

# THE WORLD'S BIGGEST, MOST INFLUENTIAL EVENT FOR CITIES AND URBAN INNOVATION



**SMARTCITY**  
EXPO WORLD CONGRESS



**5 - 7 NOVEMBER 2024**  
BARCELONA



# SMARTCITY

EXPO WORLD CONGRESS



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

Held in **Barcelona** since **2011**, Smart City Expo World Congress is the international leading event for cities. Its mission is to **empower cities and collectivize urban innovation** across the globe. Through promoting social innovation and identifying collaboration opportunities, the event is dedicated to accelerate a better future for cities and their citizens.

**FULL FOCUS  
ON CRITICAL  
URBAN  
CHALLENGES**

**ENABLING  
TECH**

**ENERGY &  
ENVIRONMENT**

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**LIVING &  
INCLUSION**

**GOVERNANCE &  
ECONOMY**

**BLUE  
ECONOMY**



# SMARTCITY IN NUMBERS

EXPO WORLD CONGRESS



**25,300**  
IN-PERSON ATTENDEES



**1,106**  
EXHIBITORS



**800**  
CITIES



**577**  
SPEAKERS



**132**  
COUNTRIES

**300+** REGISTERED PRESS  
13,2K EDITORIAL MENTIONS IN 96 COUNTRIES

**1.2M+**  
WEB VIEWS

**147K+**  
FOLLOWERS 

**54M+**  
DIGITAL IMPRESSIONS

**6K+**  
SOCIAL MEDIA MENTIONS



**TOMORROW.  
CITY**

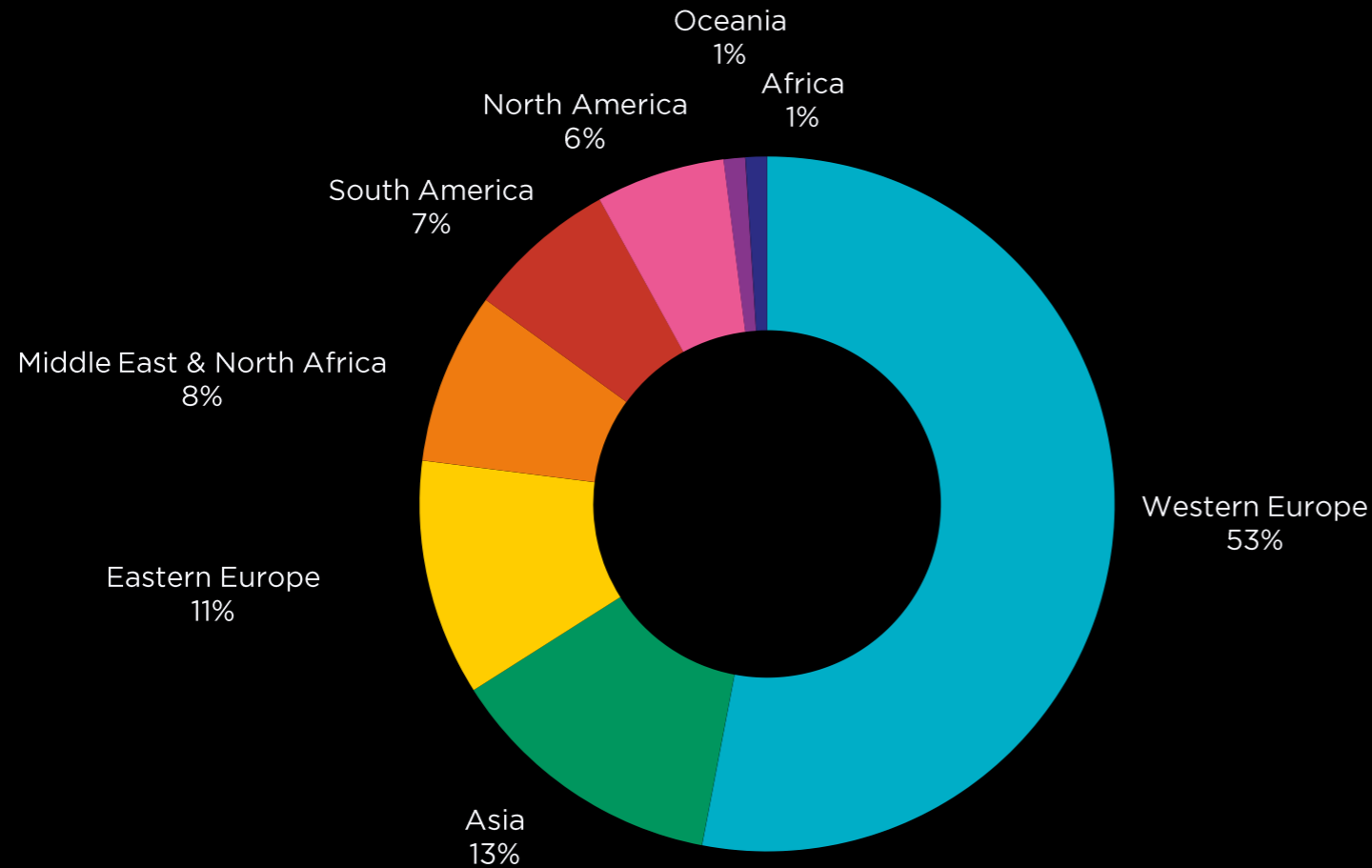


**68,000+**  
MONTHLY USERS









**28,700+**  
SUBSCRIBERS

# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION



## TOP VISITING COUNTRIES

-  SPAIN
-  GERMANY
-  FRANCE
-  ITALY
-  SOUTH KOREA
-  NETHERLANDS
-  UNITED KINGDOM
-  UNITED STATES OF AMERICA
-  BELGIUM
-  PORTUGAL
-  BRAZIL
-  SAUDI ARABIA
-  JAPAN
-  SWEDEN
-  FINLAND



