

# SMARTCITY

## EXPO WORLD CONGRESS

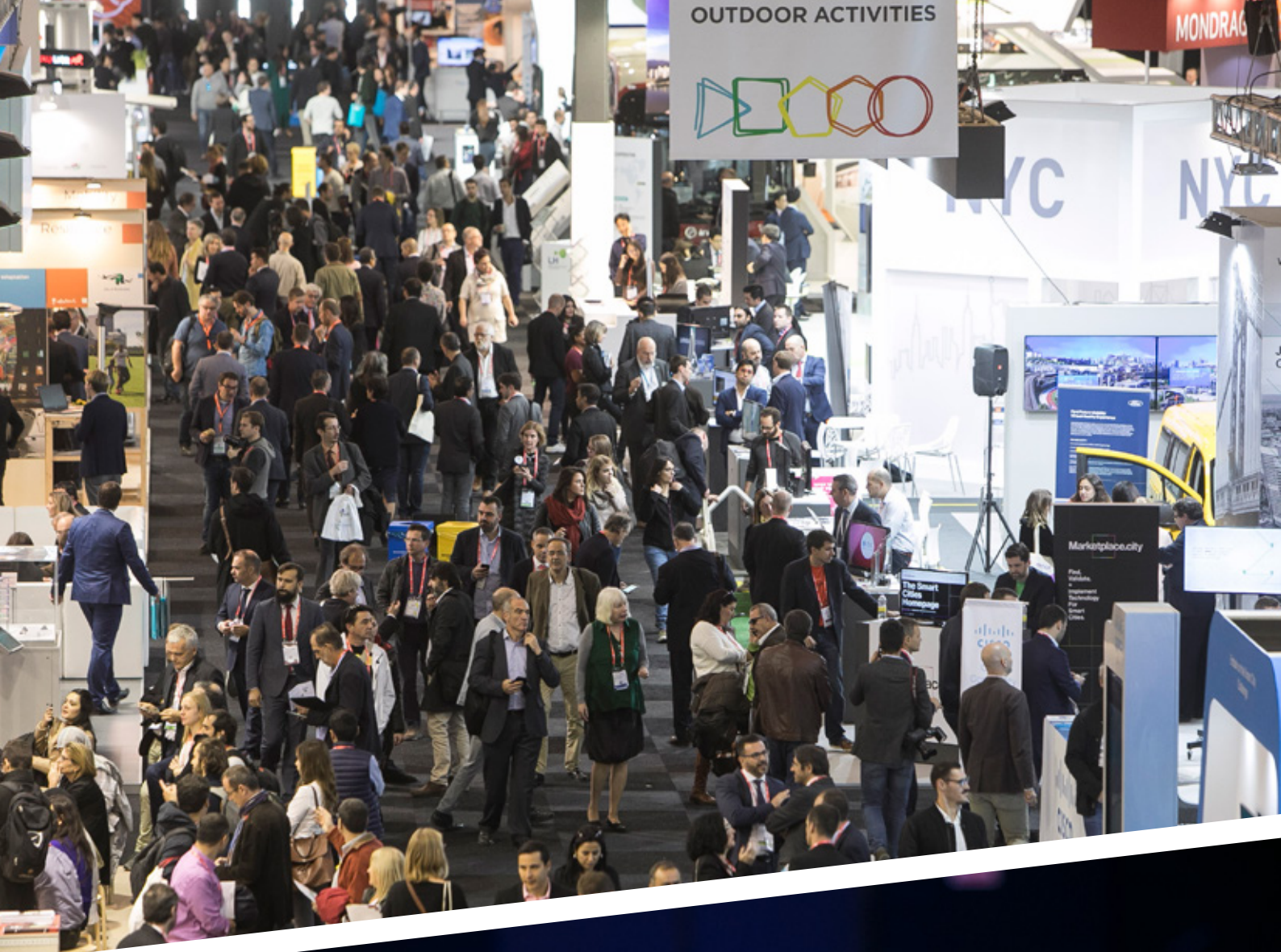
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### Event Folder

**13 - 15 NOVEMBER 2018 · BARCELONA**



**Fira Barcelona**





# CITIES TO LIVE IN

Smart City Expo World Congress is **the world's leading event for cities**, committed to boost the implementation of all global agendas and support the development of our cities.

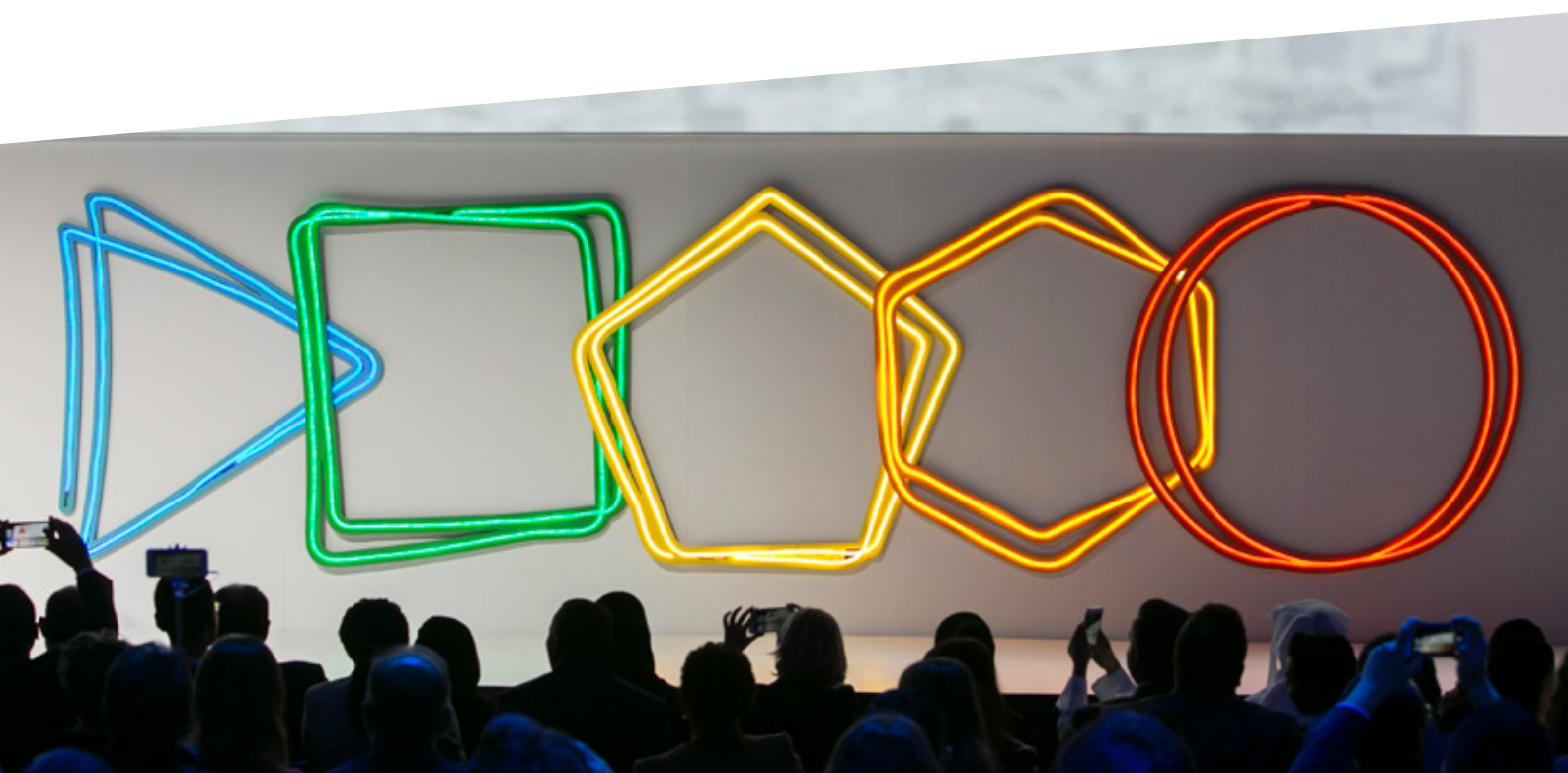
Since its first edition in 2011, it has turned out to be an exceptional **discussion and business platform to connect** with governments, companies, entrepreneurs, startups, academia, research centers and innovators around the world, who are working to tackle the most pressing urban challenges and generating opportunities for action.

