

TOMORROW.
MOBILITY

TOMORROW.
BUILDING
WORLD CONGRESS

TOMORROW.
BLUE ECONOMY

SPONSORSHIP OPTIONS















Organised by:

Hosted by:





THERE'S NO OTHER PLATFORM LIKE THIS FOR THE SMART CITY INDUSTRY



25,771

IN-PERSON ATTENDEES

1,150

EXHIBITORS

TOP VISITING COUNTRIES

- **SPAIN**
- GERMANY
- I ITALY
- **■** FRANCE
- NETHERLANDS
- **#** UNITED KINGDOM
- **UNITED STATES OF AMERICA**
- SOUTH KOREA
- SAUDI ARABIA
- BRAZIL
- BELGIUM
- PORTUGAL
- **ISRAEL**
- JAPAN

850

CITIES

135

COUNTRIES

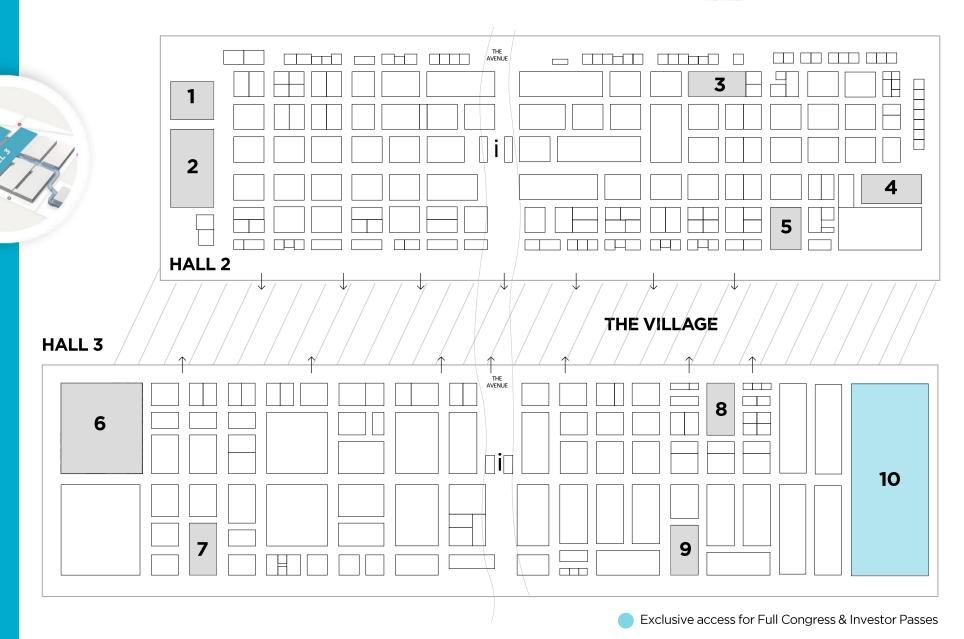
55%

DECISION-MAKERS

EVENT MAP

STAGES:

- 1. People-First Stage
- 2. Blue Economy Stage
- 3. Impact Tech Stage
- 4. Move Better Stage
- 5. Shaping Mobility Stage
- 6. Innovation Playground Stage
- 7. Clean Cities Stages
- 8. Tech X Cities Stage
- 9. Infrastructure & Building Stage
- 10. Main Stage & VIP Lounge

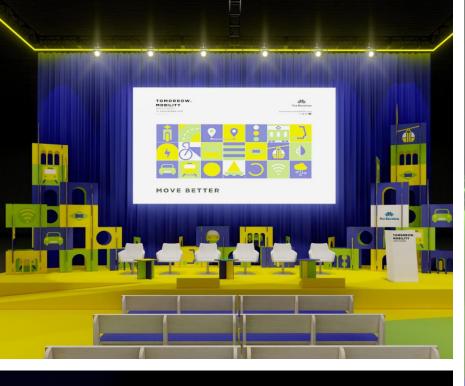


PREMIUM SPONSORSHIPS

GET MAXIMUM BRAND EXPOSURE



CONGRESS STAGE







CONGRESS STAGE SPONSOR

Shine at the knowledge point.

