


THE ULTIMATE EVENT FOR SUSTAINABLE AND INTELLIGENT URBAN MOBILITY

5 - 7 November 2024

BARCELONA


Fira Barcelona

 eit Urban Mobility

Co-funded by the
European Union 

**TOMORROW.
MOBILITY**
WORLD CONGRESS

TOMORROW.MOBILITY

A new impulse for the urban mobility sector

A driving force for change in the transport industry

An international meeting point for you and your key stakeholders

- ▶▶ 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
- ▶▶ A trust-based platform where you can freely showcase your innovative solutions
- ▶▶ A benchmark, cross-platform approach attracting corporate leaders and city officials to jointly advance toward an efficient, resilient, and human-centric mobility



1 EVENT. 4 AREAS

Knowledge. Showcase. Networking. Disruption

CONGRESS

A 3-day worldwide dialogue shaping the next steps for urban mobility.

EXPO

A marketplace to show the world cutting-edge mobility projects and smart implemented solutions.

SIDE EVENTS

A curated list of workshops, test drives and activities to move from words to actions.

INNOVATION

A shared program for entrepreneurs, policy makers and innovation agents to celebrate novel solutions.



2023 IN NUMBERS

TOMORROW.
MOBILITY
WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS

Held in parallel to the Smart City Expo World Congress, the world's leading event for cities and urban innovation. Together we go further.

25,300

ATTENDEES

1,106

EXHIBITORS

577

SPEAKERS

273

SESSIONS

300+

REGISTERED PRESS

132

COUNTRIES

800

CITIES



And in 2024... we're getting even bigger! **+50% in exhibition floor**

2023 IN FOCUS

TOMORROW.
MOBILITY
WORLD CONGRESS

Tomorrow.Mobility has grown into a specialized, sector-focused event that gathers the most forward-thinking urban mobility players year after year.

