

WELCOME TO THE WORLD'S LEADING EVENT FOR CITIES

SMARTCITY
EXPO WORLD CONGRESS

BARCELONA • November 15-17, 2022



WHAT'S AHEAD?

**A WORLD OF EVER-
CHANGING CITIES**

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



**Global
population
expected to
grow to 10B by
2050.**



**70% of this
people living
in cities.**



**In 40 years, we
will have built
as many new
cities as in all
human history.**

The future of humanity is inevitably urban, and digitization stands as an essential, unstoppable revolution to ensure future-proof cities focused on people and environment.

At the crossroads of tech and cities there's an opportunity for a more sustainable and inclusive world.

Smart City Expo is the place to spark a powerful urban tomorrow worldwide.



**WHAT'S NEXT
FOR CITIES STARTS
AT SCEWC**



I usually don't attend conferences, but the SCEWC is a learning place where you meet real people who deal with real city challenges. It's not just about gadgets. It's about smart thinking.

ERION VELIAJ

Mayor, City of Tirana

”

“

The SCEWC is a super important in-person event to create relationships and collaborations that drive inclusive solutions.

MIGUEL GAMIÑO

Executive Vice President and Head of Global Cities

citypossible™

Pioneered by Mastercard





This is the one place we get to do it every year, where we have the top conversations.”

CASSIE ROACH

Vice President, Global Public Sector



It's the face-to-face meeting which is the most interesting feature at the SCEWC. The venue is the place to meet people, network, discuss issues and see implemented solutions.