CONFERENCE & TICKETS

- 45-minute dedicated session at the sponsored stage
- 25 Full Congress, 60 Visitor & 25 Public Sector Passes

IN-VENUE VISIBILITY

- Premium & exclusive stage exposure with high visibility of your brand: powered by SPONSOR
- Sponsor brand on stage screen between session. Optional: followed by a 20-30" sponsor spot
- Sponsor session in the program screens at the stage access
- Brand in venue signage

DIGITAL VISIBILITY

- Event Website. Sponsor brand on...
 - Partners page
 - Congress page
 - Agenda
- Social Media. Sponsor highlighted in main program-related posts
- Email.
 - Sponsor session highlighted in main program-related emails
 - Thank you partners email
- Post-event report

PRICE: €75,000

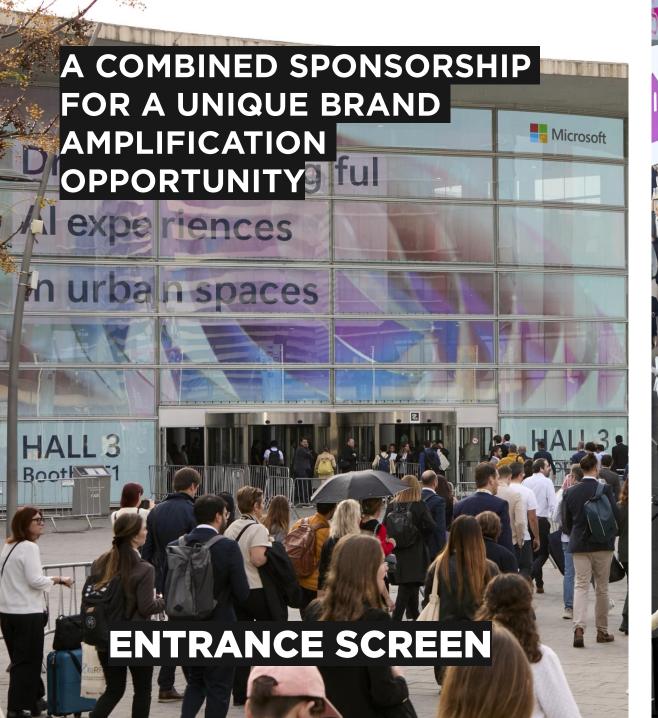
Exclusive Benefits:

- Limited Sponsor Slots: only 1 slot available per stage.
 First come, first served.
- Priority for Global Partners: This is a sponsorship we extend preferentially to our Global Partners as a courtesy for their involvement.
- Double your visibility at the stage:
 - Prime exposure on the main screen between sessions + 20-30" sponsor spot (optional).
 - Continuous animated branding will rotate on the striking LED truss framing the entire stage area where "powered by [YOUR BRAND]" will be elegantly integrated after the stage name, creating an unmistakable association between your company and thought leadership at the event. Branding on LED truss: 30 seconds/each.

Technical details will be communicated in September.

WELCOME SPONSOR > 100

Seize the spotlight to the maximum with a premier dual-edge opportunity





WELCOME SPONSOR

Be the forefront ambassador to all attendees entering the event!

Your brand will take center stage at the events entrance with not one but **two captivating displays**—the spectacular transparent LED screen and the dynamic circular LED in the main hall—ensuring a 360-degree visibility experience for all attendees.

Newly inaugurated this year, this façade LED screen is the largest of its kind in all of Barcelona, providing an exceptional brand awareness and amplification opportunity with its dominant size* and position.

Plus, your brand will benefit from online and onsite visibility assets, additional to the façade and entrance screens.

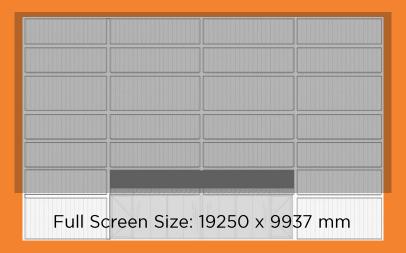
Click <u>here</u> for a quick example of both formats.

