

TOMORROW. MOBILITY

WORLD CONGRESS

7 - 9 NOVEMBER 2023

BARCELONA & ONLINE

Co-Organized by



Co-funded by the
European Union



THE GLOBAL EVENT ACCELERATING SUSTAINABLE & INTELLIGENT URBAN MOBILITY

WHAT IS TOMORROW.MOBILITY ABOUT?

A new impulse for the urban mobility sector

- The only constant in life is change. With the quest for convenience and tech advancements enabling new habits, the transport sector is changing and fast. These trends are especially visible in urban areas where exponential mobility growth meets dynamic spatial expansion, becoming a burden both for inhabitants and the environment.

Tomorrow.Mobility is the place to discuss these challenges and find solutions for the future of mobility.

Pivoting on our **flagship event** – Tomorrow.Mobility World Congress, 15-17 November 2022, 1st Edition) –, Tomorrow.Mobility goes beyond a one-off conference. It's a driving force for change for the transport industry.



Co-organized in
strategic partnership
between



Fira Barcelona

One of the most important
trade fair organizations
in Europe.



Urban Mobility

Co-funded by the
European Union



The European initiative
transforming urban mobility
supported by the EIT, a body
of the European Union.

TOMORROW. MOBILITY

The perfect stage to have the kind of discussion that we need to have in order to build the cities that we want to see.

JANETTE SADIK-KHAN

Former NYC Transport Commissioner

TOMORROW.
MOBILITY
WORLD CONGRESS

”

Being part of Tomorrow.Mobility is essential to boost synergies and exchange ideas between mobility providers.

FERNANDO ECHEGARAY

Deputy Executive Officer, Groupe Aéroports de Paris

”





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.

”



This event is a great opportunity to discuss with all the stakeholders how to drive organic innovation because to get more sustainable, inclusive, and resilient cities

ARNAUD JULIEN

Chief Innovation Data and Digital Officer

KEOLIS





Events like the this are key for us as we can share experiences and knowledge with other partners and stakeholders to promote the mobility of the future. We will certainly come back next year!

SILVIA MARTÍ

VP Corporate, Internal and Institutional Communication



Tomorrow.Mobility World Congress is the place to find opportunities and partners and also search for more efficient solutions. For us, it's a must on our agenda.

BRUNO ESPINAR

Mobility 4.0 and Digital Innovation Manager



3 LINES OF ACTION



A 3-day **global event with a professional congress and exhibition** to gather the industry, exchange ideas and foster business



A year-round **digital platform** to collectivize knowledge and spark insights



A **Mobility Innovation Hub** in Barcelona to spur creativity within the sector



#SCEWC & #TMWC IN FIGURES

Held in parallel to the Smart City Expo World Congress, the world's leading event for cities and the biggest gathering of public and private representatives committed to smart urban development. **Together we go further.**

SCEWC22 & TMWC22



20,423 IN-PERSON
ATTENDEES
[51% INTL.]



853
EXHIBITORS
[70% INTL.]



28,621
ONLINE ATTENDEES
[88% INTL.]



400+ SPEAKERS



700+ CITIES



149 SIDE EVENTS



22,000+ IN-PERSON
ATTENDEES
[56% INTL.]



1000+
EXHIBITORS
[80% INTL.]



28,000+
ONLINE ATTENDEES



500+ SPEAKERS



800+ CITIES













150+ SIDE EVENTS



GATHERING A GLOBAL COMMUNITY...

TOP 10 COUNTRIES VISITING US:

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



134

COUNTRIES
HAVE
VISITED US

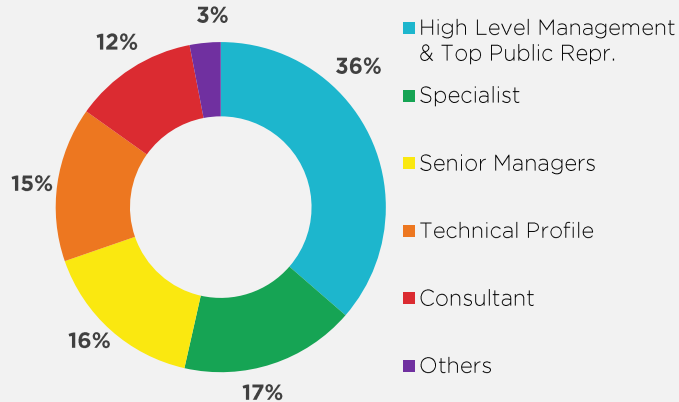
1. WESTERN EUROPE | 2. ASIA | 3. MIDDLE EAST & NORTH AFRICA | 4. EASTERN EUROPE | 5. SOUTH AMERICA
6. NORTH AMERICA | 7. AFRICA | 8. CENTRAL AMERICA & THE CARIBBEAN | 9. OCEANIA



... OF CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

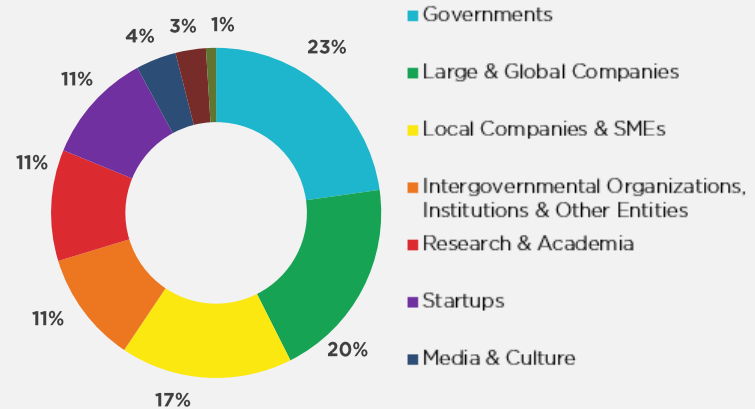
ATTENDEES PROFILE



52% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

VISITING ORGANIZATIONS PROFILE



43% OF GLOBAL COMPANIES AND GOVERNMENTS





WHY CONNECT WITH TMWC?

In-person events are back, the thrill of face-to-face business is back, and we're excited to re-connect again next November 7-9, 2023. **Discover the infinite potential of exhibiting and sharing your solutions** with our global audience.

1 ▷ **CONNECT WITH DECISION MAKERS**

TMWC offers a unique mix of international senior-level attendees from public and private sectors

2 ▷ **GENERATE QUALIFIED LEADS**

Grow your sales pipeline using lead collection services available to exhibitors

3 ▷ **ENTER NEW MARKETS**

Expand your business footprint connecting with event participants coming from 120 countries

4 ▷ **LAUNCH PRODUCTS AND SERVICES**

Perfect platform for exhibitors to present new prototypes, products, services or integrated solutions

5 ▷ **NETWORK**

Dedicated networking tools are available to participants: prescheduled meetings, mobile app contact search and ad hoc activities

6 ▷ **GET BRAND AWARENESS**

Presence in congress talks and the exhibit floor helps build top-of-mind position in targeted audiences and attracts media coverage



TRUSTED BY WORLDWIDE SECTOR LEADERS.

HEAR FROM OUR ADVISORY BOARD



Maria Tsavachidis
CEO, EIT Urban Mobility & **President, TMC Advisory Board**



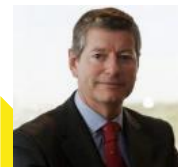
Mar Alarcón
Founder and CEO, SocialCar



Damia Calvet
President, Port of Barcelona



Pere Calvet
General Director, Ferrocarrils de la Generalitat de Catalunya (FGC)



Fernando Echegaray
Deputy Executive Officer, Groupe Aéroports de Paris



Miguel Eiras Antunes
Global Smart City, Smart Nation & Local Government Leader, Deloitte



Miguel Gamiño
Former Executive Vice President, Enterprise Partnerships, Head of Global Cities and City Possible, Mastercard



Jeremy Goldberg
Worldwide Public Sector Director of Critical Infrastructure, Microsoft



Daniel Jiménez Muñoz
Managing Director - Vodafone Business Spain



Miquel Martí Escursell
President & CEO, Moventia



Josep Mateu
President & CEO, RACC



Ángel L. Sanz
Director, Chairman & CEO Office, Regulation and Public Policies, AENA