5,387

MOBILITY-RELATED
ATTENDEES

168

MOBILITY-RELATED
EXHIBITORS

274

MOBILITY-RELATED
SPEAKERS

48

MOBILITY-RELATED
SESSIONS

85K+

TMWC WEB VISITS

31.2M+

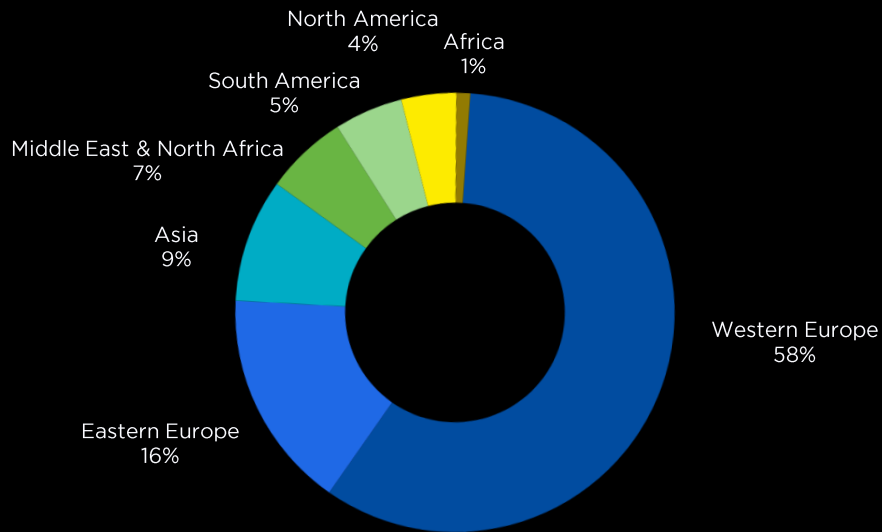
TMWC DIGITAL IMPRESSIONS

11,3K+

TMWC FOLLOWERS



A GLOBAL MEETING POINT >>> > FOR URBAN TRANSFORMATION

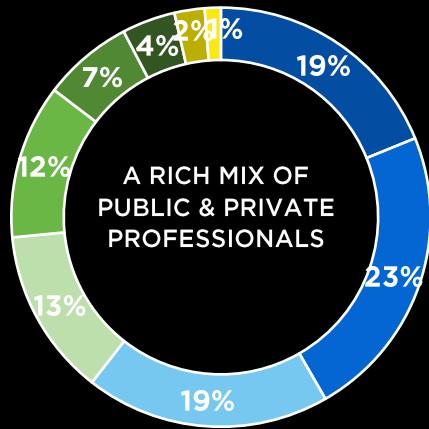


TOP VISITING COUNTRIES

-  SPAIN
-  GERMANY
-  ITALY
-  FRANCE
-  NETHERLANDS
-  BELGIUM
-  PORTUGAL
-  UNITED KINGDOM
-  SOUTH KOREA
-  CROATIA
-  UNITED STATES OF AMERICA

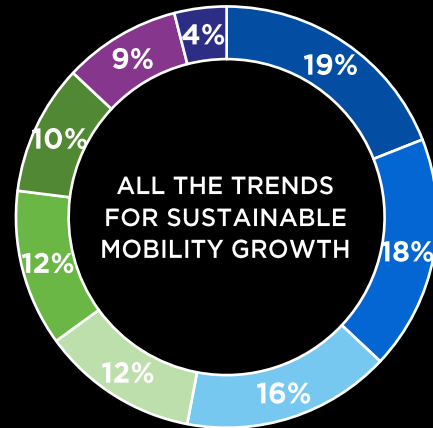
83 COUNTRIES
IN TOTAL

OUR POWERFUL, DIVERSE ▶▶▶ ▶ COMMUNITY OF CITY-CHANGERS



ATTENDEES' ORGANIZATION PROFILE

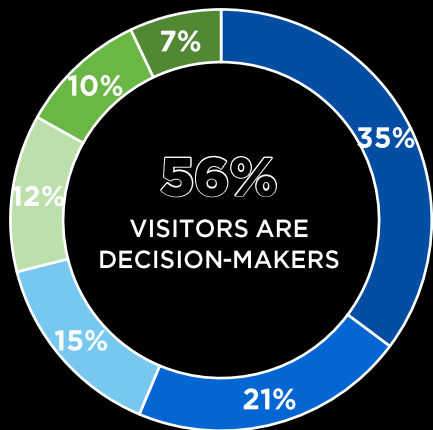
- Governments
- Local Companies & SMES
- Large & Global Companies
- Startups
- Institutions & other entities
- Academia
- Inter-governmental organizations
- Media & Culture
- Investors



ATTENDEES' SUBTOPIC INTEREST

- Public Transport
- Intelligent Transport Systems
- Mobility Service Providers
- Automotive
- Micro-Mobility
- Transport Infrastructures
- Energy Transition & Efficiency
- Last Mile Logistics