PRICE:

€40,000

Exclusive Benefits:

- Limited Slots: 3 slots available. First come, first served.
- Priority for Global Partners: This is a package we extend preferentially to our Global Partners as a courtesy for their involvement.
- Full-Screen Advertising: The Entrance Screen will be switched on 14 hours a day throughout all 3 days, plus assembly days. Advertising airtime will rotate during peak show hours as well as throughout each day of the event. Visibility and reach pre-, during and post-event can be measured in PR reach and visitor views. Ads on Entrance Screen: 10 seconds.



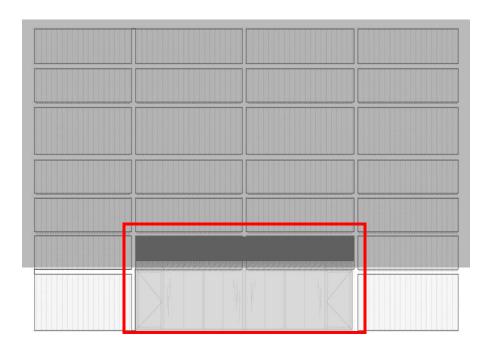
 Dynamic Duo: Combined with the main hall's circular LED for an unrivaled sponsorship experience.
 Ads on circular LED: 10 seconds.



ENTRANCE SCREEN CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2025.



Screen specifications

Product: Muxwave "Holographic effect" LED wall

Pixel pitch: 3.9MM

Resolution: 4864 x 2609 pixel

Screen Size: 19250 x 9937 mm

Content formats: png, svg, mp4, custom real-time content*

Key elements to note

- Black colours show transparent on the Muxwave wall
- The Muxwave panels are applied from the inside to the glass façade of the venue entrance.
- The glass facade is structured into segments and consists of many individual glass surfaces.
- The image surface is divided by bars. Keep this in mind when placing fonts and logos.
- In the lower area of the image are the entrance doors (circled in red). which are not equipped with Muxwave LED. This creates a section on which no content can be displayed.

^{*}Sponsors can collaborate with Fira Barcelona's official suppliers to craft custom content. Service at additional cost.



360° CIRCULAR LED CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2025.

Screen specifications

Clicking on the following <u>link</u> will take you to the documentation and specifications for working with the content*, along with example videos.

*Sponsors can collaborate with Fira Barcelona's official suppliers to craft custom content. Service at additional cost.

360° Circular Led content won't be on display during the Awards Party







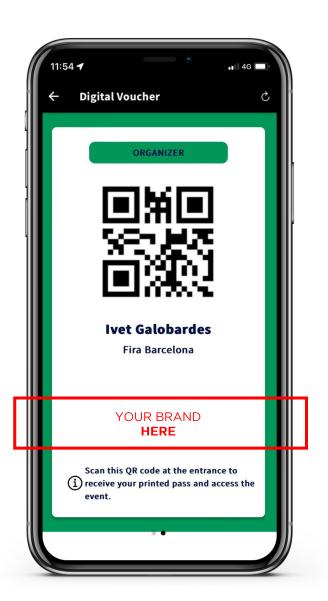
REGISTRATION - 1000

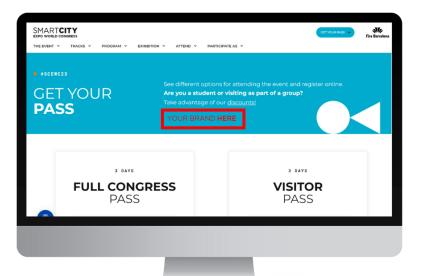
1. REGISTRATION

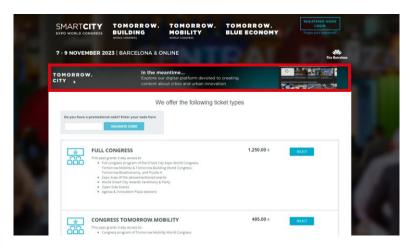
Become the registration sponsor, get the first-mover advantage!

DIGITAL VISIBILITY

- Digital Event Badge
- Emails:
 - Accreditation
 - Plan your visit
 - Download the App
 - Thank you partners
- Event Website:
 - Plan your visit page
 - Partners page
 - Get your pass page
- Banner in the accreditation page
- Social media channels
- Post-event report







1. REGISTRATION

IN-VENUE VISIBILITY

- Lanyards and printed passes
- Accreditation desk
- Static venue signage
- Advertising screens
- Stage screens between sessions

Passes included: 45 Full Congress, 100 Visitor & 45 Public Sector Passes

PRICE: €60,000







TOWARDS ZERO WASTE

TOWARDS ZERO WASTE

Prove your organization's contribution to a more sustainable future.