# URBAN INNOVATION ALL-YEAR-ROUND

## SMARTCITY

EXPO **CURITIBA**

**20 - 22 MARCH 2024**  
CURITIBA, BRAZIL

16,000+ VISITORS  
70 EXHIBITORS  
180 SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

**26 - 28 JUNE 2024**  
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS  
50+ EXHIBITORS  
90+ SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DE CHILE**

**25 - 27 JULY 2024**  
SANTIAGO DE CHILE, CHILE

## SMARTCITY

EXPO WORLD CONGRESS

**HANGZHOU STAGE**  
**CHINA**

**25 - 29 SEPTEMBER 2024**  
HANGZHOU, CHINA

## SMARTCITY

FORUM **RIYADH**

**12 - 13 FEBRUARY 2024**  
RIYADH, SAUDI ARABIA

8,000+ VISITORS  
100+ SPEAKERS

## SMARTCITY

EXPO **USA**

**22 - 23 MAY 2024**  
NEW YORK, USA

3,000+ VISITORS  
100+ EXHIBITORS  
100 SPEAKERS

## SMARTCITY

EXPO **LATAM CONGRESS**

**9 - 11 JULY 2024**  
MERIDA, MEXICO

8,000+ VISITORS  
200+ EXHIBITORS  
300+ SPEAKERS

## SMARTCITY

EXPO **BOGOTA**

**25 - 27 SEPTEMBER 2024**  
BOGOTA, COLOMBIA

11,000+ VISITORS  
80+ EXHIBITORS  
120 SPEAKERS

## SMARTCITY

EXPO WORLD CONGRESS

**5 - 7 NOVEMBER 2024**  
BARCELONA

**TOMORROW.**  
**MOBILITY**

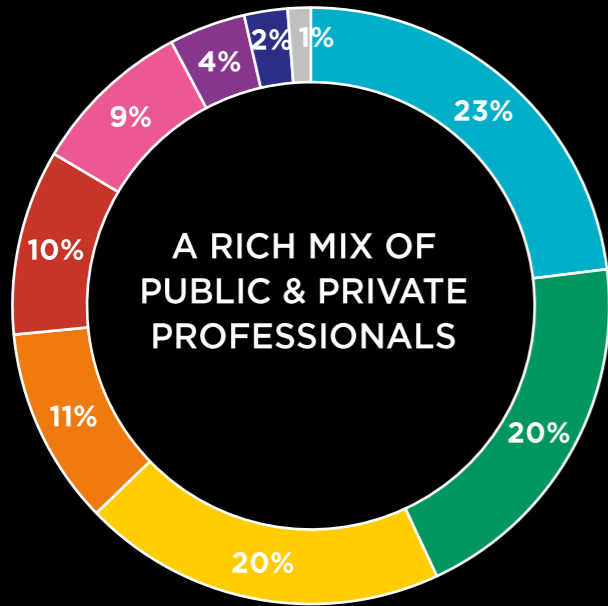
WORLD CONGRESS

**TOMORROW.**  
**BUILDING**

WORLD CONGRESS

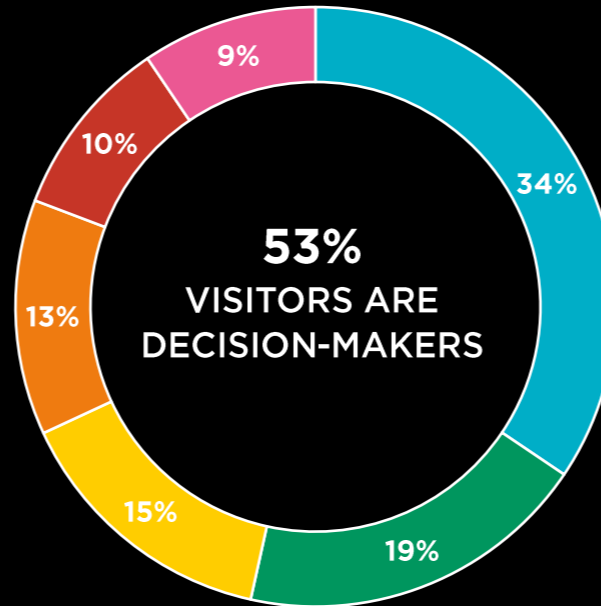
**TOMORROW.**  
**CITY**

# A POWERFUL COMMUNITY OF CROSS-SECTORIAL CITY-CHANGERS



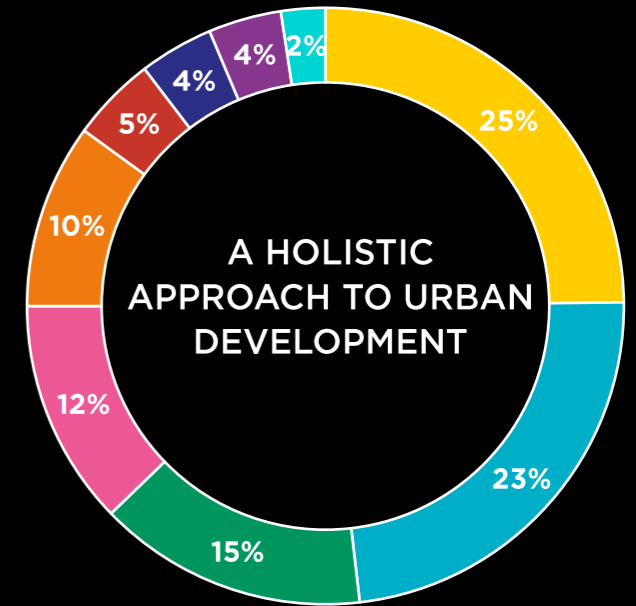
ATTENDEES' ORGANIZATION PROFILE

- Governments
- Local Companies & SMES
- Large & Global Companies
- Startups
- Institutions & other entities
- Academia
- Inter-governmental organizations
- Media & Culture
- Investors