OUR POWERFUL, DIVERSE ▶▶▶ ▶ COMMUNITY OF CITY-CHANGERS



ATTENDEES' JOB FUNCTION

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

A SELECTION OF THE PUBLIC SECTOR REPRESENTATIVES WHO JOINED US IN 2023

- **Municipal Secretary of Security and Urban Mobility** – City of Palmas, Brazil
- **Executive Secretary UOCT Program, Intelligent Transportation Systems Coordinator** - Ministry of Transport and Telecommunications, Chile
- **Undersecretary of Transportation** - Ministry of Transport and Telecommunications, Chile
- **Head of Traffic department** - Grenoble Alpes Métropole, France
- **Head of the Public Space Sharing and Air Quality division** - Department of Roads and Travel Mobility Agency, France
- **Mobility Manager** – City of Lindau, Germany
- **Deputy Mayor for Ecological and Digital Transition, Innovation, Mobility and Transport** – Municipality of Turin, Italy
- **Mobility Department Director** – City of Milan, Italy
- **Head of Traffic Management Centre** – Riga City Council Traffic Department, Latvia
- **Deputy Director of the Transport Department** – Metropolia GZM, Poland
- **Deputy Director** – Public Transport Authority in Rzeszow, Poland
- **Head of Transport Authority and Traffic Management Center** – Municipality of Braga, Portugal
- **Deputy Mayor for Mobility, Public Space and Urban Development** – City of Sint-Niklaas, Belgium
- **State Counsellor at the Ministry of the Transport** – Ministry of Transport of The Slovak Republic, Slovakia
- **Department Manager** - Korea Road Traffic Authority, South Korea
- **Head of Mobility and Data Science Unit** - Vitoria-Gasteiz City Council (CEA), Spain
- **Head of Transportation Department** - Konya Metropolitan Municipality, Turkey
- **Director of Transportation Planning** - Istanbul Metropolitan Municipality, Turkey

TAKE PART AT TMWC24. WHY?

We're excited to re-connect again next November 5-7, 2024.
Discover the infinite potential of joining us in Barcelona.

1/ CONNECT WITH DECISION MAKERS

Engage with a unique mix of international senior-level attendees from public and private sectors

2/ LAUNCH PRODUCTS AND SERVICES

Present new prototypes, services or integrated solutions to thousands of professional attendees

3/ GENERATE QUALIFIED LEADS

Grow your sales pipeline using lead collection services available to exhibitors

4/ ENTER NEW MARKETS

Expand your business footprint connecting with event participants coming from 140 countries

5/ GET BRAND AWARENESS

Build top-of-mind position in targeted audiences and attracts media coverage

6/ LEVERAGE OUR DIGITAL COMMUNITY

Use our digital platform (28,000+ registered users) to spark stories, build momentum and convene the mobility industry to boost the next stages of urban transportation





**We know the TRENDS.
We understand the
challenges.** ▶▶▶ ▶

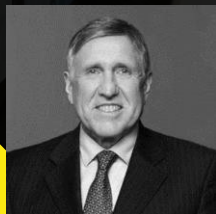
- 1 New Mobility Services
- 2 Public Transport
- 3 Autonomous Mobility
- 4 Last Mile Logistics
- 5 Data for Mobility
- 6 Mobility Infrastructure for Liveable Spaces
- 7 Zero and Low-Emission Mobility
- 8 Active Mobility
- 9 Road Safety
- 10 Inclusive Mobility

WE ATTRACT KEY OPINION LEADERS AND DECISION MAKERS...