Both the congress and exhibition areas allow all participants to **get inspired by leading experts** in the field, network with both private and public sectors, and present the cutting-edge developments that are already making positive impacts on people's lives.

Once again, **the event will be celebrated with its co-located Smart Mobility Congress**, a conference and expo to help accelerate the development of mobility products, services and projects in order to tackle the urban mobility challenges faced by modern cities. Under the umbrella of sustainability, we also hold two additional events: **iWater and Circular Economy**.

**This 2018, Smart City Expo World Congress will focus on the leading role of cities** and the need of a holistic approach that can contribute **to create more liveable urban environments**, more cities that adapt to people's needs.

Shaping cities where we are proud to live is in our hands. Don't miss this annual meeting point and join this global ecosystem committed to create powerful urban solutions together and build **Cities to live in**.



WHY JOIN US?

# OUR NUMBERS IN 2017

WE ARE TAKING THE LEAD

And becoming a “must” for all our participants.



**18,754**

ATTENDEES



**+73%**

INCREASE OF ATTENDEES IN THE LAST  
THREE EDITIONS



**675**

EXHIBITORS



**+145%**

INCREASE OF EXHIBITORS IN THE LAST  
THREE EDITIONS



**+700**

CITIES



**420**

SPEAKERS



**+50**

SIDE EVENTS



**97%**

OF PARTICIPANTS CLAIM THEY  
WILL COME BACK IN 2018



**90%**

OF PARTICIPANTS CONSIDER THAT SCEWC  
IS THE BENCHMARK EVENT FOR CITIES

WHY JOIN US?

# OUR NUMBERS IN 2017

WE ARE GLOBAL

Our participants come from all five continents.

WHERE DO MOST OF OUR VISITORS COME FROM



1 WESTERN EUROPE **49%**

2 ASIA **14%**

3 MIDDLE EAST **9%**

4 SOUTH AMERICA **8%**

5 NORTH AMERICA **7%**

6 EASTERN EUROPE **7%**

7 OCEANIA **2%**

8 CENTRAL AMERICA **2%**

9 AFRICA **2%**



# 120

COUNTRIES HAVE  
COME TO VISIT US

## Top Visiting Countries

 FRANCE

 GERMANY

 UNITED STATES

 SPAIN

 CHINA

 UNITED KINGDOM

 ISRAEL

 BELGIUM

 NETHERLANDS

 ITALY

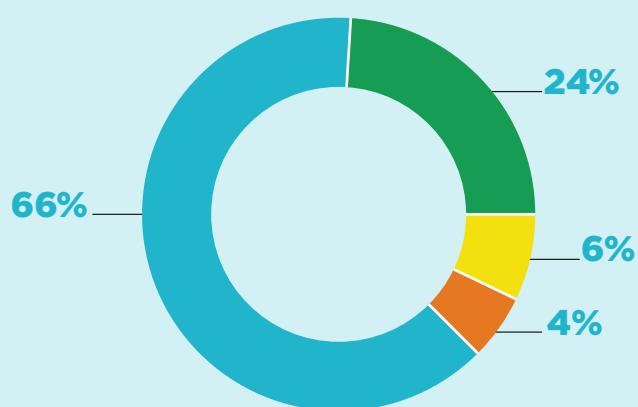
WHO VISITS US?

# WE ATTRACT CROSS-SECTORIAL LEADERS

MOST ATTENDEES  
HOLD SENIOR-LEVEL  
POSITIONS

WE ARE A KEY MEETING  
POINT FOR BOTH PUBLIC  
AND PRIVATE SECTORS

## VISITOR PROFILE



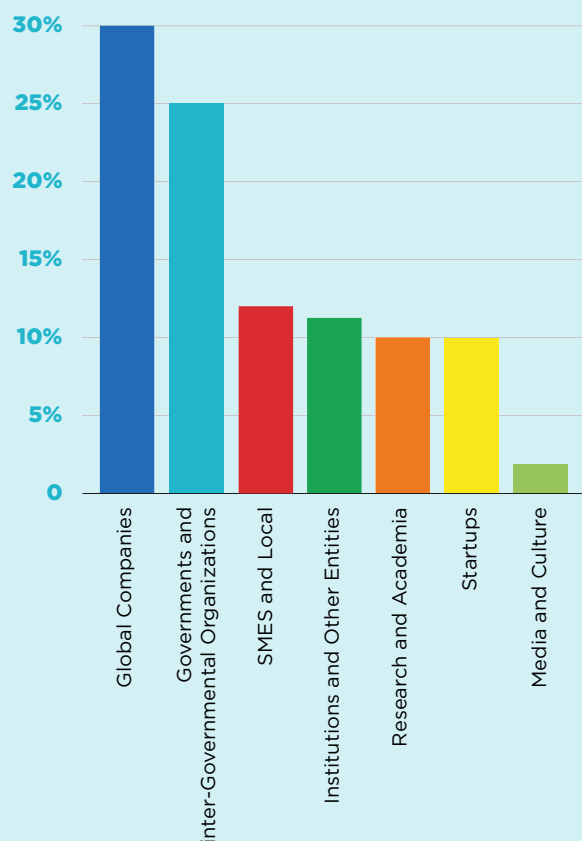
- High Level Management & Top Public Representative
- Specialist
- Technician
- Academia

**66%**

HIGH LEVEL MANAGEMENT &  
TOP PUBLIC REPRESENTATIVES

## WHO IS INTERESTED IN SMART CITIES

Visitors



**30%**

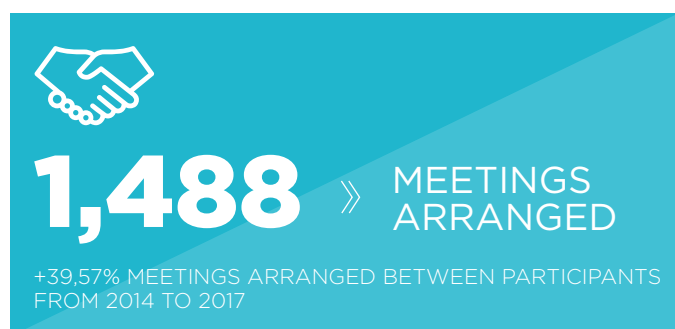
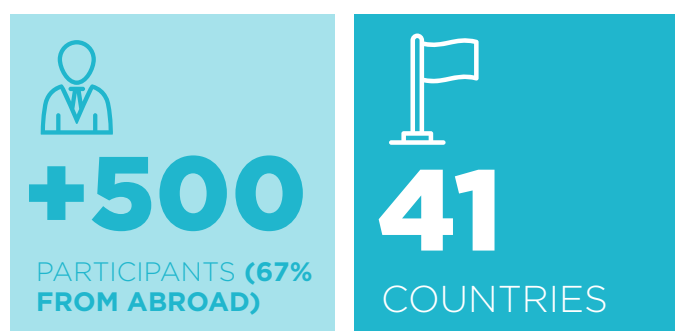
GLOBAL COMPANIES

# WE CONNECT PEOPLE TO GET BUSINESS DONE

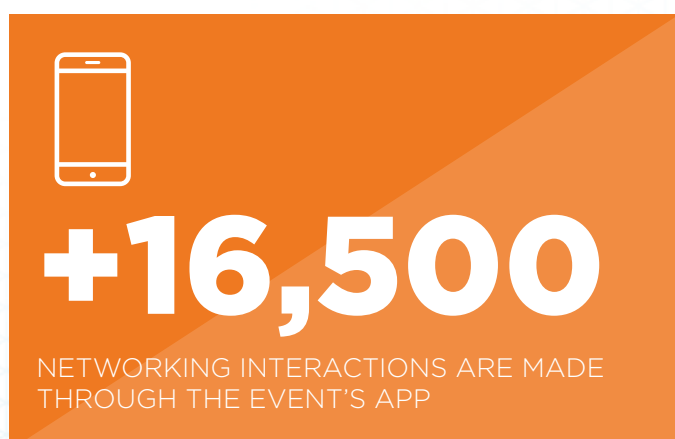
With a wide range of networking activities and tools:

## TAYLORED NETWORKING MEETINGS

**The event organized series of 30-minute, pre-scheduled B2B meetings to connect participants with potential business partners and clients.**



## OUR MUST-HAVE NETWORKING APP



## COLLECT QUALIFIED LEADS





# WE'VE BEEN TRENDING TOPIC!

And our numbers from 2017 prove it:

## OUR MEDIA OUTREACH



**3,100**

MEDIA ITEMS

**427**

JOURNALISTS REGISTERED  
AT THE EVENT



**+40**

MEDIA PARTNERS

THE VALUE OF THE MEDIA IMPACT IS  
**€4,732,323** WITH AN AUDIENCE OF **820,481,563** PEOPLE.