We're working towards creating efficient, inclusive and sustainable cities - so naturally, our events should lead by example.

Started back in 2016, **Towards Zero Waste** is a dedicated sustainability initiative, based on four main principles

- Towards a paperless event: Prioritizing the use of digital assets through out the venue.
- Use of less materials, plus reusing, removing single-use plastics, and reducing food leftovers.
- Separate collection: Recycling within all the event areas.
- Compensation of CO2 emissions.

Find out all our actions about the TZW initiative HERE!



TOWARDS ZERO WASTE

DIGITAL VISIBILITY

- Email:
 - Initiative presentation to exhibitors
 - Accreditation
 - Thank you partners
- Event Website:
 - Sustainability & Diversity page
 - Towards Zero Waste page
 - Partners page
- Logo on the mobile App homepage
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Towards Zero Waste signage:
 - Entrance Hall
 - Hall 2 main access
 - Signage elements at the Restaurants and Cafés
 - Bicycle parking lot
 - Digital signage thought the expo and the congress
 - Recycling bins for lanyards and printed passes at the entrance of the venue
 - Advertising signage
 - Billboard at the Central Plaza
- Stage screens between sessions

Passes included: 25 Full Congress, 60 Visitor & 25 Public Sector Passes



TOWARDS ZERO WASTE



Stands made with recycled materials









Pass Holder Recycling bins



Guarded bicycle parking lot



Cafes and Restaurants billboards



Recycling signage



Digital signage in the Congress Rooms



Hall 2 main access

Towards Zero Waste big billboard

IN-VENUE SPONSORSHIPS

AWARDS PARTY

Head the Awards party, the cherry on top of the celebration!

DIGITAL VISIBILITY

- Email:
 - Daily wrap-up email (day 1) inviting attendees to join the party.
 - Thank you partners
- Event Website:
 - Networking page
 - Partners page
 - Agenda page
- App:
 - Push notification inviting attendees to join the party
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Logo display on the 360 circular LED that tops the main entrance, where the party takes place (displayed only during the party)
- Static venue signage
- Advertising screens
- Mention & presence at the end of the Awards Gala

Passes included: 20 Full Congress, 40 Visitor & 20 Public Sector Passes





EVENT APP

Where everyone converges!

Last year's figures

424,535 VIEWS*

20,211 DOWNLOADS

7,000+ NETWORKING CONNECTIONS

DIGITAL VISIBILITY

- App screens*:
 - Splash
 - Home page
- Emails
 - Accreditation
 - Plan your visit
 - Download the App
 - Thank you partners
- Event Website:
 - Download the App page
 - Plan your visit page
 - Partners page
- · Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Static venue signage
- Advertising screens
- Stage screens between sessions



YOUR

HERE

BRAND









CAFÉ CORNER

Cozy up to a relaxed public at the café corner.

DIGITAL VISIBILITY

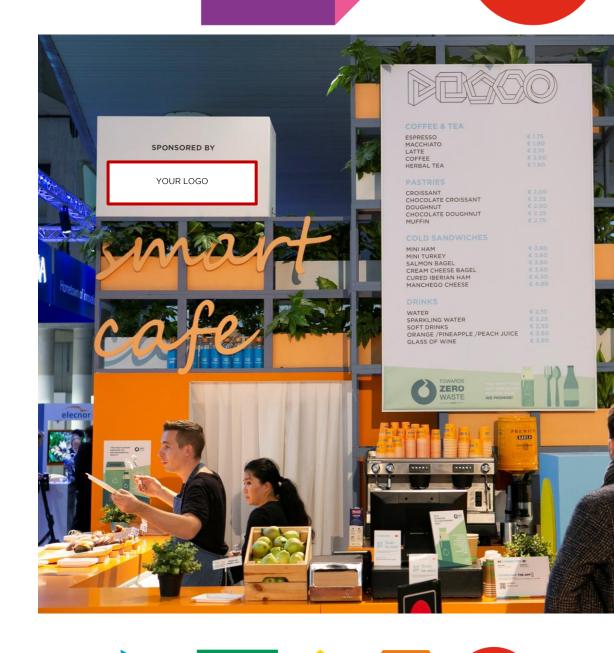
- Email:
 - Thank you partners
- Event Website:
 - Partners page
 - Practical info page
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Café & Lunch signage
- Static venue signage
- Advertising screens