RAQUEL SANCHEZ

Minister of Transport,
Mobility & Urban
Agenda - Spain



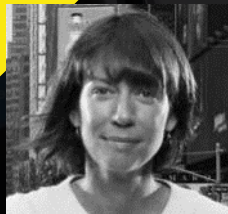
FRANÇOIS BAUSCH

Minister of Mobility &
Public Works -
Luxembourg



WIEBKE PANKAUKE

Deputy Head of Unit for
Future & Urban Mobility
- European Commission



JANETTE SADIQ-KHAN

Former Transport
Commissioner - City of
New York



FERNANDA RIVERA

Director of Road Safety
& Sustainable Mobility -
City of Mexico



LOLA ORTIZ

Director of Planning &
Mobility - City of
Madrid



SELETA REYNOLDS

Chief Innovation Officer,
Los Angeles County
Metropolitan



GREGORY CARMONA

General Manager -
Moventis



TIMOTHY PAPANDREOU

CEO, Emerging Transport
Advisors



PABLO HUMANES

Vice President Business
Development & New
Mobility - PTV Group



MANEL VILLALANTE

General Manager of
Development and
Strategy - RENFE



KAREN VANCLUYSEN

Secretary General - POLIS



**MARCO TE
BRÖMMELSTROET**

Professor in Urban
Mobility Futures -
University of Amsterdam



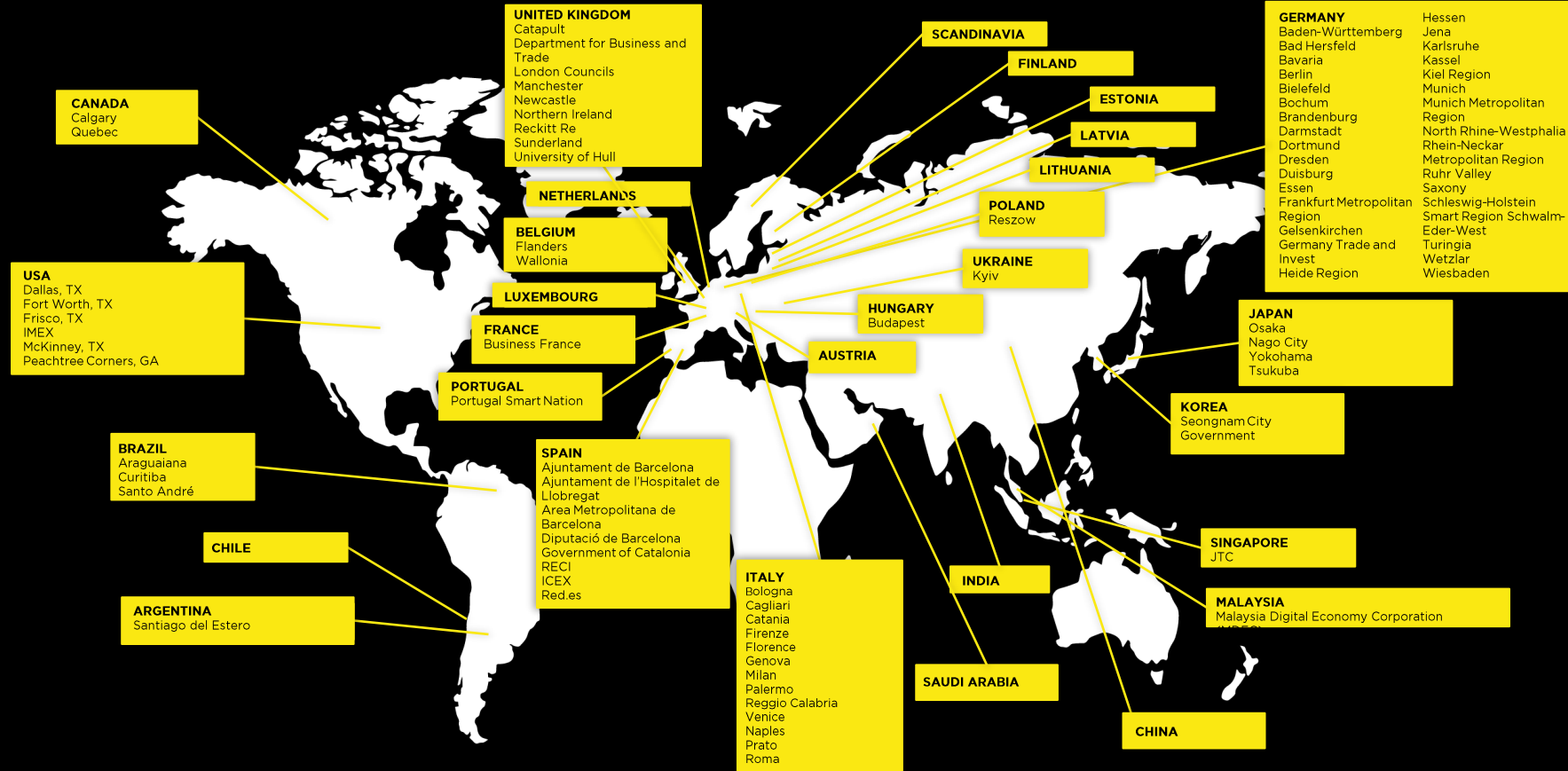
KARIMA DELLI

Member of the European
Parliament - Committee on
Transport and Tourism

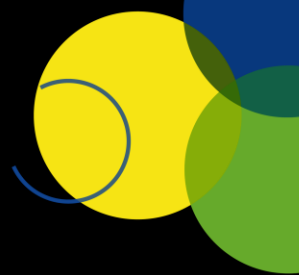


A MEETING POINT FOR GOVERNMENTS

Map of exhibiting cities, regions and countries



TRUSTED BY LEADING CORPORATE PARTNERS



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



...RESEARCH & ACADEMIA PLAYERS, 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 2023, we received 411 entries from 63 countries!