## OUR DIGITAL INFLUENCE

**+20M**

IMPRESSIONS IN DIGITAL  
ADVERTISING, DISPLAY MARKETING  
& SOCIAL PLATFORMS

**549,158**

WEB VISITS (FROM 170  
COUNTRIES)

**1,136,876**

EMAIL IMPACTS

## ON TWITTER

**17M**

IMPRESSIONS OF #SCEWC17

**2,400**

TOTAL TWEETS DURING THE EVENT

**20,200**

MENTIONS OF #SCEWC17

WE WERE TRENDING TOPIC  
BEFORE AND DURING THE  
EVENT WITH #SCEWC17

## OUR REACH ON SOCIAL MEDIA



**42,900**  
FOLLOWERS



**38,918**  
FANS



**4,828**  
FOLLOWERS



**1,975**  
SUBSCRIBERS

**244,837**

VIEWS OF VIDEOS  
POSTED BY SCEWC



# WORKING TOGETHER TOWARDS ZERO WASTE

We don't want to limit our scope to the creation of more efficient, inclusive and sustainable cities, we also want to set the example and become a sustainable event. That's why, for the third consecutive year, we have undertaken the Towards Zero Waste Initiative, aimed at reducing waste and saving resources. This is how we made it happen last year:



## WE WERE CARBON NEUTRAL

The event was carbon neutral and participants were informed on how to offset their own carbon footprint.

- **CO<sub>2</sub>e compensation: 178 tonnes.**
- 178 carbon credits gained for the Andra Pradesh project to produce wind power in India, an initiative certified by the Verified Carbon Standard.



## WE DIDN'T WASTE FOOD

- Containers for separating organic waste were available at restaurant centers and dining areas.
- **664 kg of leftover food** were donated to NGO Nutrition Without Borders to be distributed to community kitchens.



TOWARDS  
**ZERO**  
WASTE



## WE SAVED ON PAPER

- Our app was downloaded **3,907 times**, helping save **56 kg of paper**.
- All the paper used at the stands was collected at the end of the events.



## WE RECYCLED

- **19,100m2 of carpet** from the passageways as well as 912 m2 of stand carpeting was reused after the events.
- **4,470 kg** of material from several booths were also reused after the event.



## WE ENCOURAGED PARTICIPANTS

Visitors could also turn in their badge, made of recycled plastic, at the return point. **3,000 accreditations** were returned, helping save **45 kg of material**.



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# **ABOUT THE 2018 EDITION**









# THIS YEAR'S TOPICS

**DIGITAL  
TRANSFORMATION**

**URBAN  
ENVIRONMENT**

**MOBILITY**

**GOVERNANCE  
& FINANCE**

**SHARED &  
INCLUSIVE CITIES**

# DIGITAL TRANSFORMATION

## WHEN BRIDGING DIGITAL AND PHYSICAL MEANS SMARTER LIVING

Disruptive technologies such as Artificial Intelligence, Blockchain, Augmented and Virtual Reality, drones, advanced robotics and all manner of connected objects leveraging IoT and cyber-physical systems, as well as 5G connectivity, are progressively coating the urban skin and changing the way we live in cities. This shift goes beyond rethinking traffic signals and intersections when cars are fully autonomous and talk to the infrastructure, which they will, to pose just an example. And it brings both opportunities and cultural challenges.

How to ensure that the adoption of these technologies is secure, sustainable, attractive and accessible for all citizens? How to deal with huge troves of raw information that needs to be analyzed while protecting city dwellers' privacy? How can city leaders protect all the critical infrastructures so that the urban landscape encourages citizens' well-being, while remaining resilient?

### PRELIMINARY THEMATIC PROGRAMS

#### CLOUD

How cities are moving to a connected cloud platform

#### ARTIFICIAL INTELLIGENCE

The Day-to-day Impact of AI

#### DATA-DRIVEN CITIES

Making the Most of Your Data

#### BLOCKCHAIN AND CRYPTOCURRENCIES

Blockchain Transforming the Digital Economy

#### 5G TECHNOLOGY

The Next Level of Connectivity for Industries and Society

#### INTERNET OF THINGS

Powering the IoT Revolution and Making Sense of Data

#### SAFE CITIES

Challenges and Vulnerabilities as our Cities Become More Connected

***“We come here to get ideas, we learn a lot by talking to costumers, mayors and partners, so we are here to learn and also to share our learnings.”***

---

**Anil Menon**

Global President Smart+Connected Communities,  
Cisco

# DIGITAL TRANSFORMATION IN 2017 AT A GLANCE

## SOME HIGHLIGHTED SPEAKERS



**Aisha Bin Bishr**  
Director General,  
Smart Dubai



**Bettina Warburg**  
Co-Founder, Animal  
Ventures



**Danielle DuMerer**  
CIO & Commissioner,  
City of Chicago



**Miguel Gamiño**  
CTO, City of New York

## OUR PARTNERS LAST YEAR:

### GLOBAL PARTNERS



### EVENT PARTNERS



### INDUSTRY PARTNER



## SOME SIDE EVENTS RELATED TO THIS TOPIC:



ETSI Pre-kick-off meeting for  
new ISG on Smart Cities



SME-Instrument companies pitching  
session for investors and business partners



Frontrunner Smart Cities in the API  
economy



# URBAN ENVIRONMENT

## GREEN IS GOLD IN CITIES

We can appreciate the poetry of skylines and admire the subtle textures found in concrete buildings. But there is still a lot to do to improve our urban environment. Beat pollution is certainly a priority, more so when 80% of cities around the world exceed safe levels of air quality, according to the World Health Organization. But it's not the only one. Green solutions involving technologies for sustainable development, alternative sources of energy and strategic planning to achieve a zero-carbon society are needed to conserve urban capital and turn it into a resource-efficient and competitive landscape while safeguarding citizens from environment pressures and risks to health and wellbeing. How to tackle all these challenges in a structured way? How can cities address environmental challenges and climate change more effectively? How can urban planning contribute to make cities more resilient? Finally, is it possible to blend urban life with nature, redefining workplace and living standards?

### PRELIMINARY THEMATIC PROGRAMS

#### ENERGY

Meeting Energy Demands of Smart Cities

#### CLEANTECH

Innovations for a Better Planet

#### PUBLIC SPACE

Transforming Cities Through Public Space and Green Districts

#### RESILIENT CITIES

Anticipating the Unexpected

#### CLIMATE CHANGE

Key Roles in Combating Climate Change

#### URBAN PLANNING

Data Revolutionizing the Way We Plan Our Cities

***“From the first Smart City Expo World Congress we have witnessed the growth in interest and awareness of all partners involved in the concept of the Smart City. For us it is the perfect opportunity to show our clients the cutting-edge solutions within waste management and sustainable mobility.”***

---

**Eduardo Fernández**  
Director, Urbaser Group

# URBAN ENVIRONMENT IN 2017 AT A GLANCE

## SOME HIGHLIGHTED SPEAKERS



**Dimitri Zenghelis**

Head of Climate Policy, Grantham Research Institute, London School of Economics



**Cheong Koon Hean**

CEO of Housing & Development Board, Singapore Government



**Shannon Lawrence**

Director of Global Initiatives, C40



**Sladjana Mijatović**

Circular Innovation Officer, City of Amsterdam

## OUR PARTNERS LAST YEAR:

### GLOBAL PARTNERS



### EVENT PARTNERS



## SOME SIDE EVENTS RELATED TO THIS TOPIC:



SMART CITY FORUM:  
Future cities - Solutions for common challenges



Climate change and Cities: the role of the private sector



Design Thinking workshop - MSc Energy for Smart Cities

# MOBILITY

## SMART TRANSPORTATION: ENDING THE GRIDLOCK

2017 was a year of mobility milestones. Yet, in 2018, the scourge of traffic is still a major concern, which takes the biggest economic toll on the largest, most economically vibrant cities. In the US alone, congestion cost \$305 billion last year, not to mention the price of air pollution and stress. However, these consequences don't appear to be enough to discourage people from using cars. In fact, as all manner of app-based transportation and delivery vehicles are packing the streets, transit ridership has begun to dip in some cities.

