-Exhibitor Fee
€525

Double Deck
€150/m²

Prices do not include VAT or participation fee (€550)



01 BECOME AN EXHIBITOR

CHOOSE FROM
OUR STAND PACKS



SILVER PACK

16 sqm.

BRONZE PACK

12 sqm.

STAND

Space

Open sides

Full Congress passes

Visitor passes

Exhibitor passes

Public Sector Invitations

INCLUDES

25% discount on extra passes

Access to the networking activity:

Brokerage event

Stand and furniture

Insurance

2

4

12

4

2

✓

✓

✓

✓

✓

1

3

10

4

2

✓

✓

✓

✓

✓

€6,250

€4,750

*Not included: VAT or participation fee

+ additional m2: €350



* Standpack subjected to the shape and location of the Floorplan. This render can be modified by the organization

01 CO-EXHIBITOR FEE

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
- ✓ 2 Full Congress Passes
- ✓ 20 Visitor Passes
- ✓ 2 Exhibitor Passes (access to the Congress included)
 - Use the Invitation Tool to send electronic invitations to their costumers.
 - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
 - Use the contact management
 - Enjoy 25% discount for purchasing additional passes

Co-Exhibitor Fee = €525





TICKETS INCLUDED

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	3	10	4	2
16-18 sqm	4	12	4	2
19-24 sqm	5	14	6	2
25-30 sqm	6	18	6	3
31-40 sqm	7	25	6	4
41-50 sqm	8	30	6	4
51-60 sqm	9	40	8	4
61-70 sqm	10	50	10	5
71-80 sqm	11	60	10	5
80-100 sqm	13	70	12	6
101-120 sqm	15	90	15	7
121-150 sqm	17	120	20	7
151-200 sqm	20	140	25	10
201-300 sqm	25	150	30	12
301-400 sqm	30	250	35	15
401-500 sqm	35	300	40	17
501-600 sqm	40	350	45	20
601-700 sqm	45	400	50	22
701-1000 sqm	50	500	55	25
CO-EXHIBITOR	2	20	2	0



01

EXHIBITOR SERVICES

We take care of everything.
Let us provide you the best possible
experience at #SCEWC25



Booth design
and construction



Catering services



Booth services: furniture,
AV, decoration, supplies,
cleaning, support staff...



Smart contact
management tool





BECOME A PARTNER

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

- ✓ Speak to a targeted audience.
- ✓ Take central stage at the Expo.
- ✓ Enjoy high-level networking.
- ✓ Gain premium visibility.

GLOBAL PARTNER

Get unrivalled positioning

€100,000

EVENT PARTNER

Stand out from exhibitors

€18,000

INDUSTRY PARTNER

Be recognized as a sector leader

€50,000



GLOBAL PARTNER

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

PRICE
€100,000

Congress

- / Speaking slot in 1 High-level Roundtable  Auditorium
- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Stage
- / Speaking slot in 1 Solution Talk  Thematic Stage

Tickets

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

Visibility

- / **Website:** Logo on the *Homepage* | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on *Partners' page* | Featured corporate activity (website and app) | Speaker highlighted in *Featured Speakers* page | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Announcement e-mail | E-mail *Thanks to our partners*: Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- / **Social Media:** 1 announcement | 1 solution-focused post | 3 onsite coverage posts, including one live video interview in the partner's booth | Retweets & mentions
- / **Signage:** Logo on exhibitor floorplan (central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / **Post-event Report:** Logo and description
- / Testimonial video of the partner's onsite participation (post-event)

Networking

- / Exclusive access to the VIP guests list
- / Booth included in thematic tours through the Expo attended by international delegations
- / Invitation to the Mayor's Dinner – Day 1 (2 pax/partner)

Press

- / Weekly update of registered press list (last weeks before the event)
- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / Priority in booking hotel rooms & table at the Nuclo restaurant
- / **Tomorrow.City:** Featured Partner page | Full congress sessions available | Possibility of submitting an article in the Mag (in adherence with our editorial standards)