Rikesh Shah
Head of Commercial Innovation, Transport for London



Stephen Zoegall
Director - Consulting, Cities, Transport & Infrastructure Accenture

TOP BRANDS PARTNER WITH US

GLOBAL PARTNERS



INDUSTRY PARTNERS



EVENT PARTNERS



FIRST-LEVEL INSTITUTIONS SUPPORT US

HOSTED BY



CO-ORGANIZED BY



SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS



MEDIA & SECTOR ORGANIZATIONS ENGAGE WITH US

COLLABORATING ORGANIZATIONS



MEDIA & SECTOR ORGANIZATIONS ENGAGE WITH US

MEDIA PARTNERS





3 MAIN AREAS: **KNOWLEDGE, SHOWCASE, NETWORK**



THE CONGRESS

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



THE EXPO

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



SIDE EVENTS & ACTIVITIES


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



2023 EVENT MAP



CONTENT TOPICS AT TMWC

A circular image showing a woman on a bus, looking at her phone.

PUBLIC TRANSPORT

First/Last Mile, Business Models, Blockchain in Mobility, Urban Vehicle Access Restrictions, Hydrogen Mobility, Railway Transport, Shared Mobility, Bus, E-mobility, Transport Hubs, Multimodality, On-Demand Mobility, Transport Networks, Mass Transit, Demand Responsive Transport, Intermodality, MaaS

A circular image showing a person riding an e-scooter.

MICROMOBILITY

First/Last Mile, Business Models, Blockchain in Mobility, Urban Vehicle Access Restrictions, Hydrogen Mobility, Railway Transport, Shared Mobility, Bus, E-mobility, Transport Hubs, Multimodality, On-Demand Mobility, Transport Networks, Mass Transit, Demand Responsive Transport, Intermodality, MaaS

A circular image showing a futuristic car with glowing lines around it.

AUTOMOTIVE

Autonomous Vehicles, Business Models, Ridesharing, Ride-Hailing, Carpooling, Connected Vehicles, Drones, Batteries, Vehicles-to-Grid, E-mobility, Hydrogen Mobility, Shared Mobility, Insurance and Liability, Intelligent Transport Systems, Aerospace, VTOL, V2X

A circular image showing a person on a bicycle with a delivery box.

LAST MILE LOGISTICS

Business Models, Connected Vehicles, Autonomous Vehicles, E-Mobility, Blockchain in Mobility, Freight, Hydrogen Mobility, ITS, Sustainable Logistics, Fleet Management, Waterborne



CONTENT TOPICS AT TMWC



FUTURE & DIGITAL TRANSPORTATION

Air Mobility, Business Models,
Drones, Blockchain in Mobility,
Future Mobility, Urban Vehicle
Access Restriction, Mobility
Planning, Shared Mobility, ITS,
VTOL, Intermodality,
Multimodality, On-Demand
Mobility, MaaS, Payment Systems,
Corporate Mobility



TRANSPORT INFRASTRUCTURE

Business Models, Future Mobility,
Urban Vehicle Access Restrictions,
Integrated Mobility Plans, Shared
Mobility, Low Carbon Mobility,
Zero Emissions, Low Emission
Zones, Congestion Charging



ENERGY TRANSITION & EFFICIENCY

Air Mobility, Business Models,
Drones, Blockchain in Mobility,
Fossil Fuel-free Streets, Public
Realm, Future Mobility, Urban
Vehicle Access Restrictions,
Hydrogen Mobility, Recharging
Stations, Railway Transport,
Transport Hubs, Intelligent
Transport Systems, MaaS, Smart
Parking, Smart Traffic
Management, Aerospace, VTOL,
Ports and Waterborne, Mapping,
Roads, Smart Airports