ATTENDEES' JOB FUNCTION

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



ATTENDEES' JOB TOPIC

- Mobility
- Enabling Technologies
- Energy & Environment
- Infrastructures & Buildings
- Governance
- Living & Inclusion
- Economy
- Safety & Security
- Blue Economy

# TOMORROW. BUILDING

WORLD CONGRESS

**5 - 7 NOVEMBER 2024**  
BARCELONA

Within the framework of  
**SMARTCITY**  
EXPO WORLD CONGRESS

Organized by



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

CATALYZING A POSITIVE CHANGE IN THE WAY  
WE **PLAN, CONSTRUCT, RENOVATE AND OPERATE**  
BUILDINGS AND URBAN INFRASTRUCTURES.

ACCELERATING A SHIFT TOWARDS A CIRCULAR AND DIGITALIZED  
MODEL THAT ENSURES **EFFICIENCY, RESILIENCE AND NET ZERO CITIES.**



The built environment is responsible for **40% of annual global CO2 emissions**. As pressure to act towards climate neutrality increases, the construction and building renovation sectors are key. We must call for **emission restrictions** across its whole value chain and **eliminate all CO2 emissions from the built environment** by 2040.

What should urban planners, government leaders and developers consider to contribute to **healthier, cleaner, efficient and resilient buildings, communities and cities**?

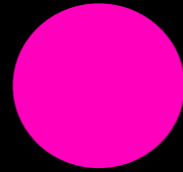




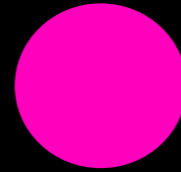
## A WORLD OF EVER-CHANGING CITIES

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

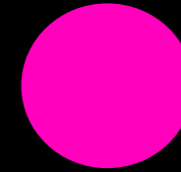
In 2050...



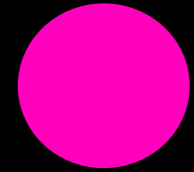
Global population is expected to grow to 10B, and 70% will be living in cities.



Global building floor area is expected to double.



75% of the infrastructure required still needs to be built.



80% of the global building stock has already been built today.

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.

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**TOMORROW.  
BUILDING**  
WORLD CONGRESS

# KEY TOPICS FOR DEBATE

- Designtech
- Construction Tech
- Proptech & Innovative Living
- Smart Infrastructure
- Decarbonized Building
- Urban Planning and Landscaping
- Forward-Thinking Architecture



# KEY TOPICS

## DEEP DIVE

### DESIGN TECH

Digital Tools  
Virtual Reality  
Building Simulation  
Immersive Technologies

### CONSTRUCTION TECH

Innovative Materials & Construction Systems  
Circularity  
Modular Construction  
Building Automation

### PROPTech & INNOVATIVE LIVING

Real Estate  
Innovative Housing Models  
Property Management  
Facility Management

### SMART INFRASTRUCTURE

Resilient Infrastructures  
IoT  
Intelligent Security Systems  
Community Facilities

### DECARBONIZED BUILDING

Energy Efficiency  
Green Building  
Refurbishing  
Zero Emission Buildings

### URBAN PLANNING & LANDSCAPING

Human-centric Cities  
Resilient Cities  
Urban Strategies  
Urban Infrastructures

### FORWARD-THINKING ARCHITECTURE

Built Environment  
Architectural Solutions  
Strategic Design  
Cutting-Edge Architecture

# PARTICIPANTS

## WHO'S COMING?

**Tomorrow.Building World Congress** gathers **top-level representation of public administration and industry executives** to strategically put focus on critical urban subjects like buildings and infrastructure

Some of the **profiles attending the event:**

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- Architect
  - Builder
  - Buildings and Infrastructures Technology Director
  - Chief Building Official
  - Chief of Housing and Urban Development
  - City Manager
  - Construction Manager
  - Consultant
  - Developer
  - Director of Urban Planning & Urban Design
  - Director of Infrastructure & Urban Development
  - Director of Sustainable Construction
  - Engineer
  - Facility Manager
  - Head of Construction & Infrastructure
  - Head of Land Strategy and Urbanism
  - Property Manager
  - Real Estate Investor
  - Research and Innovation Director
  - Sustainability Manager
  - Technical Architect and Quantity Surveyor
  - Urban Designer
  - Urban Planner
-

# A GLOBAL DEBATE WITH WORLDWIDE EXPERTS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**ELIZABETH  
DILLER**

Founder, Diller Scofidio +  
Renfro



**PETER KÖRTE**

Chief Strategy & Technology  
Officer, Siemens

**PEGGY DEAMER**

Professor Emerita, Yale  
School of Architecture



**NATHAN BLECHARCZYK**

Co-founder and Chief Strategy  
Officer, Airbnb

**JOAN  
LAPORTA**

President, FC Barcelona



**JENNIFER SCHOOLING**

Director of the Centre for  
Smart Infrastructure,  
University of Cambridge

**HÉLÈNE  
CHARTIER**

Director of Urban Planning  
and Design, C40



**PIERO PELIZZARO**

Director, Italy's National  
Innovation Hub for the  
Regeneration of Public Buildings

# TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS...



# ...AND KEY INDUSTRY EXHIBITORS

**ABB**

**ActiveBlock**  
INSULATED BUILDING SYSTEM

**AGC**

**BENITO**

**Bentley**

**Bioo**

**CAMILEIA**  
I Want More Simple

**CARANDINI**

**DESCARTES**  
Développement  
& Innovation

**wattway**

**DREES & SOMMER**

**e-PARTNERS**  
CAPITAL

**esri**

**GDS**  
LIGHTING

**ingenieros JG**

**REBITS**  
Engineering Firm  
مخبرات للمهندسة

**PATRIZIA**

**RENEW TECH**  
Innovation for the environment

**3D**  
ENGINEERING

**salvi**  
lighting barcelona

**SAMOO**  
ARCHITECTS & ENGINEERS

**SAMSUNG**  
SAMSUNG C&T

**Schröder**  
Experts in lightability™

**seys**

**signify**

**soriguē**

**tecnal:a**  
MEMBER OF BASQUE RESEARCH  
& TECHNOLOGY ALLIANCE

**VORTEX**

**TRACTO**

**Université  
Gustave Eiffel**

**VDL**



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

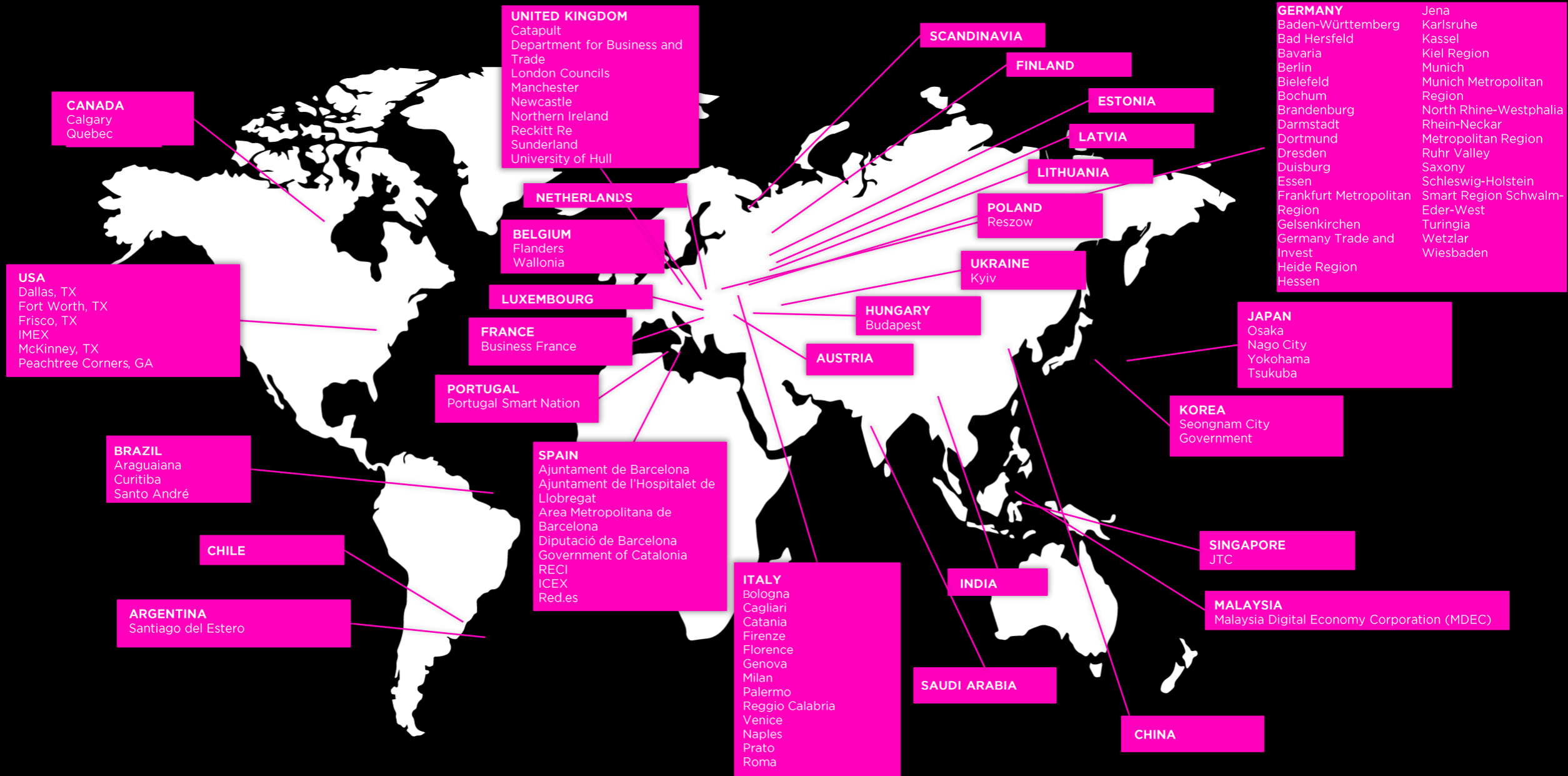


# ...RESEARCH, SCALE-UP PLAYERS, MEDIA PARTNERS



# A MEETING POINT FOR GOVERNMENTS

## Map of exhibiting cities, regions and countries



# 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 2023, we received 411 entries from 63 countries!



### INFRASTRUCTURE & BUILDING AWARD

**2023  
WINNER**

**A'amer: Elevating Urban Living Through Integrated Citywide Services and Facility Management**  
Saudi Aramco Dhahran Smart City, Saudi Arabia



Antonio Ruete, Director  
Tomorrow Building World Congress

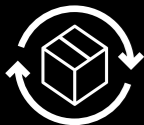
Saudi Aramco Dhahran  
Smart City, Dhahran -  
Saudi Arabia



# OUR VALUES IN ACTION

## SUSTAINABILITY & DIVERSITY

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



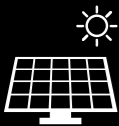
CIRCULARITY.  
EVERYTHING GETS A SECOND LIFE