INDUSTRY PARTNER

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

PRICE
€50,000

Congress

- / Speaking slot in 1 Keynote Talk or Burning Debate 📍 Thematic Stage
- / Speaking slot in 1 Solution Talk 📍 Thematic Stage

Tickets

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

Visibility

- / **Website:** Logo on *specific Topics* page | Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Logo on track-oriented e-mail | E-mail *Thanks to our partners*: Logo & link, 2nd level
- / **Social Media:** 1 announcement | 2 onsite coverage posts | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (2nd level) | Logo on congress screens between sessions (one room)
- / **Post-event Report:** Logo and description

Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclo restaurant
- / **Tomorrow.City:** Full congress sessions available

EVENT PARTNER

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

PRICE
€18,000

Congress

- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Stage

Tickets

- / 50 Full Congress Passes + 50 Visitor Passes
- / 25% discount on additional passes

Visibility

- / **Website:** Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** E-mail *Thanks to our partners*: Logo & link, 3rd level
- / **Social Media:** 1 joint announcement | 1 onsite coverage post | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (3rd level)
- / **Post-event Report:** Logo and description

Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclo restaurant
- / **Tomorrow.City:** Full congress sessions available



PARTNERSHIP DEALS AT A GLANCE

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
CONGRESS	Slot in a High-level Rountable	✓		
	Slot in a Thematic Roundtable or In Focus Session	✓		✓
	Slot in a Solution Talk	✓	✓	
	Slot in a Thematic Keynote or Burning Debate		✓	
PASSES & INVITATIONS	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
ADDITIONAL BENEFITS	Invitation to Mayor's Dinner	✓		
	Booth included in thematic tours through the Expo	✓		
	Exclusive access to the VIP guests list	✓		
	Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling	✓		
	Priority in booking hotel rooms & table at the Nuclo restaurant	✓	✓	✓

		Global Partner	Industry Partner	Event Partner
WEBSITE	Logo in the <i>Homepage</i>	✓		
	Logo, link & description in the <i>Partners'</i> page	1 st level	2 nd level	3 RD level
	Dedicated page gathering relevant info about the partner's participation	✓		
	Speaker highlighted in <i>Featured Speakers</i> page	✓		
	Featured corporate activity (website & app) – <i>Detailed info on the next page</i>	✓	Upgrade option: €15,000	Upgrade option: €15,000
	Company information in the Exhibitor catalogue (website & app)	1 st level	✓	✓
TOMORROW.CITY PLATFORM	Featured Partner page	✓		
	Sessions available on demand after the event	✓	✓	✓
	Possibility of submitting an article in the Mag	✓		
EMAILINGS	Announcement e-mail to our database	✓		
	E-mails footer: Logo & link	✓		
	Logo on track-oriented webpage and e-mailings		✓	
	E-mail <i>Thanks to our partners</i> : Logo & link	✓	✓	✓
SOCIAL MEDIA	Partnership announcement	1 exclusive	1 exclusive	1 collective
	Additional posts (pre and during the event) with partner-related content	4	2	1
	Testimonial video of the partner's onsite participation	✓		
	Retweets of posts using the event's official hashtag	✓	✓	✓
POST-EVENT REPORT	Logo & description in post-event report	1 st level	2 nd level	3 RD level
PRESS	Weekly update of registered press list	✓		
	Press releases and media kit sent to the partner's team	✓	✓	✓
	Press kit spot in the venue's press room	✓	✓	✓
	Media invite group pre-registration	✓	✓	✓
	Local key media outlet guidance	✓	✓	✓
ONSITE SIGNAGE & SCREENS	Logo on the exhibitor floorplan	✓		
	Logo on static signage & dynamic advertising screens	1 st level	2 nd level	3 RD level
	Logo on rooms projections between congress sessions onsite	All rooms	Thematic rooms	