Passes included: 20 Full Congress, 40 Visitor & 20 Public Sector Passes

PRICE: **€20,000**



ADVERTISING OPPORTUNITIES

ESCALATORS

Take your brand to new heights.

MAIN ENTRANCE

ENTRANCE FROM LEVEL -1

HALL 2 TO LEVEL 1

HALL 3
TO LEVEL 1

TRIPLE

€25,000

TRIPLE

€15,000

DOUBLE

€15,000

DOUBLE

€15,000



BILLBOARDS

Outdoor billboards to reach visitors when they come and go.

BIG



SMALL



Size: 3x3x1 m €15,000

Size: 1x4 m

€7,500

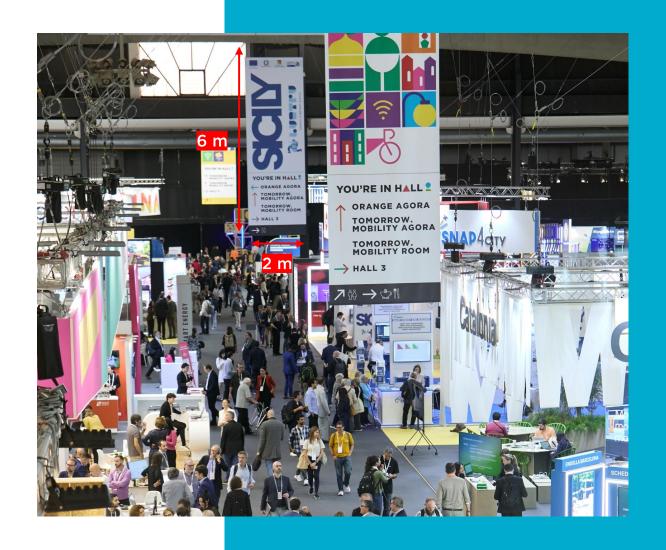
DOUBLE-SIDED DROP BANNER

Take your brand to even higher heights!

2x6 m

MAIN CORRIDOR €10,000

SECONDARY CORRIDOR €5,000 2x4 m



WATER BOTTLES

Get your bottles refilled and let them travel all around the venue.

Sustainable and reusable water bottles for attendees*.

Contact us for a tailor-made proposal!

YOUR BRAND **HERE**

PRICE:

€30,000





*3,000 units available (including 500 units provided to the sponsor)
Final bottle design to be confirmed

DIGITAL SPONSORSHIPS

TOMORROW.



WHAT'S TOMORROW.CITY?

Launched in 2020, Tomorrow.City is the **world's biggest digital platform** devoted to creating and spreading content about cities and innovation.

A global hub to help advance the smart city industry and raise awareness on the critical role that cities play in today's world.

TOMORROW.



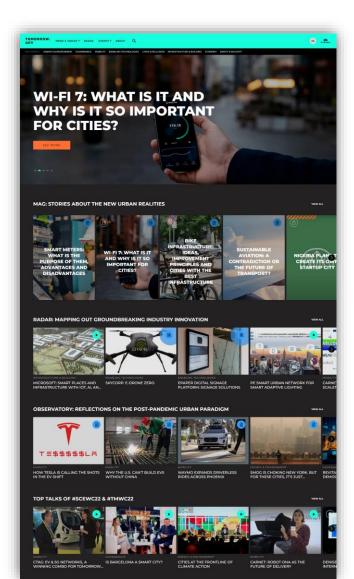
22,500+ monthly page views



30,500+ registered users



27% average opening rate



Let's do great things together

1. SPONSORED NEWSLETTER

Your brand, right to their inbox.

Sponsor two editions of the Tomorrow. City biweekly newsletter.