In this scenario, with well-known companies bringing affordable Electric Vehicles to the masses and developing driverless ride-hailing services, what is the best mode of sustainable transportation? How does non-motorized mobility and walkability fit into this? What kind of intelligent transport systems aligning innovation, policy and planning can cities foster? If you're looking for small glimmers of hope, don't miss this topic.

### PRELIMINARY THEMATIC PROGRAMS

#### SELF-DRIVING

Urban Mobility in the Age of Self-Driving Vehicles

#### PAYMENT SYSTEMS

Better Payment Methods to Move Around Cities

#### SUSTAINABLE MOBILITY

Towards Zero-Emission

#### URBAN LOGISTICS

Rethinking the Last Mile

#### TRANSPORT NETWORKS

Customizing the Way We Move

#### DISRUPTIVE MODELS

New Business Models Disrupting Mobility

#### CONNECTED VEHICLES

Connected Vehicles and the Road Ahead

#### RAILWAY

The Future of Railway Transport

***“Certainly the Smart City Expo World Congress has become one of the must-attend events in order to know and share new trends, projects and solutions for the challenges that the future of mobility is facing.”***

---

**Christian Stein**

Global Director of Communications, SEAT



THIS YEAR'S TOPIC'S

# MOBILITY IN 2017 AT A GLANCE

## SOME HIGHLIGHTED SPEAKERS



**Dirk Ahlborn**

CEO, Hyperloop  
Transportation



**Shashi Verma**

CTO, Transport for  
London



**Mohamed Mezghani**

Secretary General  
Elect, UITP



**Ani Dasgupta**

Global Director,  
WRI Ross Center for  
Sustainable Cities

## OUR PARTNERS LAST YEAR:

### GLOBAL PARTNERS



### EVENT PARTNERS



## SOME SIDE EVENTS RELATED TO THIS TOPIC:



Aptis electric bus,  
a new mobility  
experience



Enabling a Competitive  
EU Economy &  
Sustainable Transport  
with Hyperloop One



ADVANCING  
PUBLIC  
TRANSPORT

Launch Conference of the  
EU-ASSURED project

# GOVERNANCE & FINANCE

## WHERE RESPONSIBILITY AND ACCOUNTABILITY LIE

They say good governance is effective and efficient but also accountable, transparent, responsive, inclusive and participatory. However, with Artificial Intelligence and Blockchain promising to revolutionize the way we live, new challenges add up to the promotion of action across sectors to responsively govern cities within the Sustainable Development Goals framework. Old recipes appear not to work anymore. Yet open and social innovation, performance measurement and diverse forms of cooperation are more necessary than ever to foster democracy and increase equity, sustainability and resilience. How can local governments engage its constituents to develop better smart initiatives aimed at improving their environment and life standards? How can they fund them and effectively respond to current procurement issues? Is an enforcement framework necessary to ensure that investments create long-term value for citizens?

### PRELIMINARY THEMATIC PROGRAMS

#### GOVERNING DATA

Principles and Strategies to Govern Data

#### E-GOVERNMENT

Government Transformation in the Digital Age

#### MULTILEVEL GOVERNANCE

Shared Responsibilities and Decision Making

#### STANDARDS & INDICATORS

Improving City Measurement and Performance

#### MULTI-STAKEHOLDER

Innovative Forms of Collaboration

#### FUNDING

Finding Ways to Finance Local Transformation

***“The Smart City Expo World Congress has become the cornerstone for every city manager to learn from other cities and from other technology companies how to serve their people to become happier.”***

---

**Aisha Bin Bashir**

Director General, Smart Dubai Office

# GOVERNANCE & FINANCE IN 2017 AT A GLANCE

## SOME HIGHLIGHTED SPEAKERS



**Beth Noveck**

Founder & Director,  
The Governance Lab



**Joan Clos**

Executive Director,  
UN-Habitat



**Robert Muggah**

Co-Founder &  
Research Director,  
Igarapé Institute



**Khandker Mosharraf  
Hossain**

Minister of Local  
Government, Rural  
Development and  
Cooperatives,  
Bangladesh

## OUR PARTNERS LAST YEAR:

### EVENT PARTNERS



## SOME SIDE EVENTS RELATED TO THIS TOPIC:



3rd PPP for Cities  
International  
Conference



Collaboration  
Opportunities in Smart  
City Projects



One step further from  
Smart Cities to Smart  
Regions and Nations

# INCLUSIVE & SHARED CITIES

## JOINTLY UNDERSTANDING OUR SHARED CHALLENGES

Ideally, our prosperity and healthy environment stem from an innovative, circular economy where nothing is wasted and where natural resources are managed sustainably to enhance a low-carbon and sustainable growth. Yet, the road ahead is long and full of obstacles. Meanwhile, the so-called sharing economy, referring to business models that enable users to share resources and services, are providing disruptive solutions in transportation, accommodation and an array of other sectors ranging from food and other consumables to an individual's time and tools. In so, traditional industries are being upended and local regulatory environments disrupted. As a result, city leaders must walk a fine line, working to embrace innovation while developing inclusive and context-sensitive solutions to all their constituents, thus guaranteeing the Right to the City. How to build inclusive and truly shared cities fostering innovation ecosystems contributing to a higher quality of life?

### PRELIMINARY THEMATIC PROGRAMS

#### SHARING

Sharing and Collaborative Economy

#### GENTRIFICATION

Fighting Gentrification While Creating Vibrant Communities

#### DIGITAL DIVIDE

Building Smart Cities for All

#### HEALTH

Making Cities a Healthier Place to Live

#### KNOWLEDGE SOCIETY

When Civic Participation Becomes Co-Creation

#### OPEN COLLABORATION

Innovation Ecosystems

#### CIRCULAR ECONOMY

Accelerating the Shift Towards a Circular Economy

*“One of the problems with smart city events in the past is they were only about hardware, water, traffic and sensors, all of which is important, but now I think the Smart City Expo World Congress is bringing the human element.”*

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**Geoff Mulgan**  
CEO, Nesta



# INCLUSIVE & SHARED CITIES IN 2017 AT A GLANCE

## SOME HIGHLIGHTED SPEAKERS



**Jason Roberts**  
Founding Director,  
Better Block



**Tri Tismaharini**  
Mayor, City of  
Surabaya



**Soichiro Takashima**  
Mayor, City of  
Fukuoka



**Gila Gamliel**  
Minister for Social  
Equality, Israel

## OUR PARTNERS LAST YEAR:

### GLOBAL PARTNERS



### EVENT PARTNERS



## SOME SIDE EVENTS RELATED TO THIS TOPIC:



Smart Housing in a  
Smart City - Meeting of  
EUROCITIES Housing  
Working



Responsive City  
Symposium 2017 -  
Active Public Space



Citizen participation,  
transparency and  
governance for energy  
transformation in  
municipalities

ABOUT THE 2018 EDITION

# CONGRESS

- A 3-day program with **+400 international, top-level experts** to share insights and learn from the best practices for a more sustainable urban world.
- A complete program with different type of sessions that delve into the most critical issues of the smart city debate.





# EXHIBITION AREA

- More than 700 participating companies and cities showcasing **cutting-edge developments and solutions.**
- 45,000 m<sup>2</sup> combining Exhibition and District Agoras with engaging and interactive presentations, thus we create a dynamic platform for business and networking.





# SIDE EVENTS & ACTIVITIES

- **+50 industry** and theme specific Side Events and Activities get attendees to the backbone of city challenges with educational and actionable sessions.

## SOME OF THIS EDITION'S SIDE EVENTS:



**SMART CITY FORUM:**  
Future cities - Solutions for  
common challenges



**ETSI Pre-kick-off meeting**  
for new ISG on Smart Cities



**Collaboration Opportunities in**  
Smart City Projects



**Brokerage Event**



**3<sup>rd</sup> PPP for Cities International**  
Conference



**SME-Instrument companies**  
pitching session for investors  
and business partners





ABOUT THE 2018 EDITION

# WORLD SMART CITY AWARDS

- The most pioneering ideas, projects and cities take center stage in front of an audience of +1,000 attendees from around the world.
- In 2017, we received **309 proposals from 58 countries**.



ABOUT THE 2018 EDITION

# SMART CITY EXPO ABROAD EDITIONS

Since 2013, only two years after the first edition, Smart City Expo World Congress has enjoyed global success, organizing events tailored to local needs in many different regions and continents.