**6,221kg** of material reused      **5,500kg** of carpet recycled



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

**1,714kg** of plastic saved      **2,414kg** of selective waste collection



ALL THE (GREEN) POWER  
TO THE VENUE

Venue & offices powered only with renewable sources      **5.86 GWh** of electricity per year



PLANT SOME TREES,  
HELP THE PLANET BREATHE

Money from merch goes to reforestation initiatives. **886 trees** planted in 2023      All CO2 emissions generated by the event are offset. **204** tons of CO2



FULL ACCESSIBILITY ENSURED

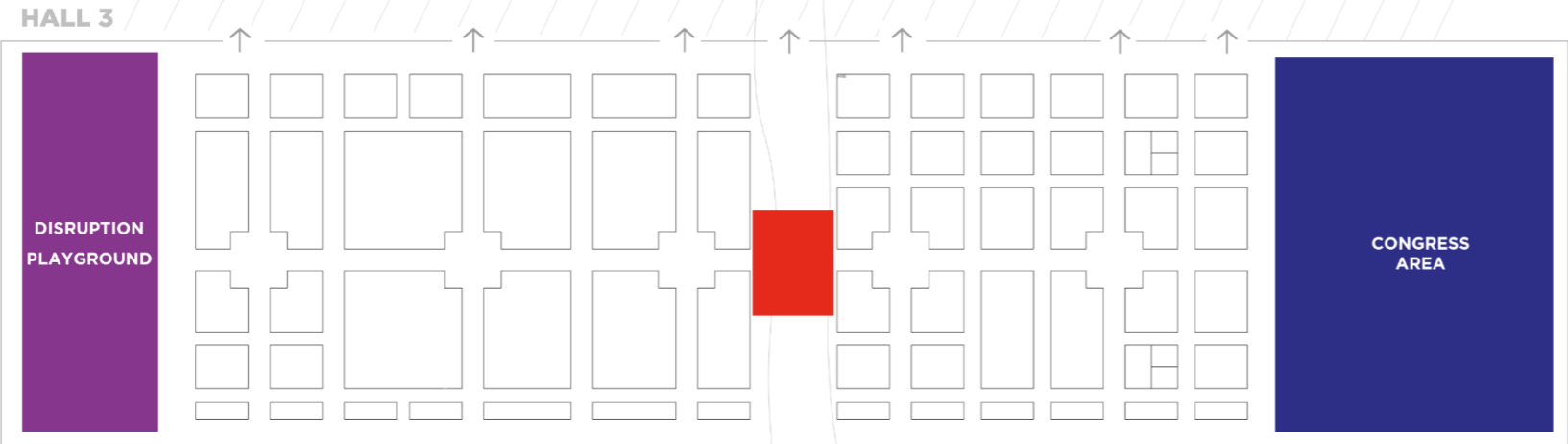
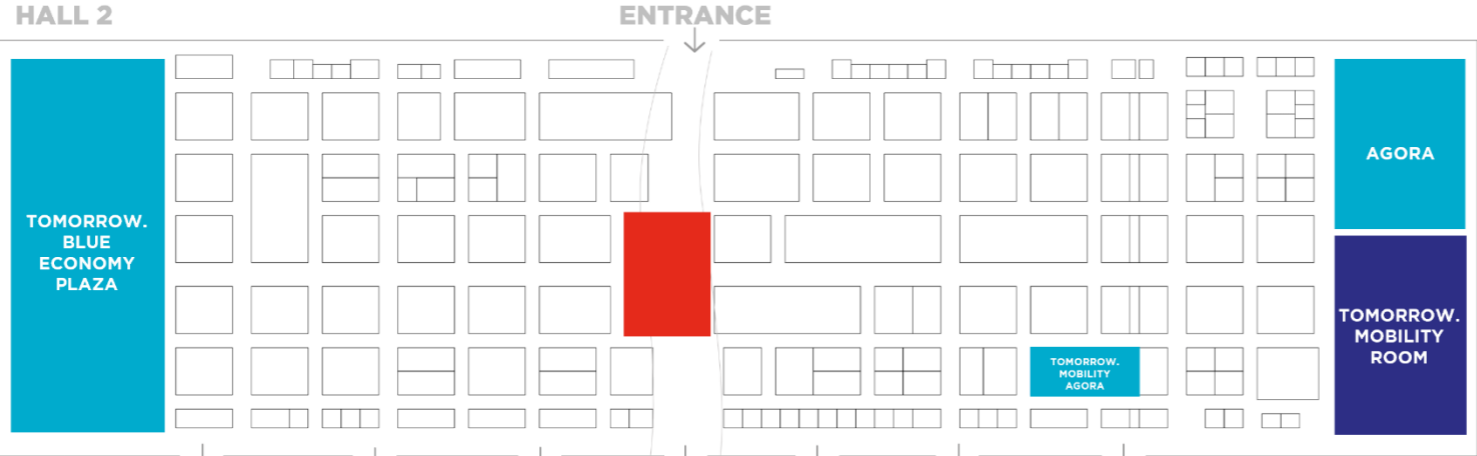
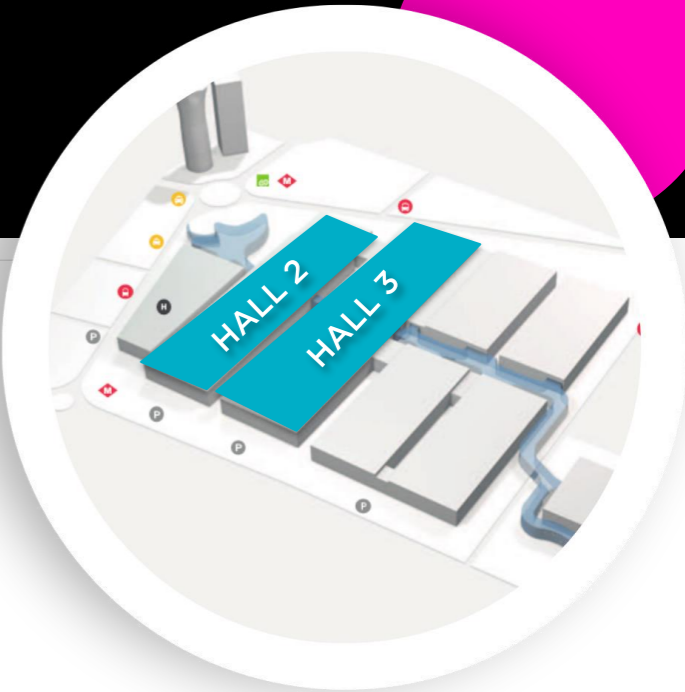
Electric scooters and reserved spaces for people with reduced mobility      Accessibility and guidance system for the visually impaired      Vegan, halal and kosher menus available. Plus, convenient prayer rooms