In previous editions, projects like the Bicycle Tram from Konya, Turkey; the digitalization of traffic in Wiesbaden, Germany; or the Smart Mobility Analytics solution from the Port of Barcelona, Spain, took the award!



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

READY TO JOIN?

01

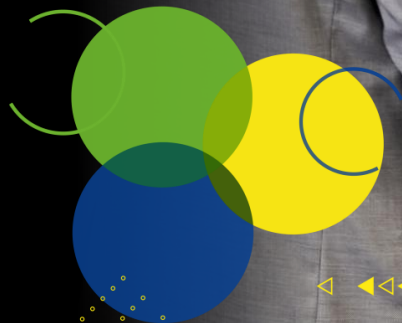
BECOME A
PARTNER

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 Nuclio restaurant
- / **Tomorrow.City:** Full congress sessions available

PARTNERSHIP DEALS AT A GLANCE ▶▶▶ ▶



		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
CONGRESS	Slot in a High-level Roundtable	✓		
	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 & 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 Nuclio 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	

UPGRADE OPTION

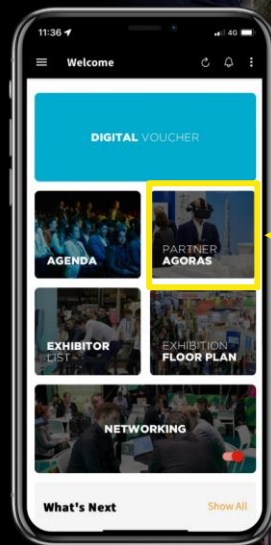
SPOTLIGHT ON YOUR BOOTH TALKS

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.



02

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/m²

Optional: €150/m² 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

STAND	Space	16 sq. m.	12 sq. m.
	Open sides	2	1
	Full Congress passes	4	3
	Visitor passes	12	10
	Exhibitor passes	4	4
	Public Sector Invitations	2	2
INCLUDES	25% discount on extra passes	✓	✓
	Access to the networking activity: Brokerage event	✓	✓
	Stand and furniture	✓	✓
	Insurance	✓	✓

*Not included: VAT or participation fee

€6,000

€4,500

+ additional m2: €350





CO-EXHIBITOR FEE

As an exhibitor, you can bring other companies to exhibit in your own space.

They will benefit from:

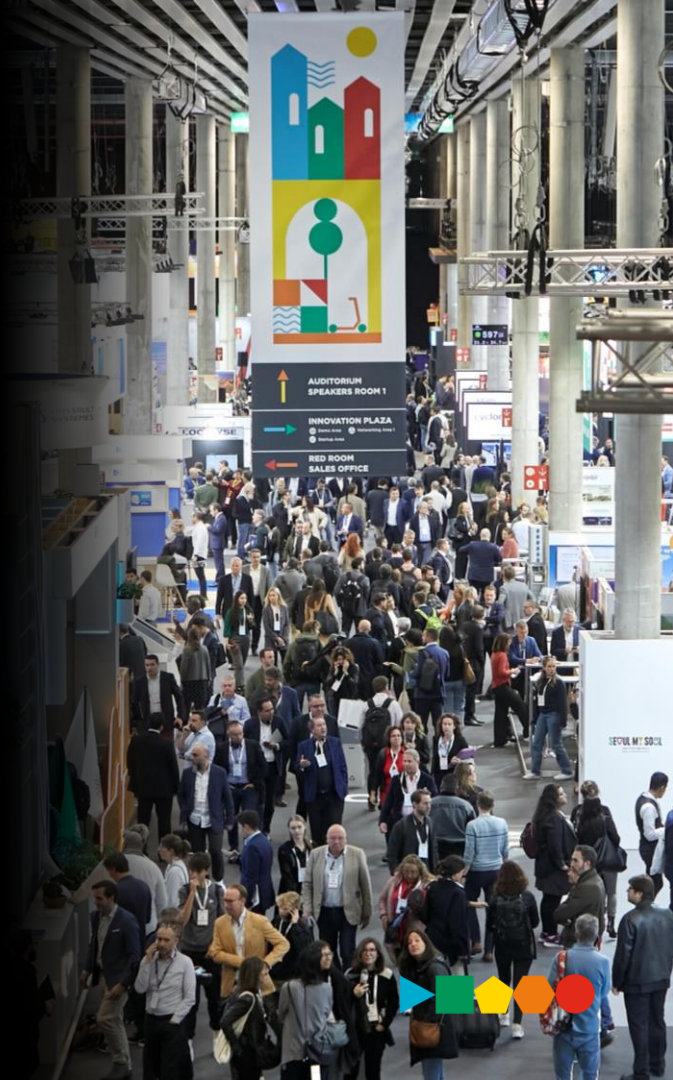
- ✓ Visibility in the SCEWC websites and app (Exhibitor list)
- ✓ Visibility in the exhibitor floorplan onsite
- ✓ 2 Full Congress Passes
- ✓ 6 Visitor Passes
- ✓ 2 Exhibitor Passes (access to the Congress included)
- ✓ Access to the Exhibitor Area, so they can manage their participation:
 - Use the 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





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	6	2	0



02

EXHIBITOR SERVICES

We take care of everything.
Let us provide you the best possible
experience at #TMWC24



Booth design
and construction

servifira/

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



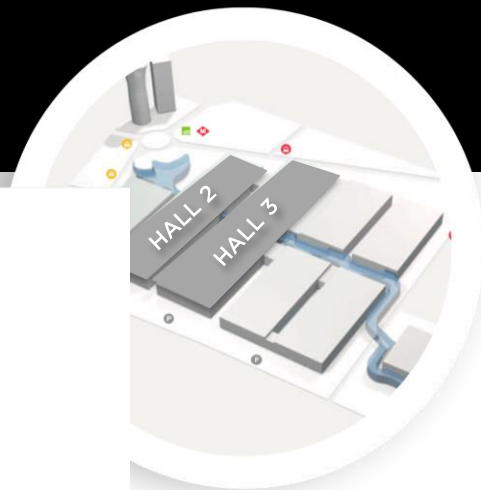
Catering services



Smart contact
management tool



EVENT MAP 2024



03

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.



**TOMORROW.
MOBILITY**
WORLD CONGRESS

“TMWC has significantly enriched the global discourse and stands as a global benchmark. Undoubtedly a forum for networking and idea dissemination”

renfe



“All the ecosystem is at TMWC. It allows to connect, discuss, share ideas. I think it’s really useful and necessary”

PTV | GROUP



TMWC24 STARTS NOW.

SAVE YOUR SPOT!

Feel free to contact us at:

sales.tomorrowmobility@firabarcelona.com

**TOMORROW.
MOBILITY**
WORLD CONGRESS

CO-
ORGANIZERS:


Fira Barcelona

 EIT Urban Mobility
Co-funded by the
European Union 

**TOMORROW.
MOBILITY**

TOMORROW.
MOBILITY