## EDITIONS ABROAD IN 2018

**SMARTCITY**  
EXPO **CURITIBA**

BRAZIL  
**28 FEB - 1 MAR**

**SMARTCITY**  
EXPO **CASABLANCA**

MOROCCO  
**18-20 APR**

SMART ISLAND  
WORLD CONGRESS

MALLORCA, SPAIN  
**23 - 24 APR**

**SMARTCITY**  
EXPO **BUENOS AIRES**

ARGENTINA  
**AUG**

**SMARTCITY**  
EXPO **LATAM CONGRESS**

MEXICO  
**11 - 13 SEP**

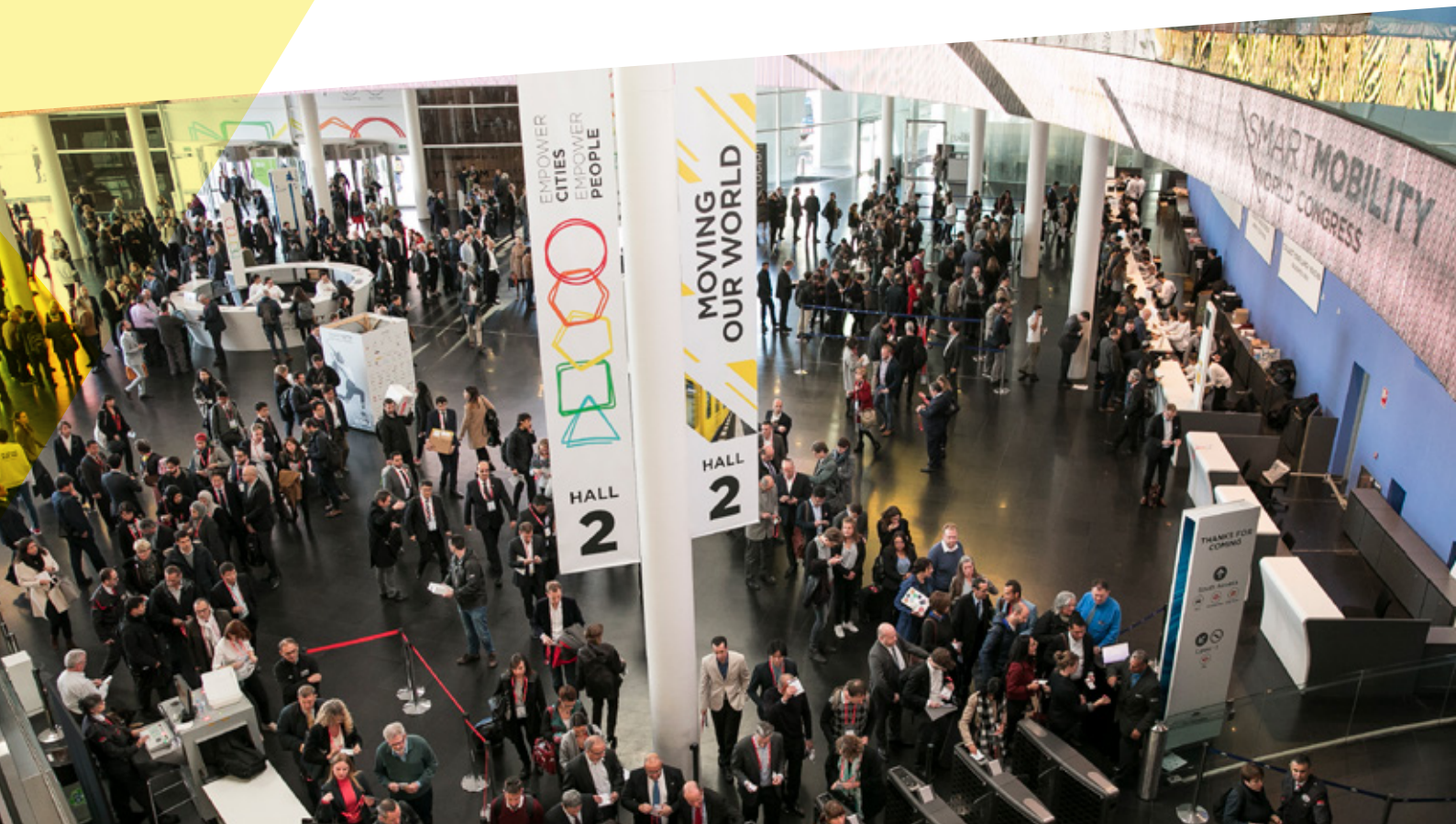
**SMARTCITY**  
EXPO **HYDERABAD**

INDIA  
**26 -28 SEP**





# WHY PARTICIPATE



WHY PARTICIPATE

# GROW WITH US



**Promote your projects and solutions** at the leading global event.



**Reach a global audience** at the international meeting point.



Acquire **expert knowledge** from global thought leaders.



Enhance your **brand awareness** and gain media exposure.



**Network** with investors, entrepreneurs and delegates.



Forge new collaborations with **key decision makers.**



WHY PARTICIPATE

# WE RECEIVE POSITIVE REVIEWS

“It is the ‘must-attend’ event if you want to see what smart cities around the world are doing in reality”.

**Ulrich Ahle**  
CEO, Fiware



“This has been a wonderfully rich and a wonderfully important event for us. We’ve been able to engage with so many cities around the world...”

**Hany Fam**  
Executive VP Enterprise Partnerships,  
Mastercard



“It’s the place to find ways together with cities to accelerate the deployment of smart city projects.”

**Ralf Nejedl**  
Senior VP B2B Europe, Deutsche Telekom



“It’s so impressive, our partners are all on fire and our customers are queuing up at the door”

**Trudy Norris-Grey**  
Managing Director, Microsoft CityNext



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# WAYS TO PARTICIPATE









# JOIN US AND STAND OUT

Whether you want to promote your brand or your project, let everyone know about you. At **Smart City Expo World Congress** there is a place for all. Select one of our different participation options and achieve the greatest impact.

## PARTNERSHIP OPPORTUNITIES

Let's find common ground to partner up and consolidate you as an urban innovation leader at Smart City Expo World Congress.

## SPONSORSHIP OPPORTUNITIES

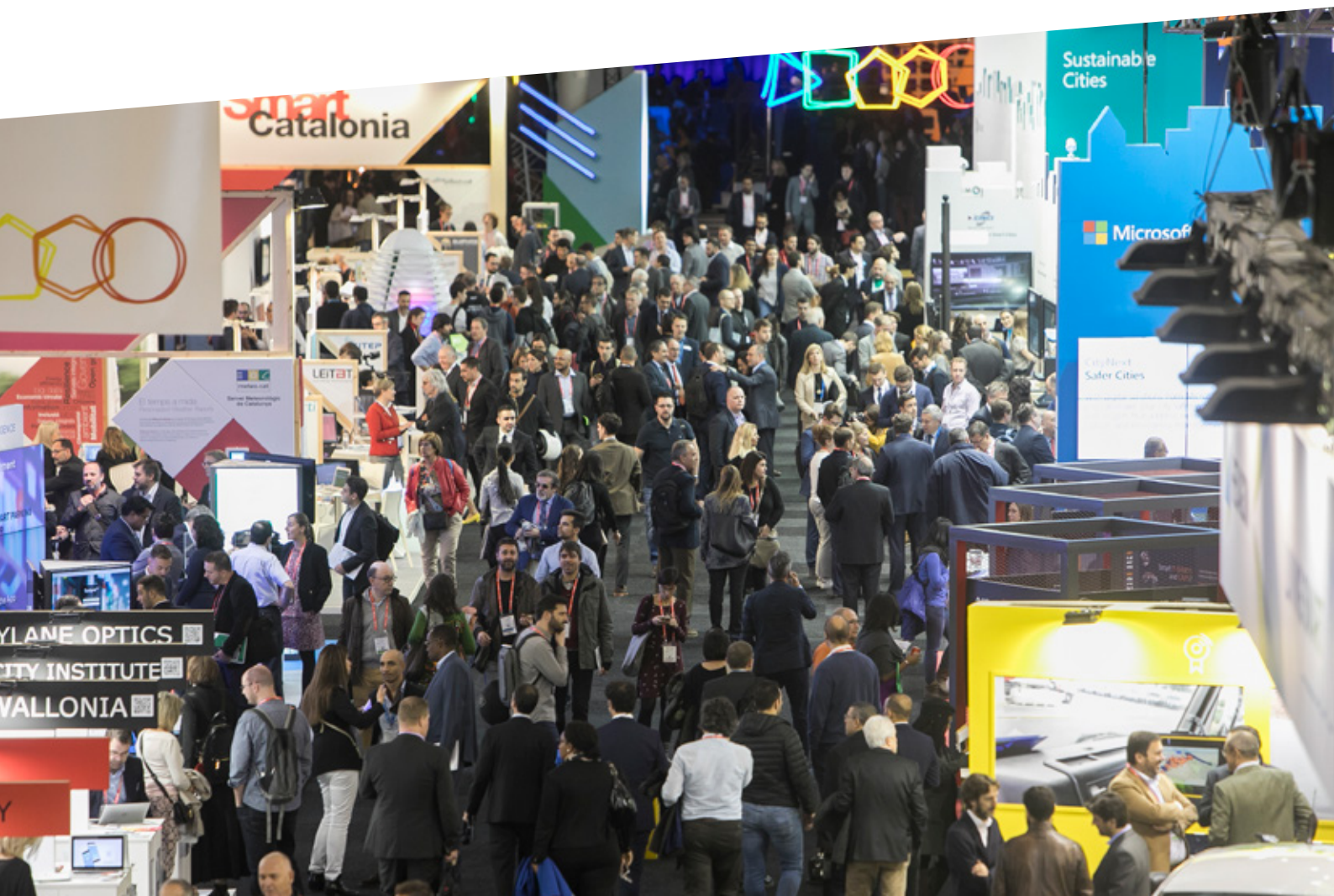
Your name and logo side by side with ours. Choose from a selection of key spots and materials to boost your brand's visibility at the event.