WITH THE PRESENCE OF **WORLDWIDE EXPERTS**



JANETTE SADIK-KHAN

Former NYC Transport Commissioner



ÁLVARO URECH

Innovation Director of Spain and Portugal - Alstom



FERNANDA RIVERA

Director of Road Safety & Sustainable Mobility - City of Mexico



KAREN VANCLUYSEN

Secretary General - POLIS



KELLY LARSON

Leading Road Safety & Drowning Prevention work - Bloomberg Philanthropies



LOLA ORTIZ

Director of Planning & Mobility - City of Madrid



MARCO TE BRÖMMELSTROET

Professor in Urban mobility Futures - University of Amsterdam



WIEBKE PANKAUKE

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



MIKAEL COLVILLE-ANDERSEN

Urban Design Expert - Coolville Design



FRANÇOIS BAUSCH

Minister of Mobility & Public Works, Luxembourg



PABLO HUMANES

Vice President Business Development & New Mobility - PTV Group



BRUNO ESPINAR

Head of Mobility 4.0 and Digital Innovation - Renfe



PUBLIC SECTOR REPRESENTATIVES

- Minister of Transport – State of Baden-Württemberg, Germany
- Transportation Undersecretary – Government of Chile
- Principal Secretary, Urban Development Department – Government of Maharashtra, India
- General Director of Transit, Mobility and Security – Municipality of San José, Uruguay
- Head of Transport Department – Municipality of Kumasi, Ghana
- Director of Mobility – Municipality of Tirana, Albania
- Deputy Head of Department Mobility Strategies and Head of the public transport Team – City of Wien, Austria
- Official at the Council for Traffic & Public Space – City of Amsterdam, Netherlands
- Deputy Head of Public Space Sharing and Air Quality Division – City of Paris, France
- Deputy Manager of Urban Mobility – Municipality of Miraflores, Peru

HIGHLIGHTED SIDE EVENTS



City Leaders Event on
“Towards a Net- Zero EU by
2050”



Barcelona Urban Mobility Lab: a
New Approach for Managing
Innovation in the City



The Aviation of the Future through
Innovation and Sustainability



Mercedes-Benz Urban Mobility:
Shape intelligent and sustainable
urban mobility





HOW TO PARTICIPATE? GET A TAILORED PROPOSAL

Whether you want to promote a project or gain exposure for your brand, at Tomorrow.Mobility World Congress you'll find a package that maximizes your impact.



PARTNERSHIP OPPORTUNITIES

Partner up and demonstrate your capabilities as an urban innovation leader at Tomorrow.Mobility World Congress

SPONSORSHIP OPPORTUNITIES


Position your logo alongside the world's leading smart city event brand. Choose from a selection of key spots and materials to boost your visibility

EXHIBITION OPPORTUNITIES

Create a unique space in which to build powerful connections with decision makers. We'll adapt our space to meet your needs.

ADDITIONAL SERVICES

Get the most out of your participation at the event with additional services for exhibitors.



Building
BECOME A
PARTNER
mobility

TOMORROW.
MOBILITY
WORLD CONGRESS

GLOBAL PARTNER. GET UNRIVALLED POSITIONING

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

PRICE
- €70,000

Congress

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

Tickets

- / 100 Full Congress passes + 100 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 (Oct to Dec)
- / **Social Media:** Exclusive collaboration announcement | Exclusive solution-focused post | Possibility of sharing your Pre-event partner video | Retweets & mentions
- / **Signage:** Logo on the app | 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 VIP guests list
- / 1 stop at your Booth included in the Mobility 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 Nuclio 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 session or Burning Debate in a breakout room
- / 1 Solution Talk in a breakout room

Space

- / Exhibition space of 60 sq. m.

Tickets

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

Visibility

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



Networking

- / Priority access to the VIP 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 Nuclio restaurant
- / Priority in blocking hotel rooms

EVENT PARTNER. STAND OUT FROM EXHIBITORS

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

PRICE
- €18,000

Congress

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

Tickets

- / 50 Full Congress Passes + 50 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 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 Nuclio restaurant
- / Priority in blocking hotel rooms
- / 25% discount on additional Full Congress and Visitor Passes





**BECOME AN
EXHIBITOR**

**TOMORROW.
MOBILITY**
WORLD CONGRESS

YOUR EXHIBITION OPTIONS

1 > HIRE SPACE & CUSTOMIZE YOUR OWN STAND

Space Only — Standard Price — €295/m²

EARLY BIRD PRICE

Until April 30th

€250/m²

* €150/m² double deck (optional)