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

# EVENT MAP 2024



# READY TO JOIN?

01

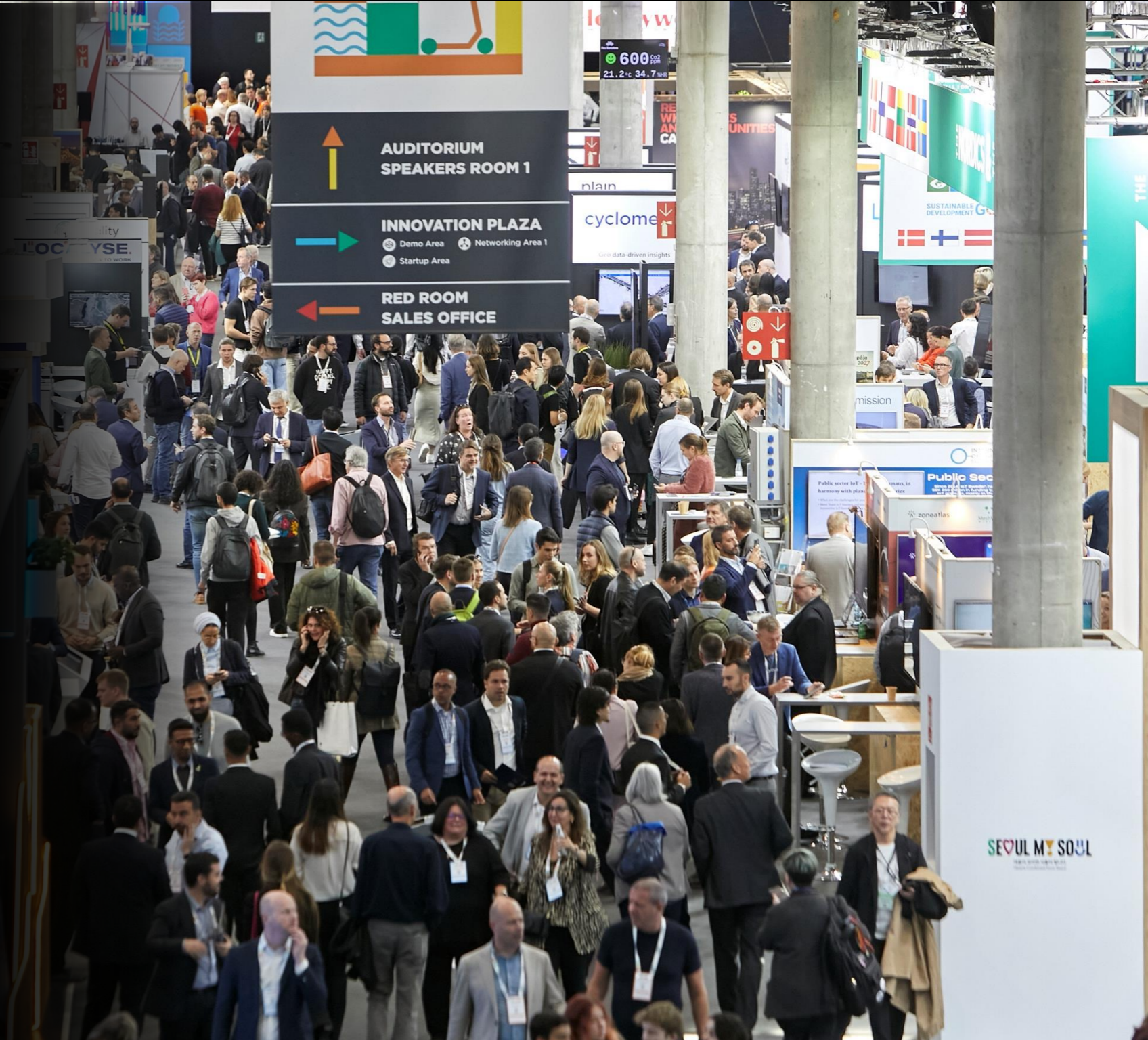
BECOME A PARTNER

02

BECOME AN EXHIBITOR

03

BECOME A SPONSOR



# 01

## 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 Room
- / Speaking slot in 1 Solution Talk 📍 Agora

## 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 Global Partners Lunch - Day 1 (2 pax/partner)
- / 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

- / 4 parking bays
- / Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- / Priority in booking hotel rooms & table at the Nuclio 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 Room
- / Speaking slot in 1 Solution Talk 📍 Agora / Thematic Room

## Tickets

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

## Visibility

- / **Website:** Logo on *specific Track* 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

- / 2 parking bays
- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclio 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 Room

