





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.

\ WATCH AFTERMOVIE

Co-organized in strategic partnership between



One of the most important trade fair organizations in Europe.





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

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



SMARTCITY EXPO WORLD CONGRESS



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.**



14,934
IN PERSONATENDEES
[52% INTL.]



21,210ONLINE
ATTENDEES



452EXHIBITORS
[60% INTL.]



55%SENIOR
MANAGEMENT



120 COUNTRIES





250+ PRESS



3,044MMEDIA
AUDIENCE

* 2021 key figures of Smart City Expo World Congress and Tomorrow.Mobility World Congress.



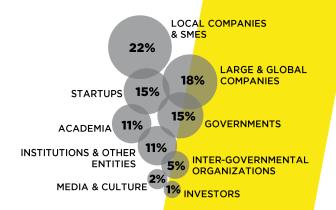
The Tomorrow.Mobility World Congress gathers **top-level representation of public administration and industry players** from the developing mobility sectors including public transport, automotive, infrastructure, railway, cargo and logistics, carsharing and other collaborative models, and mobile & online payments.

Some of the profiles attending the event:

- » Chief Mobility Officer
- » Director of E-mobility Business Development
- » Director of Sustainable Urban Mobility
- » Director of Intelligent Transport Systems

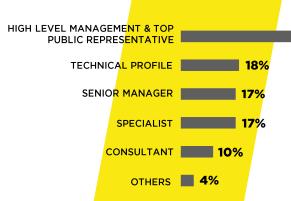
- » Director of Transport and Infrastructure
- » Director of Geographical Information Systems
- » Head of Traffic Engineering
- » Engineer & Specialist

ORGANIZATIONS PROFILE



ATTENDEES PROFILE

35%



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 15-17, 2022. **Discover the infinite potential of exhibiting and sharing your solutions** with our global audience.

- CONNECT WITH DECISION MAKERS
- TMWC offers a unique mix of international seniorlevel attendees from public and private sectors
- 2 GENERATE QUALIFIED LEADS
 Grow your sales pipeline using lead collection services available to exhibitors
- ENTER NEW MARKETS

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

- LAUNCH PRODUCTS AND SERVICES
- Perfect platform for exhibitors to present new prototypes, products, services or integrated solutions
 - **NETWORK**
- Dedicated networking tools are available to participants: prescheduled meetings, mobile app contact search and ad hoc activities
- **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,
TMWC Advisory
Board



Mar Alarcón Founder and CEO, SocialCar



Damià 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 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. SanzDirector, 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

















