- Sponsor's mention at the start Brought to you by [Logo]
- Banner insert with sponsor's link in the middle of the newsletter. Banner and link should be provided by the sponsor. Technical requirements: 600x90px, 100kb max., JPG

PRICE: **EXHIBITORS** NON-EXHIBITORS €7,000

TOMORROW. CITY





ontom

here's how

Traffic data make cities safer and greener





urban living





South Korea's self-cleaning roads: a socia

alled in the center of traffic lanes, activate when pedestrian lights turn rec



an coexist harmoniously, and environmental preservation is prioritized. Som-itiatives are already offering a glimpse of what this alternative approach to

this guest post by BABLE Smart Cities Knowledge Hub, we explore how Al is also being leveraged to automate public services, deliver real-time data insights

Let's do great things together

2. SPONSORED CONTENT

Make your story count.

Let our expert journalists create a **branded content** on the topic or use case you want to put the focus on.

- Highlighted in our Magazine section homepage during a month.
- Disseminated through Tomorrow.City social media channels (19,000+ followers) and SCEWC LinkedIn newsletter (10,400+ subscribers and 31,600+ followers)
- Linked from Smart City Expo homepage 7,000 monthly unique visits.







The article is also auditable base in Space

HOW TRAFFIC DATA CAN MAKE CITIES SAFER AN MORE EFFICIENT

+ 4

Assets the species.

Clinic worther carter of horsess activity. The global populations is occurrent and its major when cortain and y in a papel or expected by their in executationally uses. These species greates pairs are embring beneat for transferred and a single when a figure and their incontenting the rount atmost and interestenting clinic contention of their interests of interestentiated, otherwised assets. Given this content, exists that the distingue of minimizing the non-treatment larguest at traffice-characteristic manifoldity of which appears and optimizing the non-filter research.

To assemble this, often extrementage is such selegation analytics, and seast infinitesation systems.

Assembling to a <u>ment report by Fred & Sullium</u> Senert traffic energeneem their Big Date Cas Kery-Sene
Cities Storing, Cities that streed to data analytics and smort infinitesizate to manage traffic flow in realties and inspirent efficient videous are related, the vision of soft increasation.

straghthround. For cample, the Chines sity of Vacation transferred from a read village rate a global respecty to just prymer, and Dales colored from a small fielding not task one of the next advanced cities in the world. However, the situation to more complex is taken European cities, where aging transport network do not integrate as notify with unsert bedoesdays and require aging leave in recommen.

Tractions portfolio of reaffs, analytics products plays a key role in dupleg ment cities by optivating continued a speciation and improving traffic transparent, even to also where dupleying a sensetration strategy is a hallenging, due in a again and windows.

WHAT CHALLENGES DOES URBAN TRAFFIC CREATE FOR CITIES



Traffic congretion reduces work greeks their by consuming valuable time as drivers are study to jume, while also increasing code for relatio sweets due to higher fact consumption and maintransor expresses.

From an environmental perspective, traffic jams coemitade in increased pollution clue to the constant stopping and entring of whiches, so well no the additional entonions generated while different much the parking spaces. In addition to air publishes, marks, also contributes to noter pollution, as not worker still residuo from made into winer-own, it reduces biodirective and leads to a county publishes town executive.

NOW ARE SMART CITIES TACKEDY: THE TRACEN BROWN EMILE

In seast CEA, transport infrastructure con priorities mosts like usent dever lighting, which adjust heightness based on puberities and traffic activity, and justices find or purpose modeyers and parking most story great spaces, on early first. Additionally, the development of mathematical transportation like and local development contents, accorded with critical transport options, supports the croscopy of the 13-minute city, where assuming across one articles, and and distinct and like and articles.

 Americalists has prioritised and stars owner traffic management. To reduce malle stor-the city certain, Associated has implemented countries, perticularly amount the Central Train Station, siming to Erab terrocountry instruces and imposes traffic files. It can meetine traffic behavior by stacketing flusting car date.

thated deliverview, chard false, and estimated bity options, ensuring mere have not and convenient univerter a variety of temperature modes.