## EXHIBITION OPTIONS

Create your home base and start making powerful connections with all the participants. We adapt our available spaces to your needs.

## ADDITIONAL SERVICES

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





# PARTNERSHIP



# BECOME OUR PARTNER

Choose the partnership option that best suits your needs:

## GLOBAL PARTNER

If you are a global leader, one of those big drivers of major industries who make a worldwide difference, and want to partner up with us, we guarantee big spotlight in the congress, a premier stand location, top-level visibility and access to all our exclusive network benefits and value-added services.

## INDUSTRY PARTNER

Sector leaders, industry accelerators, strategic players and niche specialists who partner up with us will enjoy a dedicated congress session, a central stand location, high-level visibility in all communications related to the partner's topic and multiple networking benefits.

## EVENT PARTNER

To those who are the motor of a sector, the key providers, we guarantee a congress slot with technical orientation, great stand location and brand exposure. We also provide a complete pack with extra tickets to distribute among clients.



# CHOOSE YOUR BEST OPTION

		EVENT PARTNER	INDUSTRY PARTNER	GLOBAL PARTNER
CONGRESS*	PLENARY SESSION			1
	DIALOGUE/THEMATIC KEYNOTE		1	
	SOLUTION TALK		1	1
	THEMATIC SESSION	1		1
	INVITATIONS TO THE CONGRESS	50	50	100
EXPO	EXHIBITION SPACE		60 sqm	
	TRADE FAIR PASSES	50	50	100
VISIBILITY	LOGO ON THE HOMEPAGE FOOTER			✓
	LOGO ON TOPICS' WEB SECTION		✓	
	LOGO & DESCRIPTION ON PARTNERS' WEB SECTION	✓	✓	✓
	COLLABORATION ANNOUNCEMENT ON SOCIAL MEDIA		✓	✓
	RETWEETS & MENTIONS ON SOCIAL MEDIA	✓	✓	✓
	PARTNER ANNOUNCEMENT IN ONE E-MAILING			✓
	LOGO ON THE FOOTER OF E-MAILINGS			✓
	LOGO ON TARGETED E-MAILINGS (BY TOPIC)		✓	
	LOGO ON VISITOR GUIDE & EXHIBITOR FLOORPLAN IN THE CENTER OF THE EXPO			✓
	LOGO ON STATIC SIGNAGE AND DYNAMIC ADVERTISING SCREENS	3 <sup>RD</sup> LEVEL	2 <sup>ND</sup> LEVEL	1 <sup>ST</sup> LEVEL
	LOGO ON ROOM PROJECTIONS BETWEEN CONGRESS SESSIONS		ONE ROOM	ALL ROOMS
	CORPORATE ACTIVITY FEATURED AT THE EVENTS' AGENDA (WEBSITE & APP)			✓
	POSSIBILITY OF GENERATING POSTS ON OUR BLOG (GUEST POST)	2	4	6
	LOGO & DESCRIPTION IN POST-EVENT REPORT	✓	✓	✓
VALUE - ADDED BENEFITS	VIP NETWORKING TOOL	1 ACCESS	1 ACCESS	3 ACCESSES
	INVITATION TO WELCOME DINNER			✓
	PARKING BAYS	2	2	5
	POSSIBILITY OF BOOKING A TABLE AT NUCLO RESTAURANT	✓	✓	✓
	ABILITY TO BLOCK HOTEL ROOMS	✓	✓	✓
	DISCOUNT ON ADDITIONAL CONGRESS & TRADE FAIR PASSES	25%	25%	25%
MEDIA PRESS	EXCLUSIVE ACCESS TO REGISTERED PRESS DATABASE			✓
	GLOBAL PARTNERS MEDIA DISPLAY AT THE ONSITE PRESS OFFICE			✓
	SHARED PRESS RELEASES + MEDIA KIT WITH THE PARTNERS' COMMUNICATIONS TEAM	✓	✓	✓
	PRESS KIT SPACE IN SCEWC PRESS ROOM	✓	✓	✓
	MEDIA INVITE GROUP PRE-REGISTRATION	✓	✓	✓
	LOCAL KEY MEDIA OUTLET GUIDANCE	✓	✓	✓
PRICE		€18,000	€50,000	€70,000

# THERE IS A CONGRESS SESSION FOR YOU

Discover all the types of sessions we offer that can help you convey your message and inspire all the participants while you are on stage.

## PLENARY SESSION

- High Level Roundtable with first-class governmental authorities, leading thinkers and executives.
- No other congress sessions scheduled at the same time.

📍 **MAIN AUDITORIUM (1,000 AUDIENCE)**

## THEMATIC KEYNOTE

- Speech given by a thought leader (recommended by an industry partner).

📍 **THEMATIC ROOM**

## DIALOGUE

- 2 speakers (partner + client) and 1 chair.

📍 **THEMATIC ROOM**

## SOLUTION TALK

- Short talk about specific implemented solutions, policies or products.
- Presented by a moderator.

📍 **DISTRICT AGORA (LOCATED IN THE EXHIBITION AREA)**

## THEMATIC SESSION

- Presentations with up to 4 speakers and 1 chair

📍 **THEMATIC ROOM**





# OUR PARTNERS IN 2017

Check out the community of partners who made our last edition an exceptional one:

## GLOBAL PARTNERS



## EVENT PARTNERS



# SPONSORSHIP



# THE VILLAGE

## YOUR BRAND WHERE VISITORS ENJOY NETWORKING

Gain brand visibility at the event's resting areas. Engage with all visitors at the perfect moment whilst they're enjoying a break.

Benefits included:

**Passes: 25 Delegate // 60 Visitor**

**| €50,000**





# DISTRICT AGORAS

## BE AT THE KNOWLEDGE POINT

Engage with participants at the busiest hotspots of the event, right where ideas are shared and contacts are made. You can gain maximum brand awareness by sponsoring one of our three district agoras.

Benefits included:

**Passes: 20 Delegate // 40 Visitor**

**WEST  
DISTRICT  
AGORA**

**€25,000**

**CENTRAL  
DISTRICT  
AGORA**

**€25,000**

**EAST  
DISTRICT  
AGORA**

**€25,000**





# CAFÉ

## YOUR BRAND WHERE VISITORS TAKE A BREAK

Showcase your brand during waiting time, where attendees take the opportunity to network and forge new business deals.

Benefits included:

**Passes: 25 Delegate // 60 Visitor**

**€20,000**



# BECOME A KEY SPONSOR



## FREE WI-FI

At every event, Internet connection is a must. So, why not take center stage every time attendees log on the net? Become the wi-fi provider and increase your visibility on the Prepare your Visit webpage and email, and the event's signage and passes.

Benefits included:

**Passes: 20 Delegate // 40 Visitor**

**| €20,000**



## LANYARD

Embrace your target audience, literally, and make a lasting impression on more than 18,700 attendees.