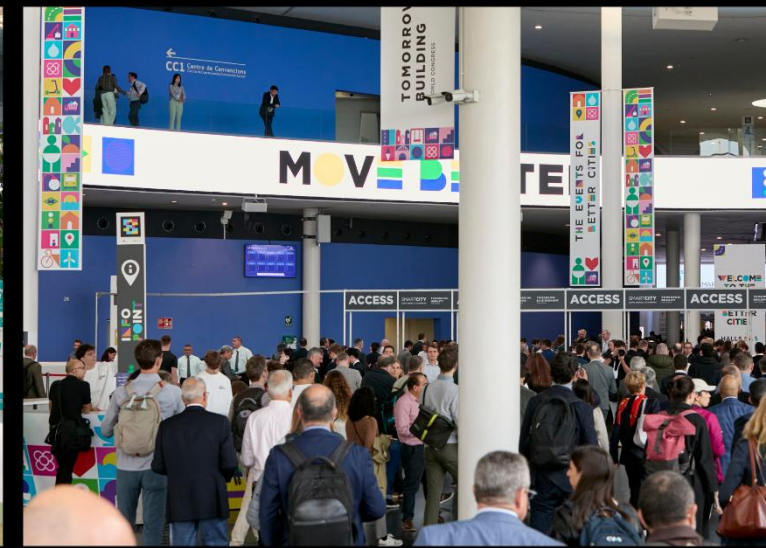


BECOME SPONSOR

Looking for an even larger presence?

Our sponsorship deals offer a visibility boost in key areas and initiatives of the event.

Tell us what your goals are and we'll work with you to put together a bespoke offer, be it within digital content or in-venue assets.





SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

CONGRESS STAGE

Establish your presence on one of our knowledge spots: €75.000



WELCOME

Say hello to all visitors at the main entrance: €40.000



TOWARDS ZERO WASTE

Align your brand with sustainability initiatives: €30.000



[SEE SPONSORSHIPS](#)



SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

REGISTRATION

Presence in the registration area (onsite & digital): €60.000



AWARDS PARTY

Visibility at the Awards & Afterparty: €30.000



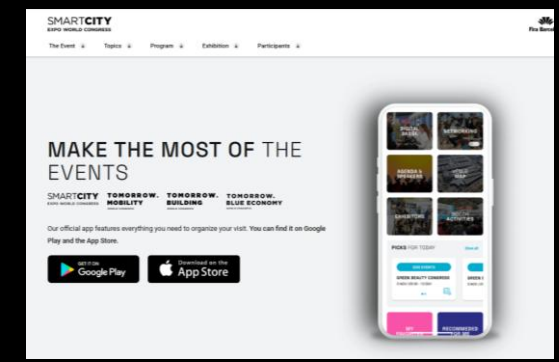
CAFÉ CORNER

Brand exposure in popular networking spaces: €20.000



EVENT APP

Prominent branding in the official event app: €30.000



[SEE SPONSORSHIPS](#)



SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

ESCALATORS

Visibility throughout the venue: €15.000 – €25.000



BILLBOARDS

Outdoor billboards to reach visitors: €7.500 – €15.000



DOUBLE-SIDED DROP BANNER

Brand exposure in corridors: €5.000 – €10.000



WATER BOTTLES

Get your bottles refilled: €30.000



[SEE SPONSORSHIPS](#)



DIGITAL SPONSORSHIP: TOMORROW.CITY

Tomorrow.City is the world's biggest digital platform devoted to creating and spreading content about cities and innovation.