Only has endough the adoptions of electric relation bissey mere, the combine of electric vehicles externing Chiches surpround that of potent vehicles, first the jeasualises for prochasing electric care and the development of difference was an electric or electric processing and the processing electric care and the

The most effective staffic management functionalities in smart clies are half upon the following types of

 Optimization of traffic signals through data analysis, restr monitoring. Do traffic monitoring, and multistatistics.
 Enhancing read subsystems of interaction analysis, traffic join warnings, and advanced driver assistance

rystem.

- Environmental impact assumment, analyzing historical traffic data, real-time smalle patterns, COx orthodom, and cloams whaten.

- Project core benefit analysis evaluating historical multic data, and cities smalle patterns, COx orthodom.

HOW TRAFFIC ANALYSIS IMPROVES MOBIL



With the light of motion stragation for many hardware and offices which we for records, retill, transquares, and all motions, when places not all subsingings one left in registers to those legal to be one unstanding, consistent, and quality of live in funce can, however, growing more to move and of the records has been developing with, measurement meltions for one pre-special subsidiaries, and this place has been and on the fine time of the pre-special states of an element of the contract of the contract

 In Wassesia, the Orportunet of Transportation utilizes Temfore Xxxxi Montraing data to resource time delays caused by read works. No sensess or cameras are moded, resulting in significant cost savings to the department.

inglementation of this research.

In Transac, the highest profesting the the Point monitorpolities area, the Direction doe Status of the de-trans

[Billitis area PPP Comply build consequence trachesings; a serious deep his limition I build does and must

action to provide and designation of the Consequence trachesing and the consequence of the Consequen

technique is analyse new must pattern of care, biles, and pedantian. By personing with Tierden, Stoordight Osto cas provide detailed engine on new must and traffic patterns out only within the Un States has also internationally.

WHAT ARE THE FUTURE OUTLOOKS FOR SMART CITIES

entition in autogeneti. Danks in the in billow data pinting patient by Sentime day across the gibts, rettle camagenes in this case a disagn are effective entiting in a suppress muchilly, and use for the strictly moragene sets also mention when noticity, multing them in articipate or being durining change encycled in both the down and multima term, benefit agreeducinity and largesting perimeneural conditions, and enhancing policy health.

TAGS

SPONSORED NEWS & CONTENT

TOMORROW.

SPONSORED NEWSLETTER

Sponsor two editions of the Tomorrow.City newsletter



SPONSORED CONTENT

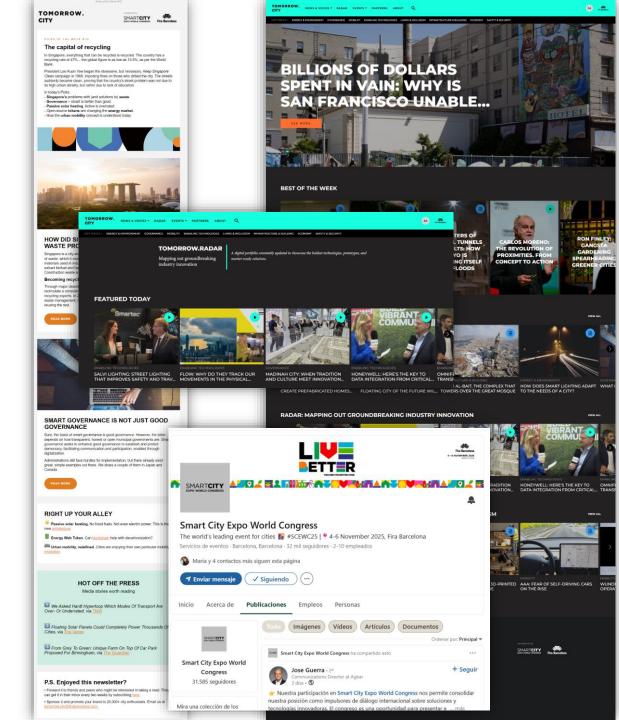
Let our team create a branded content for you

PRICE:

FOR
EXHIBITORS

FOR
NON-EXHIBITORS

FOR
15,000



SMARTCITY EXPO WORLD CONGRESS



COULDN'T FIND YOUR MATCH?

Let's get creative!

Get in touch to tell us what your goals are and we'll work with you to put together a tailor-made offer, be it within digital content or in-venue assets.