+ €550 of Participation Fee

* VAT Not included

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 TMWC & SCEWC websites and app (Exhibitor list)
- / Visibility in the exhibitor floorplan onsite
- / 1 Full Congress Pass
- / 3 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 buy and send electronic invitations to their costumers.
 - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
 - Use the contact management
 - 25 % discount for purchasing Congress and Expo passes



BUILDUP. OFFICIAL BOTH DESIGNER OF FIRA



BuildUP is the official stand designer of Fira Barcelona and a safe bet for you to create a unique and memorable stand.

The team takes care of the whole stand-building process, from start to finish:



DESIGNING



MANAGING



COORDINATING



MEETING ROOMS. HOST YOUR OWN MEETINGS

Enjoy your own private meeting space to forge powerful connections with industry leaders and global media. We offer rooms for up to eight people. We welcome you with a fresh fruit basket, and you can book audiovisual equipment or catering (priced separately) in advance at Servifira and/or Gastrofira.

Take a look at the available options:

MEETING ROOM PRICES

	EXHIBITOR	NON-EXHIBITOR
1 DAY	€2,500	€5,000
3 DAYS	€5,000	€10,000



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.



LEADRETRIEVAL

Do you want to collect and manage more leads easily?



License:

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

Pricing

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

Contact us for your special pricing
leadretrieval@firabarcelona.com
T: +34 93 233 2773

Lead Retrieval has 2 separate components:

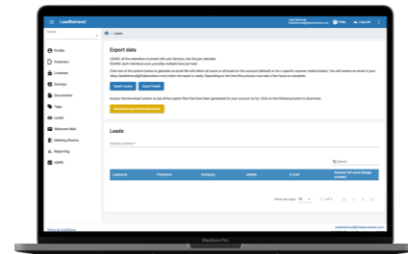


APP

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.





SPONSORING OPTIONS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

TEST DRIVE INDOOR



LET THEM TRY YOUR SCOOTERS!

Place your micromobility solutions in our indoor tracks to be ride by any attendee!

Your logo at:

- Test drive signage
- Static venue signage and dynamic advertising screens
- Partners web pages
- Social media posts
- Post-event report

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €25,000

TEST DRIVE OUTDOOR



LET THEM TRY YOUR VEHICLES!

Place your mobility solutions in our outdoor track to be ride by any attendee!

Your logo at:

- The Test Drive tower
- Static venue signage and dynamic advertising screens
- Personalized signed items in the Test Drive circuit (eg: barriers or banners/flags..)
- Partners web pages
- Social media posts
- Post-event report

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €20,000

REGISTRATION



BE THE FIRST TO WELCOME OUR ATTENDEES

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

Your brand will be on:

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

Passes included: 25 Full Congress & 60 Visitor Passes

PRICE - €50,000 each

LANYARDS



EMBRACE ALL THE COMMUNITY AT THE VENUE

Embrace your target audience, literally, and make a lasting impression on more than 15,000+ attendees from SCEWC & TMWC.

Passes included:
20 Full Congress & 40
Visitor Passes

PRICE - €25,000

BIKE PARKING LOTS



FREE, SECURE PARKING FOR ATTENDEES

Next to the main entrance, attendees can leave their bike in these free, secure parking lots.

Your logo at:

- Parking lots signage
- Static venue signage and dynamic advertising screens
- Plan your visit website page
- Social media posts
- Post-event report

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €25,000

CAFÉ & LUNCH AREA



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 logo at:

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

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €20,000

EVENT MOBILE APP

GET THE SPOTLIGHT AT THE APP – OUR ATTENDEES' EVENT GUIDE!

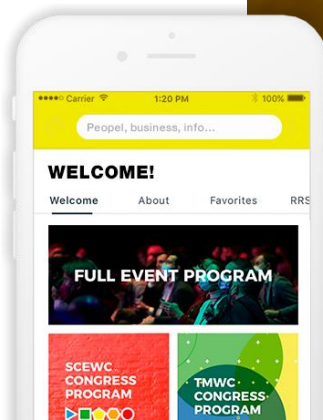
One of our strongest tools for networking and event planning could also be one of your strongest tools for branding. More than 24,000 professional attendees will need to carry their Digital Badge in the event app to access the venue.