SPONSORED NEWSLETTER

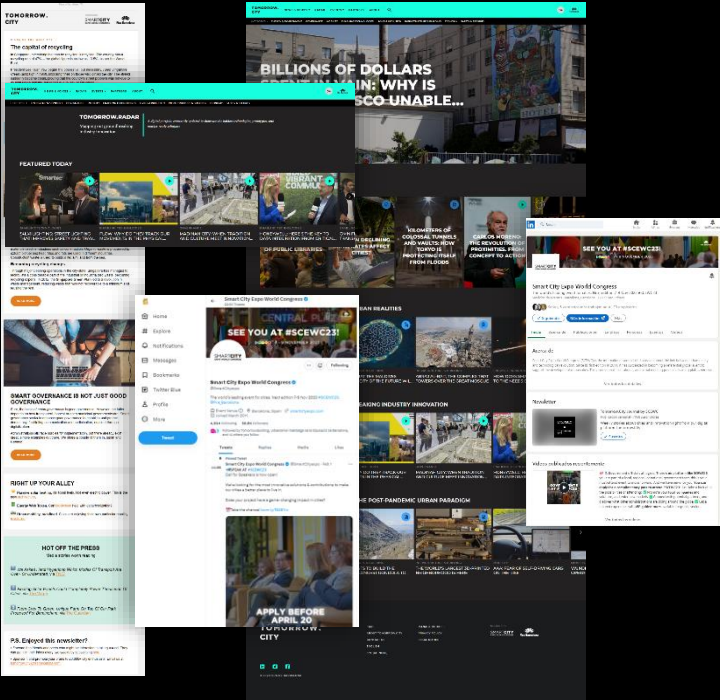
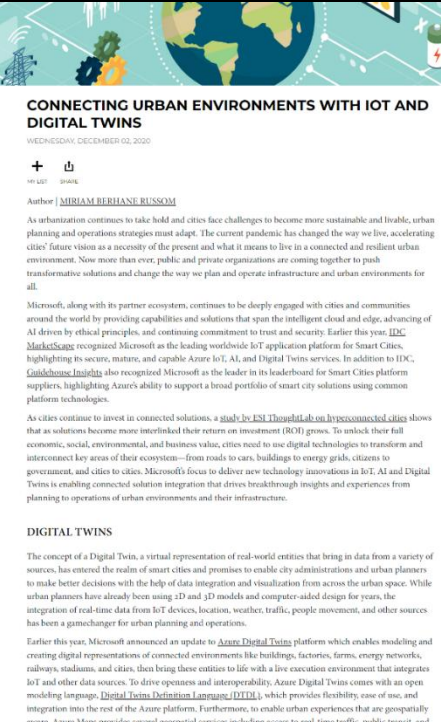
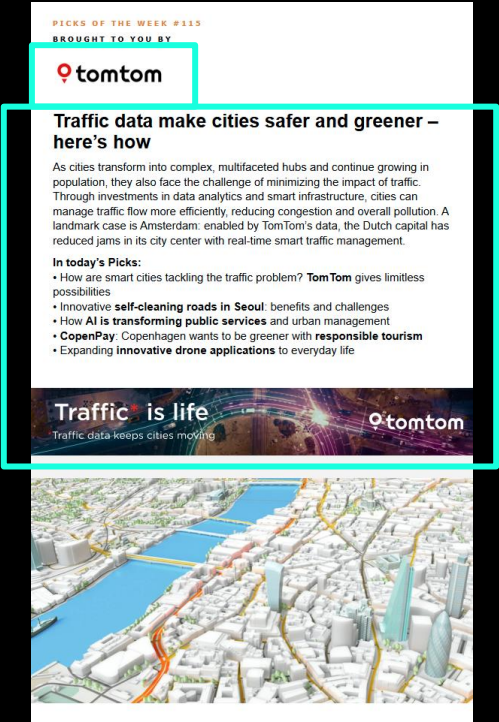
Sponsor two editions of the biweekly newsletter: €5.500 - €7.000

SPONSORED CONTENT

Create a branded content on the topic or use case you want : €7.500 - €9.000

PACK

Sponsored Newsletter + Sponsored Content: €12.000 - €15.000





“SCEWC enables us to connect with a vibrant ecosystem & share ideas, best practices and support so that cities become future-ready.”



“The Smart City Expo World Congress is a great venue for interacting with key people from city governments and city technology departments.”



“SCEWC allows us to be in touch with our stakeholders & let them know about all the actions that we take for making cities smarter.”





SAVE YOUR SPOT!

smartcityexpo.sales@firabarcelona.com