## 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

- / 2 parking bays
- / 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
<b>CONGRESS</b>	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		✓	
<b>PASSES &amp; INVITATIONS</b>	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>	Invitation to Mayor's Dinner & Global Partners Lunch	✓		
	Booth included in thematic tours through the Expo	✓		
	Exclusive access to the VIP guests list	✓		
	Parking bays	4	2	2
	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	✓	✓	✓

VISIBILITY		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
WEBSITE	Logo in the <i>Homepage</i>	✓		
	Logo, link & description in the <i>Partners'</i> page	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> 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 <sup>st</sup> 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 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> 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 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
	Logo on rooms projections between congress sessions onsite	All rooms	Thematic rooms	

## UPGRADE OPTION

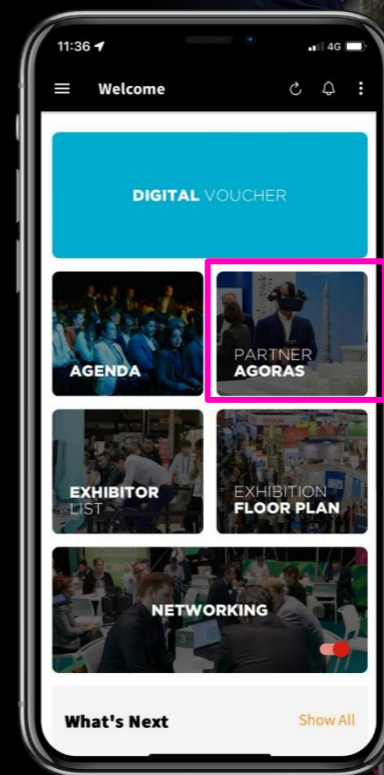
# SPOTLIGHT ON YOUR BOOTH TALKS

Make your booth sessions matter.  
Let's put focus on what happens in your space.

- **WEBSITE & APP.** Featured activity in the Booth Talks section
- **APP.** Push notification encouraging attendees to join the Booth Talks
- **EMAILING.** Dedicated email campaign to our full database presenting all Booth Talks taking place at the event
- **SOCIAL MEDIA.** 3 non-exclusive posts in all official social channels
- **ADDITIONAL INVITATIONS.** 25 Full Congress passes & 25 Visitor passes

**PRICE: €15,000**

*This upgrade option is only available to 120m2+ exhibitors.*





# 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.

**Space Only**  
€295/m<sup>2</sup>

Optional: €150/m<sup>2</sup> double deck

**Co-Exhibitor Fee**  
€525

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





# BECOME AN EXHIBITOR

## CHOOSE FROM OUR STAND PACKS



### SILVER PACK

### BRONZE PACK

16 sq. m.

12 sq. m.

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

1

4

3

12

10

4

4

2

2



€6,000

€4,500

\*Not included: VAT or participation fee

+ additional m2: €350







# 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
- ✓ 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 costumers.
  - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
  - Use the contact management
  - Enjoy 25 % discount for purchasing additional passes