FIRST-LEVEL INSTITUTIONS SUPPORT US

HOSTED BY

CO-ORGANIZED BY









SUPPORTING INSTITUTIONS





































STRATEGIC ORGANIZATIONS





























MEDIA & SECTOR ORGANIZATIONS ENGAGE WITH US

COLLABORATING ORGANIZATIONS















































































MEDIA PARTNERS



































































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

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

OUR ROADMAP FOR 2022

TOMORROW. MOBILITY

WORLD CONGRESS

3 MAIN AREAS: KNOWLEDGE, SHOWCASE, NETWORK



THE CONGRESS

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



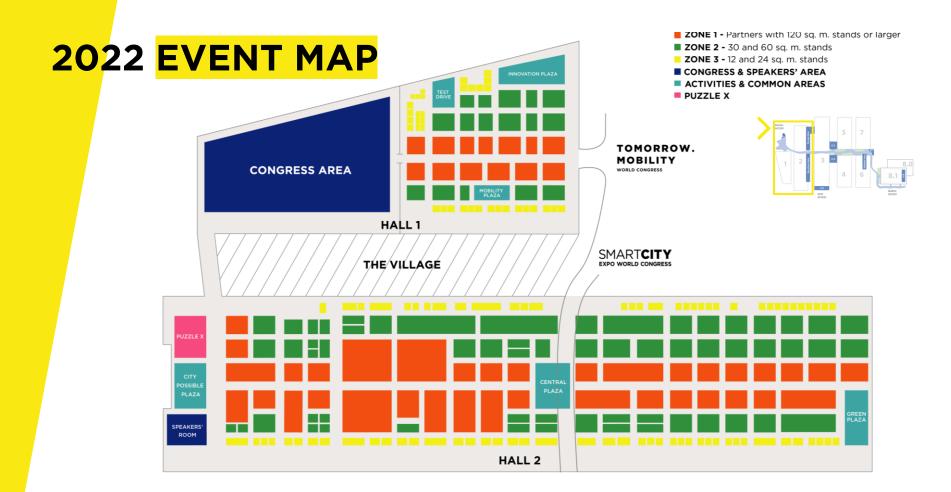
THE EXPO

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



CONTENT TOPICS AT TMWC

- **1.** Micro Mobility: Scooters, bicycles, e-scooters, etc.
- **2.** Public Transport: Urban bus, metro, tramway, tourist city bus, taxi.
- **3. Mobility Service Providers**: Car sharing, ride hailing, van pooling, air taxi, etc.
- **4.** Automotive: Car manufacturers, innovative vehicles (ex: UAVs).
- **5.** Last Mile Logistics: E-Delivery, scheduled delivery, etc.
- **Seamless Transportation**: Geolocation & mapping, traffic management & payment systems.
- **7. Smart Infrastructures**: Ports, airports, railways, roads, critical infrastructures.
- **Energy Transition & Efficiency**: Utilities, smart lighting, energy efficiency, smart grids.

WORLDWIDE **EXPERTS** HAVE SPOKEN



JANETTE SADIK-KHAN
Former NYC Transport
Commissioner

THOMAS FRIDERICH

Management - Moovel

Head of Partner

Group



ÁLVARO URECH Innovation Director of Spain and Portugal - Alstom



Manager of
Transportation Planning
- City of Vancouver



FERNANDA RIVERA

Director of Road Safety
& Sustainable Mobility City of Mexico



MARUXA CARDAMA
Secretary General SloCat Partnership on
Sustainable Transport



GINO FRANCOChief Innovation Officer
- SWARCO AG



MANUEL L. VILLENA
Infrastructure and Road
Traffic Director - Indra



LOLA ORTIZ

Director of Planning & Mobility - City of Madrid



FRANÇOIS BAUSCH
Second Deputy
Prime - Minister of
Luxembourg



PABLO HUMANES

Vice President Business
Development & New
Mobility - PTV Group



BRUNO ESPINAR
Head of Mobility 4.0
and Digital
Innovation - Renfe

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

EXHIBITION OPPORTUNITIES

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

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

ADDITIONAL SERVICES

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



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 Expo 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 visitor guide / 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 2 (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)
- / Global Partner Media Emailing sent to the registered 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

- 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 Nuclo restaurant
 - Dedicated article at Tomorrow. City Mag (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 - €50,000

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 Expo 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 Nuclo 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 Expo 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 Nuclo restaurant
- / Priority in blocking hotel rooms
- / 25% discount on additional Congress and Expo passes



TOMORROW.
MOBILITY

WORLD CONGRESS

YOUR EXHIBITION OPTIONS

HIRE SPACE & CUSTOMIZE YOUR OWN STAND

Space Only - Standard Price €250/m²



€225/m²

Valid until June 30

- + €448 of Participation Fee
- * VAT Not included. Early Bird prices valid until June 30.



Speech Opportunity €6.000

10' speech at the Tomorrow. Mobility agora

- +30 sam required
- Content must be curated by Congress Committee
- 15 expo passes included



Co-exhibitor fee - €350

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 Congress Pass
- 3 Expo 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

YOUR EXHIBITION OPTIONS

2 CHOOSE FROM OUR EXHIBITION PACKS







		GOLD PACK	SILVER PACK	BRONZE PACK
STAND	Space	30 sq. m.	16 sq. m.	12 sq. m.
	Open sides	2	2	1
INCLUDE S	Congress passes	4	2	2
	Expo passes	25	10	6
	Exhibitor passes	6	4	2
	25% discount on extra passes	✓	✓	✓
	Access to the networking activity: brokerage event	✓	✓	✓
	3 recycling bins and daily collection	✓	✓	~
	Stand and furniture	✓	✓	✓
	Insurance	✓	✓	✓
	PRICE* EARLY BIRD PRICES	€11,940	€5,150	€3,700
*Not included: VA	AT or participation fee. Early Bird prices valid until June 30.	€12,750	€5,500	€4,000

BUILDUP. OFFICIAL BOOTH 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





TOMORROW. MOBILITY

WORLD CONGRESS

TEST DRIVE INDOOR

TEST DRIVE OUTDOOR



LET THEM TRY YOUR SCOOTERS!