Increase awareness by placing your logo on:

- App screens: Splash, Welcome and About screens
- SCEWC website: *App*, *Plan your visit* and *Partners* pages
- SCEWC emails: *Accreditation* and *Plan your visit* emails
- Static venue signage and dynamic advertising screens
- Post-event Report

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €25,000



TOWARDS ZERO WASTE

PROVE YOUR ORGANIZATION'S CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

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

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

TZW base its actions on four main principles:

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



TOWARDS ZERO WASTE

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

Your brand will be on:

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



PRICE – €35,000

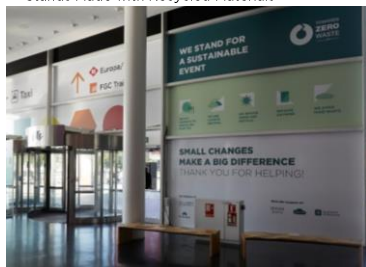


Onsite projections in between sessions

TOWARDS ZERO WASTE



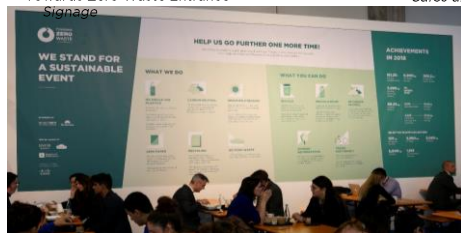
Stands Made with Recycled Materials



Towards Zero Waste Entrance Signage



Cafes and Restaurants Billboards



Towards Zero Waste Initiatives Billboard



Guarded Bicycle Parking Lot



Pass Holder and Lanyard Recycling Bin



Recycled Carton Pass Holder



Towards Zero Waste Signage at the Venue



Recycling Signage

TOWARDS INCLUSIVITY

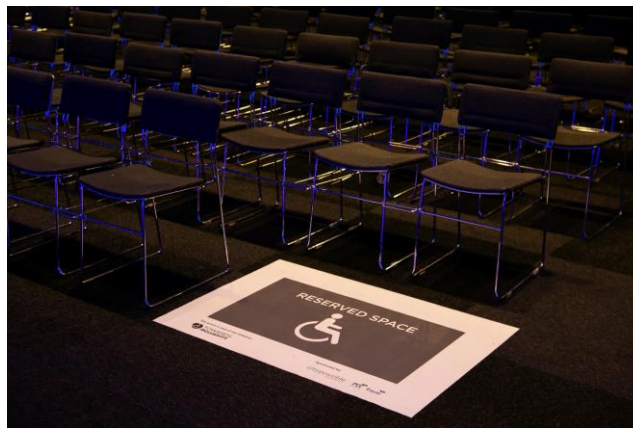
SHOW YOUR COMMITMENT TO TACKLE ONE OF THE GREAT URBAN ISSUES OF OUR TIME

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

Passes included: 25 Full Congress & 60 Visitor Passes



PRICE - €35,000

INNOVATION PLAZA



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 logo at:

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

Includes a 3-hour slot at the sponsored Agora. Either condensed in one day or distributed in 1-hour slots each day.

Passes included: 20 Full Congress & 40 Visitor Passes

PRICE - €30,000

TOMORROW.MOBILITY PLAZA



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 logo at:

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

Includes a 3-hour slot at the sponsored Agora. Either condensed in one day or distributed in 1-hour slots each day.

Passes included: 20 Full Congress & 40 Visitor Passes

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.

1 x 4,07 m.

PRICE - €7,500



VENUE ESCALATORS

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

PRICE - €10,000

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?

3,2 x 3 x 1 m

PRICE - €25,000



**TOMORROW.
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WORLD CONGRESS

7 - 9 NOVEMBER 2023
BARCELONA

**LET'S GET
IN TOUCH**

Feel free to contact us at
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