Benefits included:

**Passes: 20 Delegate // 40 Visitor**

**| €25,000**



## MOBILE APP

One of our strongest tools for networking during the event should be your tool for branding. Place your logo on the app's splash screen and increase awareness.

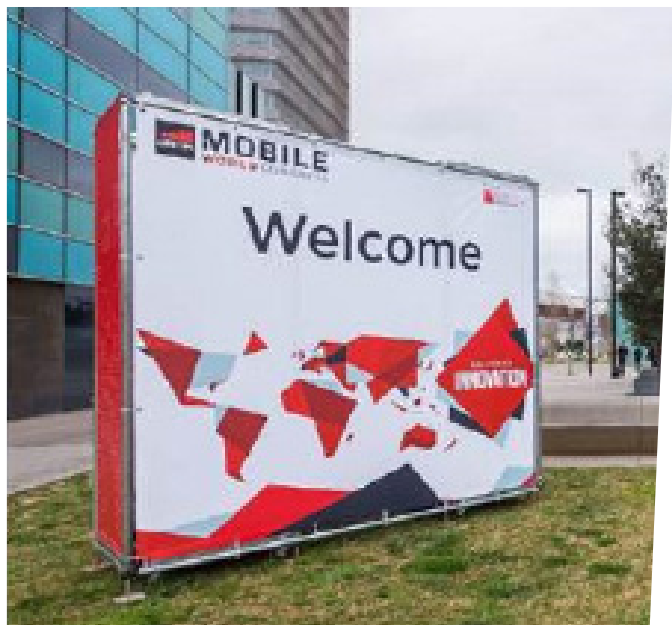
Benefits included:

**Passes: 20 Delegate // 40 Visitor**

**| €10,000**



# YOUR BRAND, ON A GRAND SCALE



## 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 x 3 x 7 m.

| €25,000



## SMALL BILLBOARD

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

1,15 x 4 m.

| €7,500



## VENUE ESCALATORS

Why not draw their attention while they're moving up and down?

| €10,000

# CHOOSE YOUR BEST SPONSORSHIP OPTION

SPONSORSHIP OPPORTUNITIES		
THE VILLAGE		€50,000
DISTRICT AGORAS	WEST DISTRICT AGORA	€25,000
	CENTRAL DISTRICT AGORA	€25,000
	EAST DISTRICT AGORA	€25,000
LANYARD		€25,000
BIG BILLBOARD		€25,000
CAFÉ		€20,000
FREE WIFI		€20,000
MOBILE APP		€10,000
VENUE ESCALATORS		€10,000
SMALL BILLBOARD		€7,500

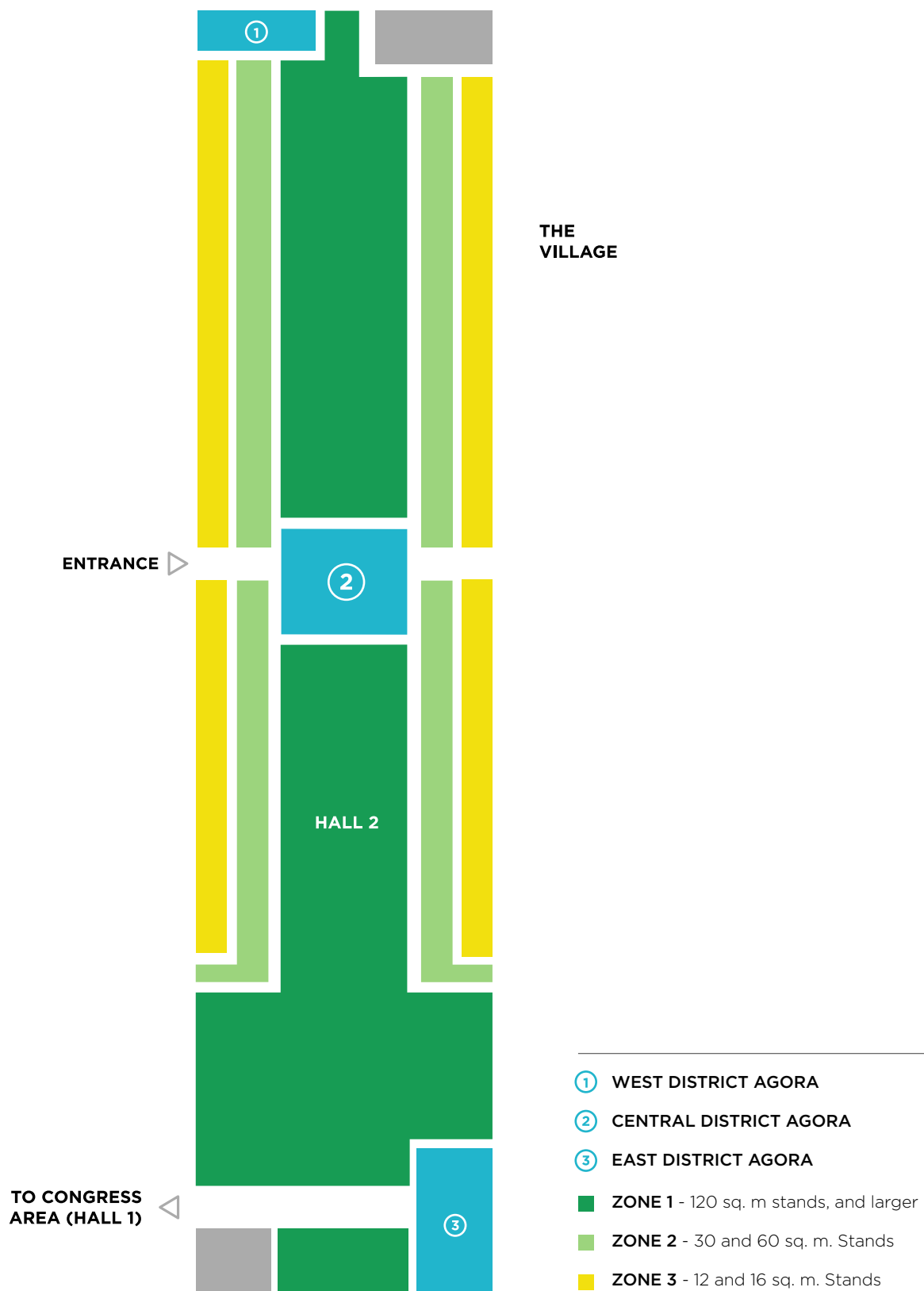
# EXHIBITION





# OUR EXHIBITION OPTIONS

It's not only what you say, but how you say it. Choose among our exhibit spaces to create the perfect stand to showcase your project and make a long-lasting impression.