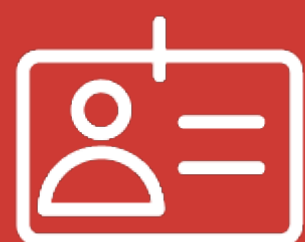
NEJIA LANOUAR

Director of Digital and Information Systems, City of Paris



SMART CITY EXPO IN FIGURES

A big comeback edition in 2021



14,934 IN-PERSON
ATTENDEES

52% INTERNATIONAL



21,210 ONLINE
ATTENDEES



452 EXHIBITORS
60% INTERNATIONAL



250 SPEAKERS



120 COUNTRIES



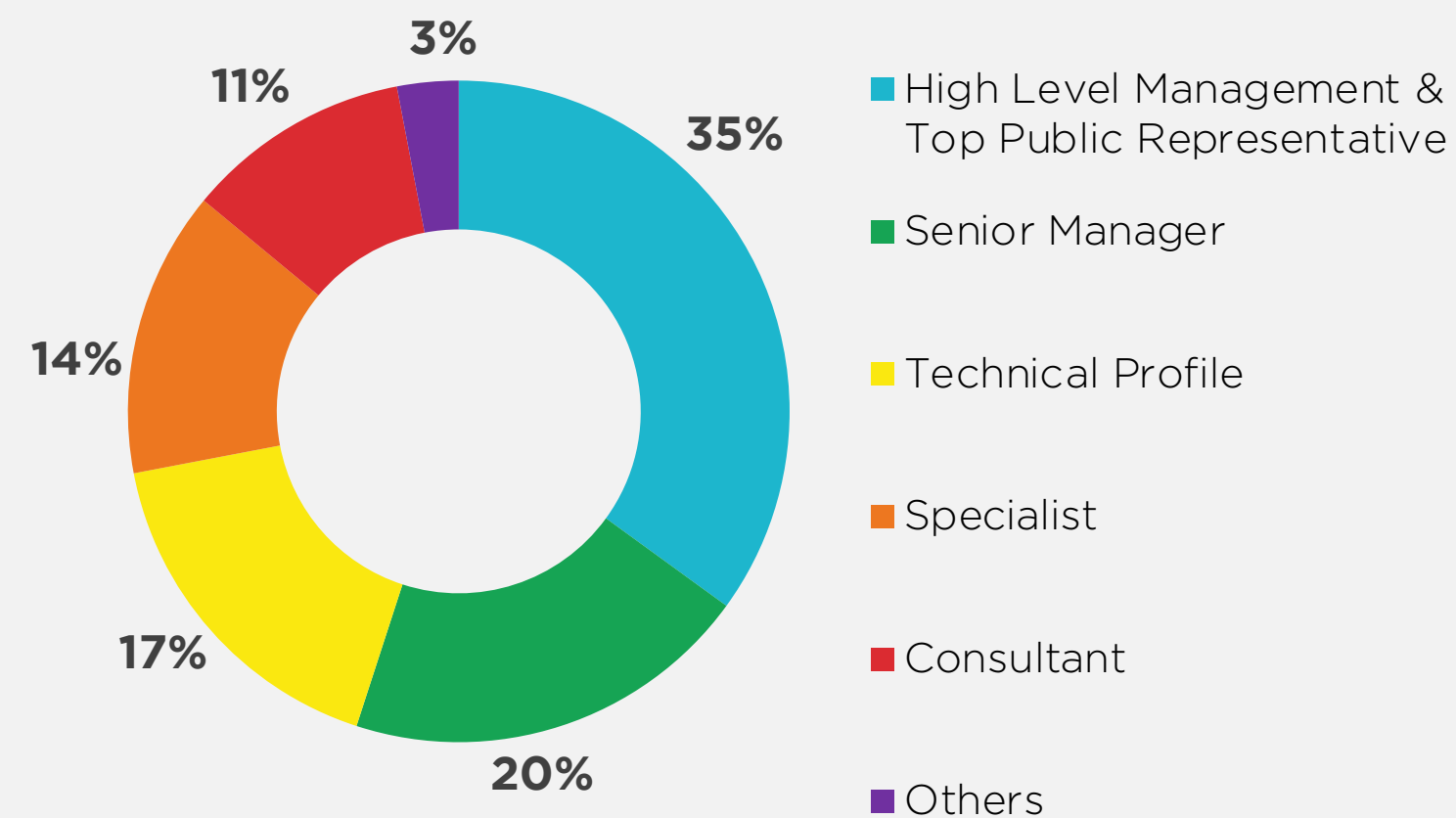
81 SIDE EVENTS

+97% OF PARTICIPANTS CLAIM THEY WILL COME BACK NEXT EDITION

MEET CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

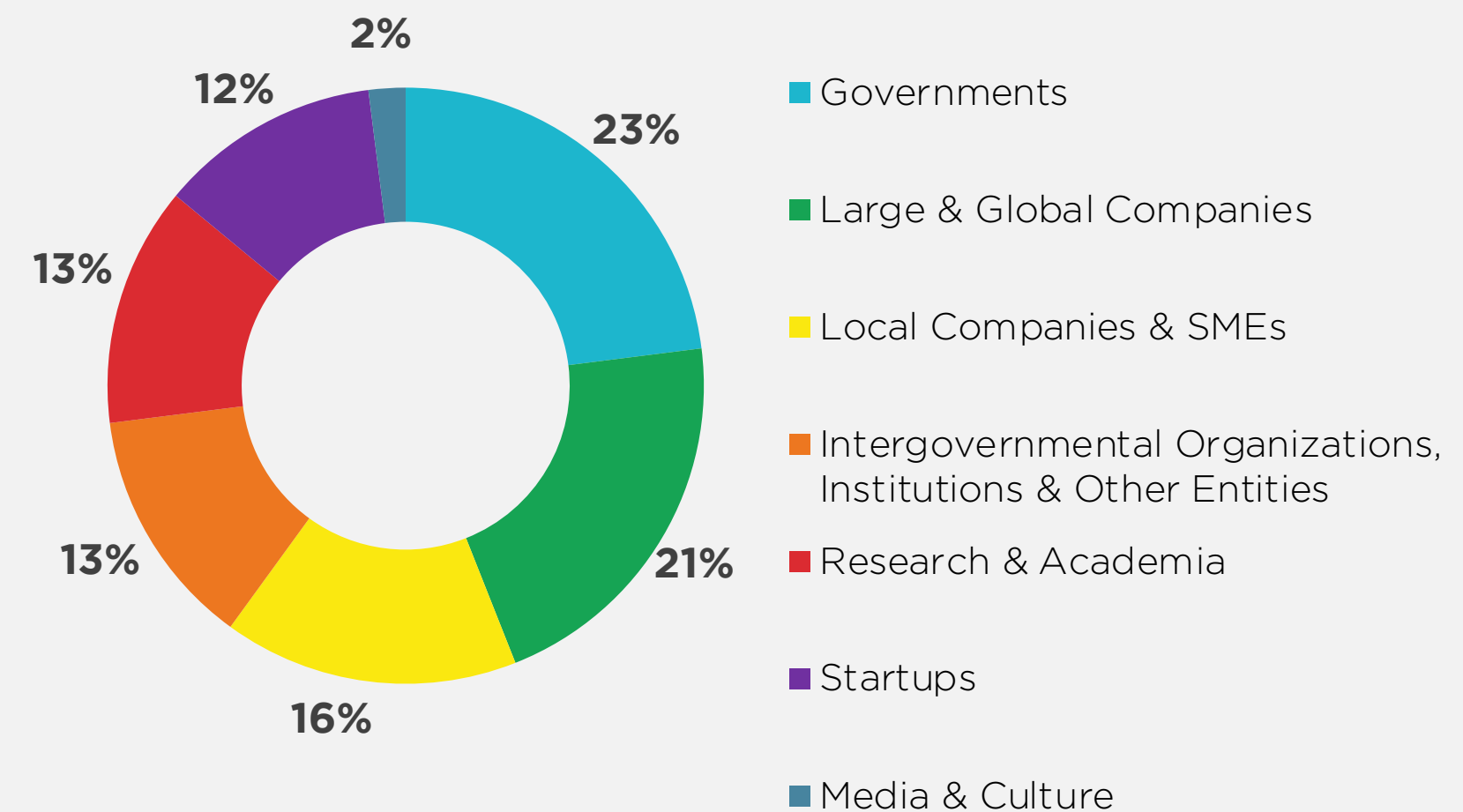
ATTENDEES PROFILE



55% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

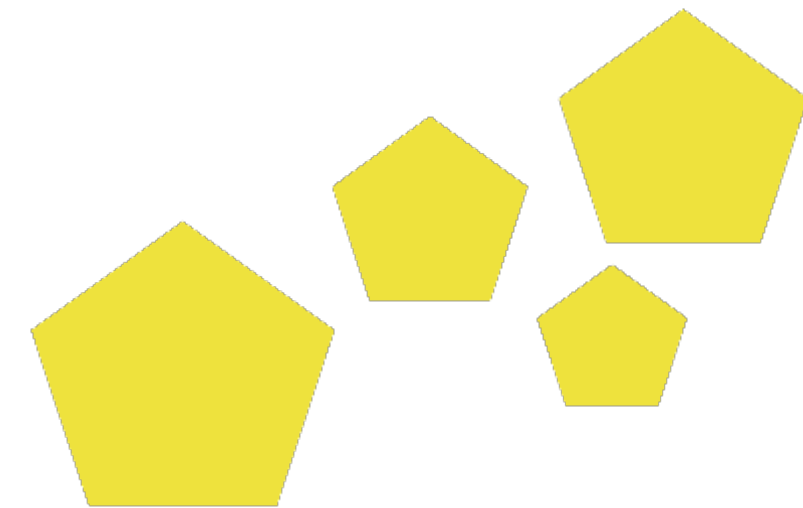
VISITING ORGANIZATIONS PROFILE



44% OF GLOBAL COMPANIES AND GOVERNMENTS

EXPAND YOUR DIGITAL REACH

2021 edition in numbers



MEDIA OUTREACH

3,930 MEDIA ITEMS
PUBLISHED

246 ACCREDITED
JOURNALISTS

33 MEDIA
PARTNERS

€18,527,739
VALUE OF THE MEDIA IMPACT

3,044M viewers
AUDIENCE

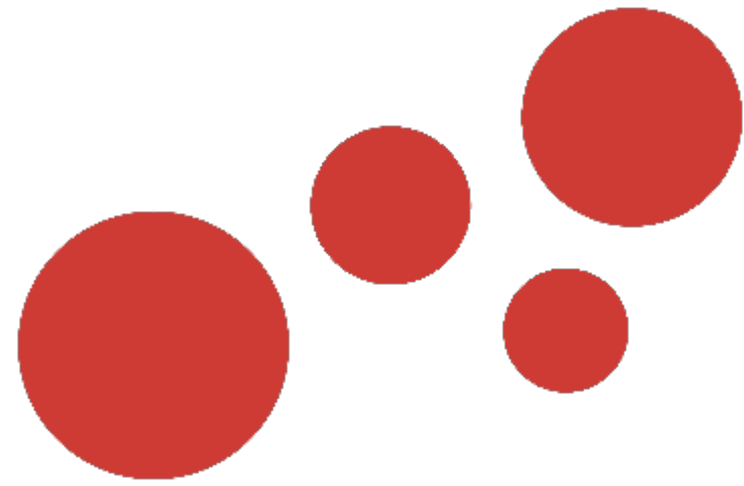
SOCIAL MEDIA REACH

+15M IMPRESSIONS IN DIGITAL
ADVERTISING, DISPLAY MK
& SOCIAL PLATFORMS

+152,000 FOLLOWERS
   

+180,000 WEB VISITS

4,751 MENTIONS OF #SCEWC21



IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

GLOBAL PARTNERS

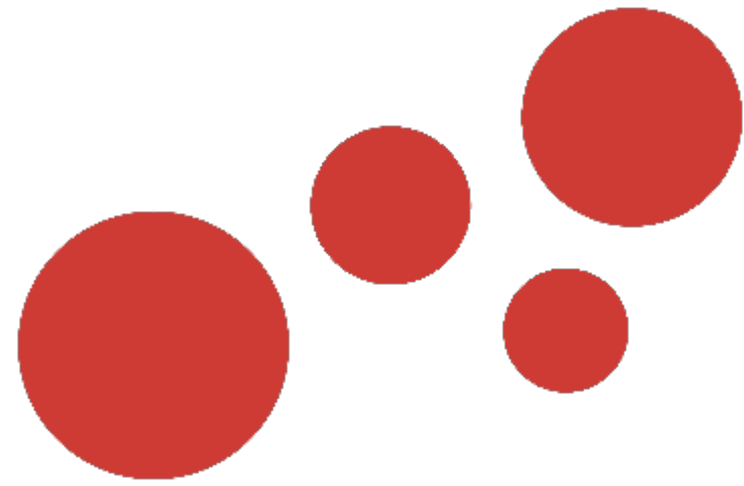


INDUSTRY PARTNERS



EVENT PARTNERS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

HOSTED BY



ORGANIZED BY



SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

COLLABORATING ORGANIZATIONS



MEDIA PARTNERS



ROADMAP FOR 2022

TOMORROW.CITY

365 DAYS A YEAR

**SMART CITY EXPO
WORLD CONGRESS
& CO-LOCATED EVENTS**

**SMART CITY EXPO
ABROADS**

**TOMORROW.
CITY**

Our 365-day digital platform dedicated to urban development.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