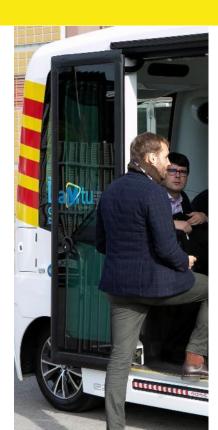
Place your micromobility solutions in our indoor tracks to be ride by any attendee!

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 Congress & 40 Expo

PRICE - €25,000



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 Congress & 40 Expo

PRICE - €20,000

REGISTRATION

LANYARDS



BE THE FIRST TO WELCOME OUR ATTENDEES

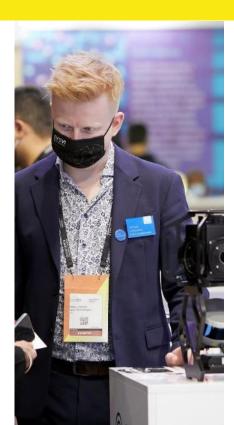
Become a registration sponsor and get the first-mover advantage: your brand will be seen by all the event's participants even before they arrive at the venue.

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 vour visit and Partners web pages
- Post-event report

Passes included: 25 Congress & 60 Expo

PRICE - €50,000 each



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 Congress & 40 Expo

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 Congress & 40 Expo

PRICE - €25,000



HIGH-LEVEL NETWORKING **BEFORE & DURING THE EVENT**

One of our strongest tools for networking & one of your strongest tools for branding.

Your logo at:

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

Passes included: 20 Congress & 40 Expo

PRICE - €10,000

TOWARDS ZERO WASTE



PROVE YOUR ORGANIZATION'S CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

Smart City Expo World Congress is committed to cleaner, greener cities. If your organization shares these values, then 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
 - Bicvcle Parking Lot
 - *Recycling bins for lanyards and pass holders at the entrance of the venue
- •Stage screens onsite in between Congress and Agora sessions
- Social media posts (152,000 followers)





PRICE - €35,000

TOWARDS ZERO WASTE





















TOWARDS INCLUSIVITY

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

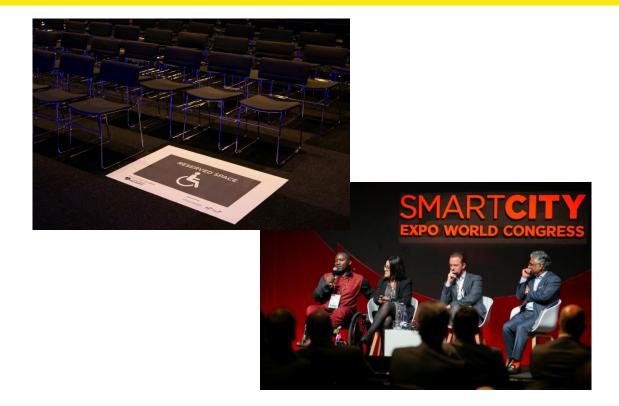
Highlight how your organization is fully committed to make inclusive cities for all.

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 Congress & 60 Expo





PRICE - €35,000

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 Congress & 40 Expo

PRICE - €25,000

TOMORROW.MOBILITY AGORA



BE AT THE KNOWLEDGE POINT

Make sure your brand gets all the relevance it deserves by sponsoring one of our three district agoras, the jampacked 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 Congress & 40 Expo

PRICE - €25,000

ADVERTISING OPTIONS



SMALL BILLBOARD

Be the first brand to be seen by all visitors each and every time they access the venue. 1×4.07 m.

PRICE - €7,500



BIG BILLBOARD

When it comes to sponsoring, size does matter. So why not place your logo on a king-size billboard right at the entrance of the event?

 $3.2 \times 3 \times 1 \text{ m}$

PRICE - €25,000



VENUE ESCALATORS

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

PRICE - €10,000

TOMORROW. MOBILITY

15-17 NOVEMBER 2022 BARCELONA

WORLD CONGRESS



Get in touch with us at sales.tomorrowmobility@firabarcelona.com