# OUR EXHIBITION OPTIONS

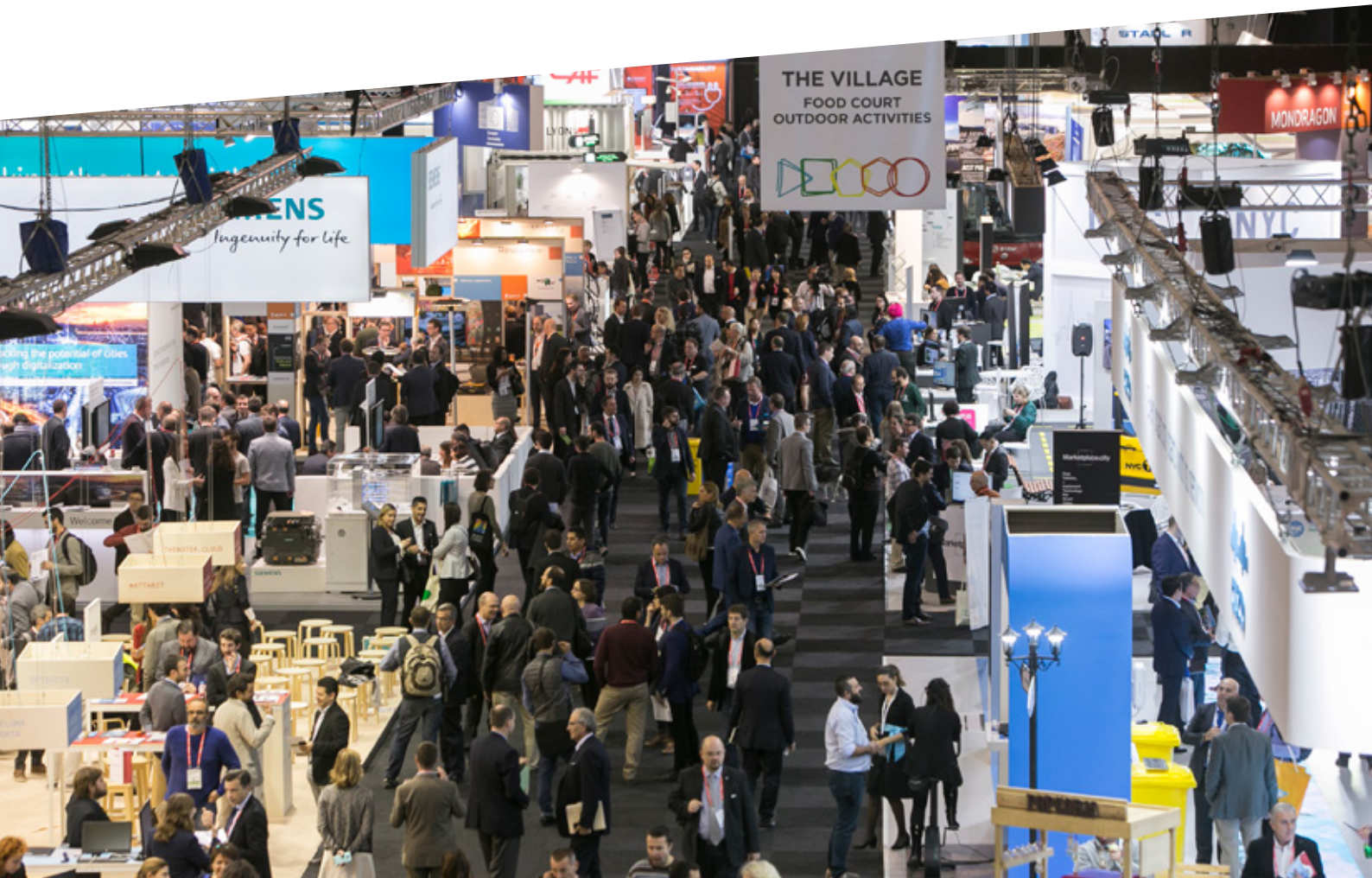
There are two ways to exhibit:

① **HIRE SPACE AND CUSTOMIZE YOUR OWN STAND**

SPACE ONLY	
EARLY BIRD RATE	STANDARD RATE
UNTIL MARCH 31 <sup>ST</sup>	FROM APRIL 1 <sup>ST</sup> TILL END OF SALES
225€/m <sup>2</sup>	250€/m <sup>2</sup>

② **CHOOSE AMONG OUR THREE AVAILABLE STAND PACKS.**

Turn to the next page for more information on size, price and benefits.



# OUR EXHIBITION OPTIONS



		BRONZE PACK	SILVER PACK	GOLD PACK
STAND	SPACE	12 sqm	16 sqm	30 sqm
	OPEN SIDES	1	2	2
INCLUDES	THREE-DAY CONGRESS PASS	1	2	3
	VISITOR-TRADE FAIR PASSES	6	10	25
	EXHIBITOR PASSES	4	4	4
	25% DISCOUNT ON EXTRA CONGRESS PASSES	✓	✓	✓
	ACCESS TO THE NETWORKING ACTIVITY: BROKERAGE EVENT	✓	✓	✓
	STAND AND FURNITURE	✓	✓	✓
	INSURANCE	✓	✓	✓
ORIGINAL PRICE		€4,025	€5,375	€12,375
EARLY BIRD PRICE		€3,725	€4,975	€11,625



# ADDITIONAL SERVICES



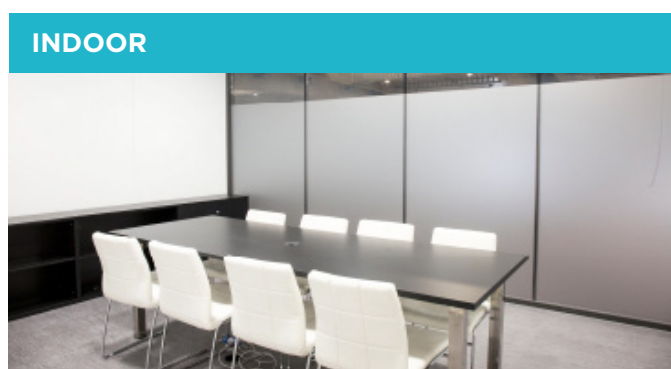
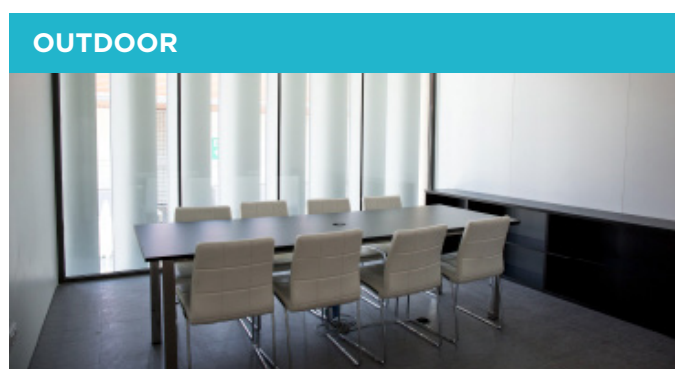
# HOST YOUR OWN MEETINGS

Capitalize on our global reach and secure your own private meeting space with industry leaders and global media, and forge powerful connections. Choose a convenient location and start pre-arranging meetings.

At the Smart City Expo World Congress 2018 we will be offering rooms for up to 8 people. We will welcome you with a fresh fruit basket upon arrival at the meeting rooms.

The price does not include audiovisual equipment or catering, these should be booked in advance at Servifira and/or Gastrofira. Take a look at the available options:

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



## COFFEE & DRINKS

### €294,50 (3 days)

Rental of small Nespresso coffee maker (incl. 50 coffee capsules) and Small fridge including still mineral water (28u), sparkling water (15u), Coca-Cola (15u), Coca-Cola light (10u), Orange Fanta (5u), Lemon Fanta (5u), plastic cups (80u).

## AUDIOVISUAL

### €300 (1 day) / €550 (3 days)

50" monitor - special desktop stand - 2 HDMI cables.

### €400 (1 day) / €750 (3 days)

50" monitor - special desktop stand - 2 HDMI cables & Laptop

## DRINKS

### €185 (3 days)

Small fridge including still mineral water (28u), sparkling water (15u), Coca-Cola (15u), Coca-Cola light (10u), Orange Fanta (5u), Lemon Fanta (5u), plastic cups (80u).

# LEAD RETRIEVAL

Follow-up on the leads you've generated at the event with our contact scanners.

## HOW IT WORKS

Scan visitors' badges to save contact details and use advanced features to get more information, fast and efficiently. Export all captured data during or after the event to an Excel file.

- Delivery on the first day of the event and pickup the last day of the event directly from the stand.
- Real-time synchronization of data and access to web site.
- Assistance via email, phone and onsite

## CONTACT DETAILS

Tel.: +34 93 233 2773

Email: [leadretrieval@firabarcelona.com](mailto:leadretrieval@firabarcelona.com)

## WHAT DOES IT INCLUDE

- Mobile Scanner Rental
- 4G internet data connectivity

You can rent as many scanners as you need.



Mobile Scanner



Web Site

## FEATURES

### SURVEYS



Use the web site and create your own surveys. Then use the contact Scanner to send them to your scanned visitors.

### DOCUMENTS



Send any document or link to your leads simply by previously uploading them to the web site.

### TAGS



You can easily classify your contacts using tags created in advance through the web site.

### NOTES



Add notes to a scanned visitor profile to use them as reminders after the event.



# CUSTOMIZE YOUR STAND

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

The team accompanies you in all the processes, from start to finish:



DESIGNING



MANAGING



COORDINATING

“From initial design concepts to final build, Qorvo relies on buildUP by Fira to provide a best-in-class exhibition stand. Quality workmanship coupled with superior customer support make buildUP by Fira a trusted partner for Qorvo.”

**Kathleen Ingram**  
Events Manager, Qorvo Inc.



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# MEET THE TEAM

SMARTCITY  
EXPO WORLD CONGRESS



MEET THE TEAM

# CONTACT US

Our team is happy to help you with any questions or requests you may have. We're an email away:



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