SMARTCITY
EXPO DOHA

SMARTCITY
EXPO CURITIBA

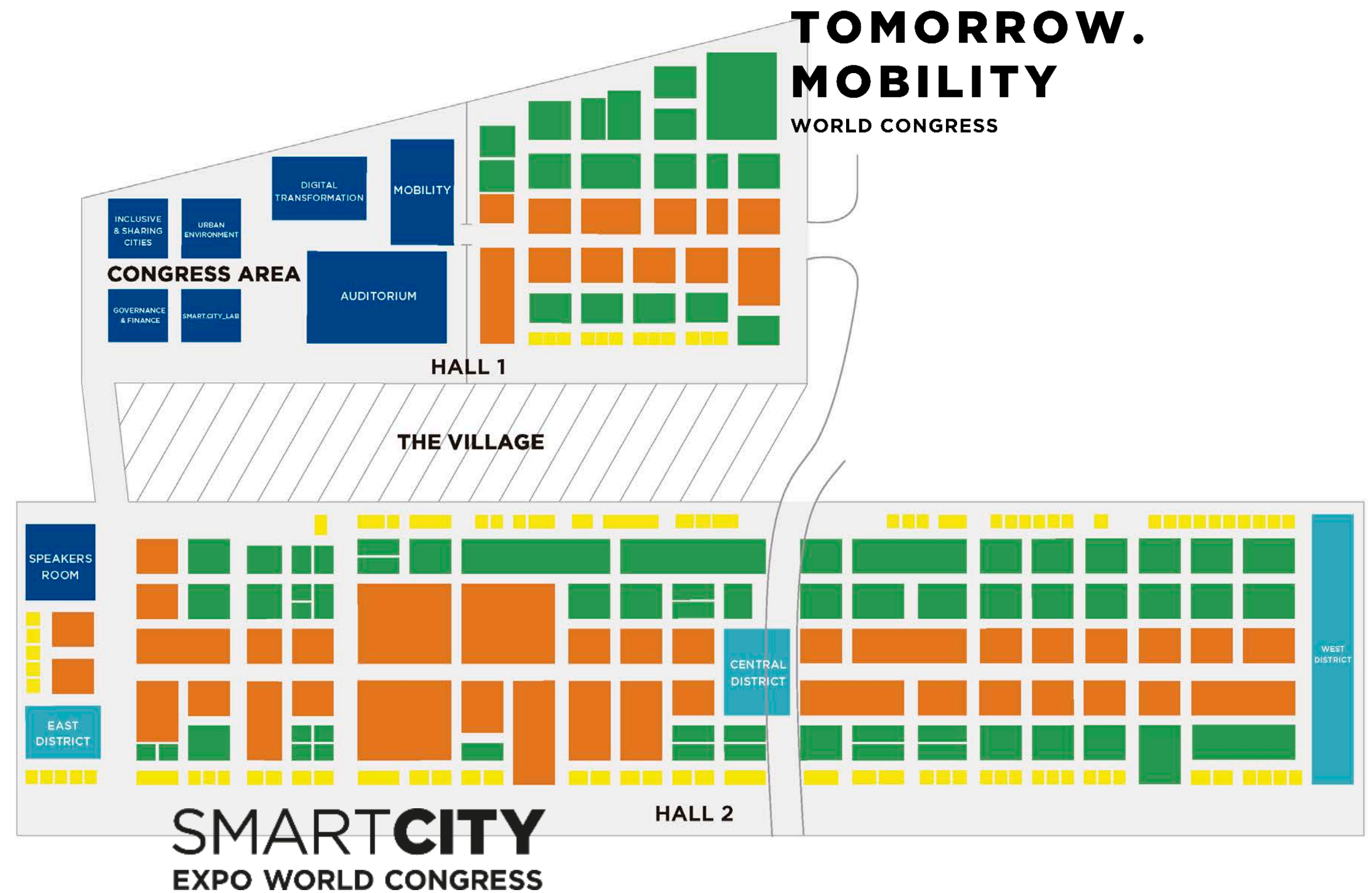
SMARTCITY
EXPO LATAM CONGRESS

SMARTCITY
EXPO SHANGHAI

SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

EVENT MAP FOR 2022





BECOME A
PARTNER

GLOBAL PARTNER: GET UNRIVALLED POSITIONING

If you are a global leader, a driver of major industries making a worldwide difference, you will want to partner up with us: we guarantee a big spotlight in the congress, a premier stand location, top-level visibility and access to all our exclusive networking benefits and value-added services.

Congress

- 1 Plenary Session
- 1 Theme Panel
- 1 Solutions Talk
- 50 SCEWC Congress passes
- 25 Tomorrow.Mobility Congress passes
- 50 FULL Congress passes

Expo

- 100 Expo passes

Visibility

- Website:
 - Logo on the homepage footer
 - Logo, description and link on Partners' web section
- E-mailings:
 - Exclusive partner announcement e-mailing
 - Logo on e-mailings' footer
- Social Media:
 - Collaboration announcement
 - Retweets and mentions
 - Possibility of sharing your Pre-event partner video
- Signage:
 - Logo on app and exhibitor floorplan
 - Logo on static signage & dynamic advertising (1st level)
 - Logo on projections between congress 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

Value-added benefits

- Attendee list update on a weekly basis (last weeks before the event)*
- 3 accesses to the VIP networking tool
- Invitation to Mayors' Dinner
- 4 parking bays
- Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- Priority in booking a table at Nuclo restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

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

PRICE - €70,000

The prices, services and benefits of this partnership might suffer changes, maintaining the same value for money.