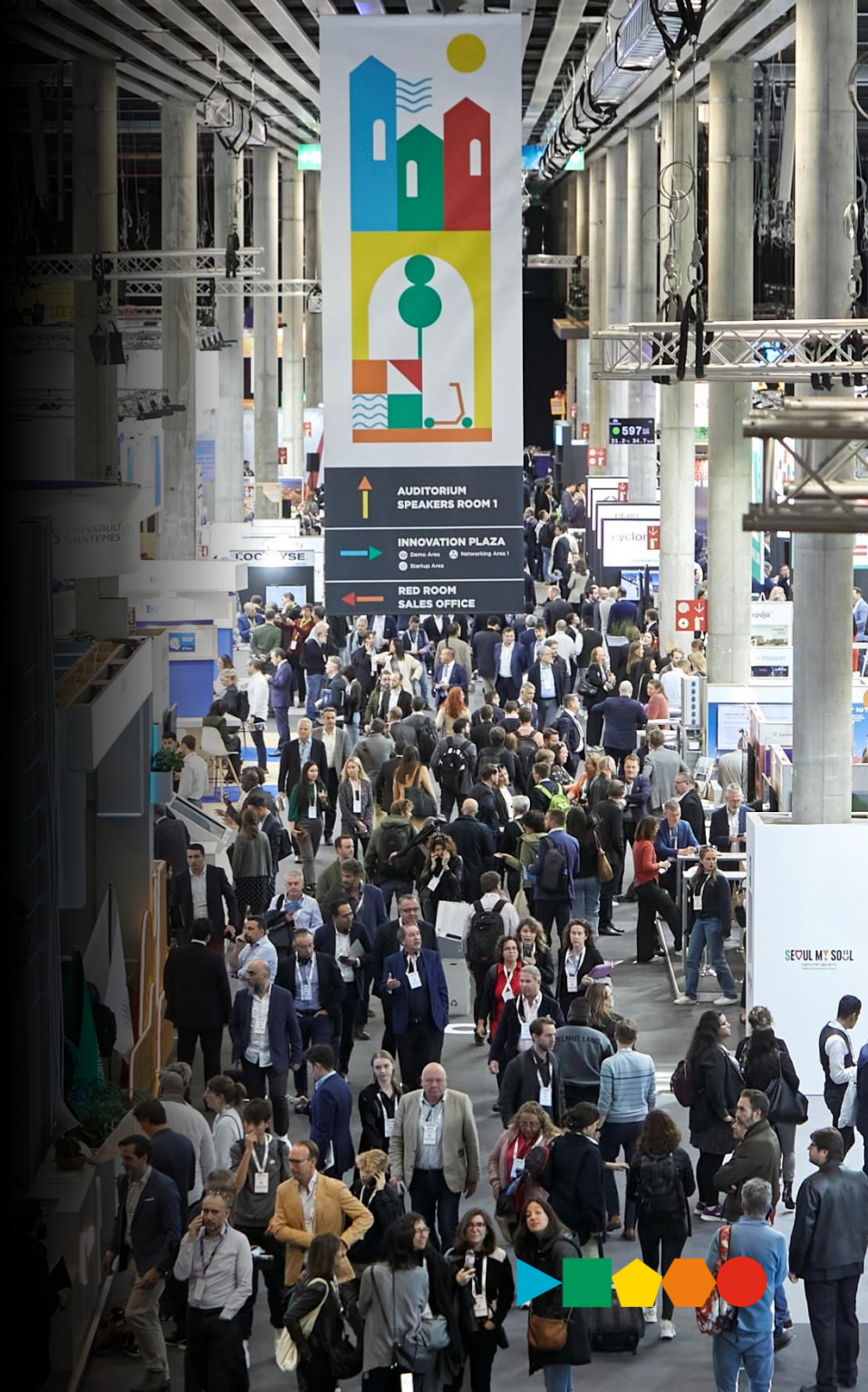
ENTRAL PLAZA





# 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-EXIHBITOR	2	6	2	0





# EXHIBITOR SERVICES

We take care of everything.  
Let us provide you the best possible experience at #SCEWC24



Booth design  
and construction



Catering services



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



Smart contact  
management tool



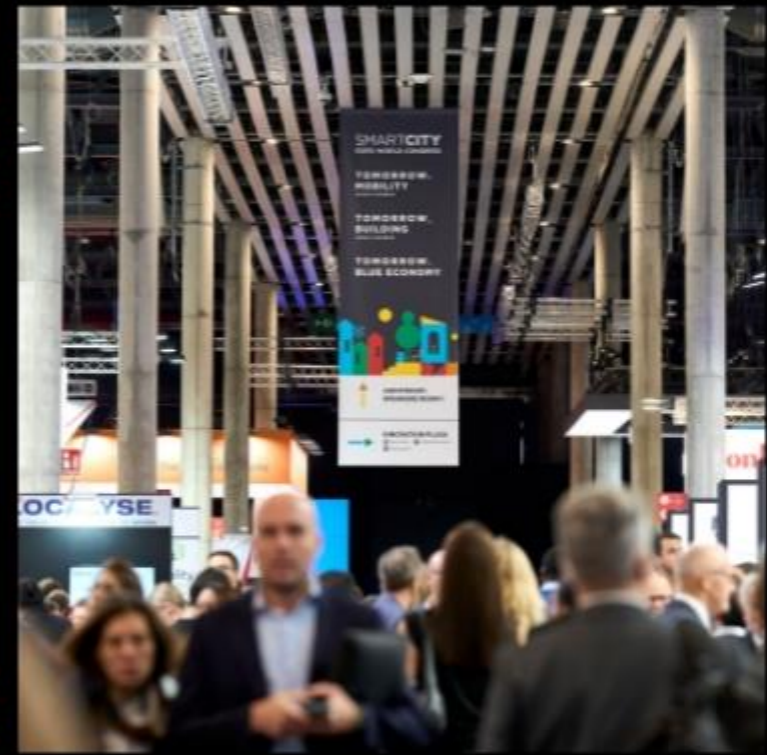
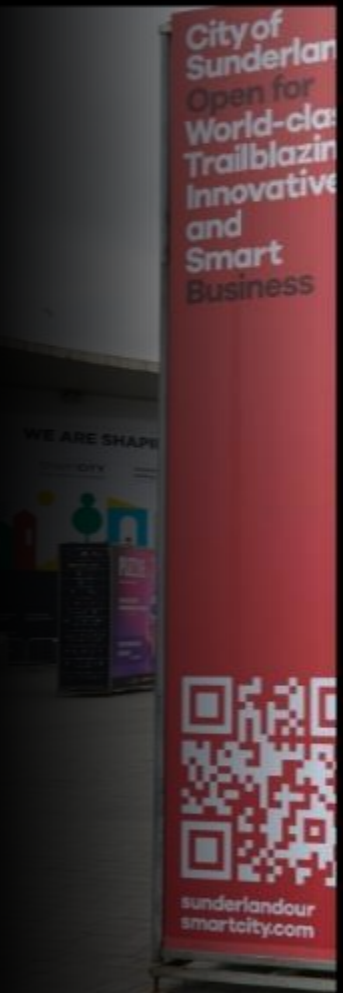


# BECOME SPONSOR

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.





**SIEMENS**

Technology  
to transform  
the everyday.

*“TBWC makes companies aware of where the world is going. We can talk about our solutions here, we can really collaborate more at an event like this.”*

**ELAINE COLLINS**

Digital & Strategic Accounts Director  
EMEALA | Johnson Controls

*“The event brings people together to share not just what’s possible in the future but really practical examples of what can be done now so people can take more action.”*

**FAYE BOWSER**

Vice President Higher Education Vertical | Siemens

# TOMORROW. BUILDING

WORLD CONGRESS



*The catalyst for collective belief. TBWC holds the potential to significantly foster consensus toward the realization of the smart city.*

**SEHEUN KIM**

Head of Global Business Strategy, Vice President  
| Samsung C&T



*We're here to learn from global partners in terms of expertise, knowledge and how we can bring that into the design of our masterplan. We want to come back.*

**DAVID GROVER**

Group CEO | Roshn



SAMSUNG C&T | SAMOO



**TOMORROW.  
BUILDING**

WORLD CONGRESS

**5 - 7 NOVEMBER 2024**  
BARCELONA

**#TBWC24 STARTS NOW.**

SAVE YOUR SPOT!

[sales.tomorrowbuilding@firabarcelona.com](mailto:sales.tomorrowbuilding@firabarcelona.com)



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