*According to the EU General Data Protection Regulation

INDUSTRY PARTNER: BE RECOGNIZED AS A SECTOR LEADER

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 and multiple networking benefits.

Congress

- 1 Theme Talk (Keynote or Dialogue)
- 1 Solutions Talk
- 25 SCEWC Congress passes
- 10 Tomorrow.Mobility Congress passes
- 25 FULL Congress passes

Expo

- Exhibition space of 60 sq. m.
- 60 Expo passes

Visibility

- Website: Logo on the specific track section
Logo, description and link on Partners' web section
- E-mailings: Logo on targeted e-mailings (by track)
- Social Media: Collaboration announcement
Retweets and mentions
Possibility of sharing your Pre-event partner video
- Signage: Logo on static signage & dynamic advertising (2nd level)
Logo on projections between congress sessions (1 room)
- Logo and description in post-event report

Value-added benefits

- 1 access to the VIP networking tool
- 2 parking bays
- Priority in booking a table at Nuclo restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

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

PRICE - €50,000

The prices, services and benefits of this partnership might suffer changes, maintaining the same value for money.

EVENT PARTNER: STAND OUT FROM OTHER EXHIBITORS

To 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.

Congress

- 1 Theme Panel
- 25 SCEWC Congress passes
- 10 Tomorrow.Mobility Congress passes
- 25 FULL Congress passes

Expo

- 50 Expo passes

Visibility

- Website: logo and link on Partners' web section
- Social Media: Retweets and mentions
- Possibility of sharing your Pre-event partner video
- Signage: logo on static signage & dynamic advertising (3rd level)
- Logo and description in post-event report

Value-added benefits

- 1 access to the VIP networking tool
- 2 parking bays
- Priority in booking a table at Nuclo restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

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

PRICE - €18,000

The prices, services and benefits of this partnership might suffer changes, maintaining the same value for money.



**BECOME AN
EXHIBITOR**

YOUR EXHIBITIONS OPTIONS

HIRE SPACE AND CUSTOMIZE YOUR OWN STAND

SPACE ONLY - €250-€ 225/m²

+ €448 of Registration Fee

*Not included: VAT

**EARLY BIRD
PRICES**

*Until June 30th

SHARE YOUR EXHIBITION SPACE WITH YOUR PARTNERS

As an exhibitor, you can bring other companies to exhibit in your own space. They will benefit from:

- Visibility in the Smart City Expo website and app, in the exhibitors list
- Visibility in the exhibitor floorplan onsite
- 1 invitation for a Congress Pass
- 3 invitations for 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

**CO-EXHIBITOR
FEE - € 350**



YOUR EXHIBITIONS OPTIONS



		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*		€11,940	€5,150	€3,700
		€12,750	€5,500	€4,000

EARLY BIRD PRICES

*Not included: VAT or participation fee

**Early Bird rates until June 30th





**BECOME AN
SPONSOR**

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 Congress & 60 Expo

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 25,000 attendees.

Passes included: 20 Congress & 40 Expo

PRICE - €25,000

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 signage
- Stage screens onsite in between Congress sessions
- Social media posts (152,000 followers)

You can choose from three Towards Zero Waste programs:

1. Drink Sustainably
2. Reuse & Recycle
3. No More single-use plastic



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 - €50,000 exclusive
- 20,000€ each



PRICE - €20,000
each

CAFÉ

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 brand will be on:

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

Passes included: 20 Congress & 40 Expo

PRICE - €20,000 each



DISTRICT AGORAS

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 brand will be on:

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

Passes included: 20 Congress & 40 Expo

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

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.

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?

PRICE - €25,000



VENUE ESCALATORS

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

PRICE - €10,000

SEE YOU NEXT YEAR

15 - 17 NOVEMBER 2022

“

This event brings public, private and civil society together. If you're looking for a smart city event, this is the one you should make the time for.

JEREMY GOLDBERG

Worldwide Director of Critical Infrastructure Microsoft

