



**SMARTCITY**  
EXPO WORLD CONGRESS

# SPONSORSHIP OPTIONS

4 - 6 NOVEMBER 2025

BARCELONA



# 2024 EDITION IN NUMBERS

25,771

IN-PERSON ATTENDEES

283

REGISTERED PRESS

1,150

EXHIBITORS

13.8K

EDITORIAL MENTIONS

850

CITIES

1.39M

WEB VIEWS

632

SPEAKERS

184K

FOLLOWERS     

135

COUNTRIES

83M+

DIGITAL IMPRESSIONS

TOMORROW.  
CITY



22,500+

MONTHLY USERS



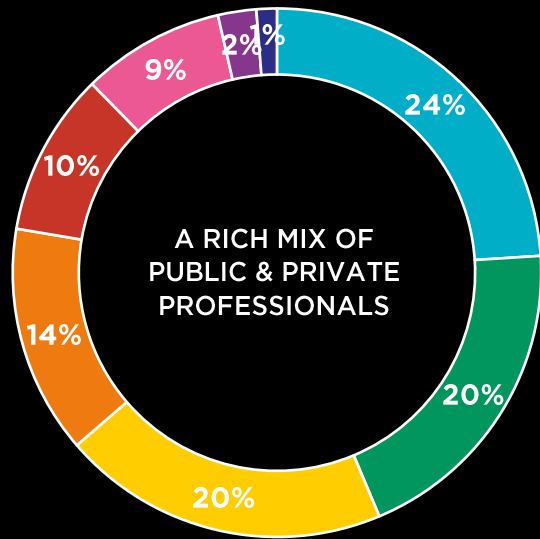
30,500+

SUBSCRIBERS



# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION

## ORGANIZATION PROFILE



- Governments
- Large & Global Companies
- Local Companies & SMEs
- Institutions & other entities
- Startups
- Academia
- Media & Culture
- Investors

## JOB FUNCTION



- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Specialist
- Others

## TOP VISITING COUNTRIES

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

**NEW!**

# EVENT MAP

Moving away from a single unified space, the congress will now take place across 10 stages throughout the venue →

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

**BARCELONA  
DEEPTECH  
SUMMIT**



## Stages

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

● Exclusive access for Full Congress & Investor Pass

# PREMIUM SPONSORSHIPS

GET MAXIMUM BRAND EXPOSURE



# CONGRESS STAGE





**ELEVATE YOUR BRAND  
AT THE EPICENTER OF  
KNOWLEDGE**

# 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



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

**A COMBINED SPONSORSHIP  
FOR A UNIQUE BRAND  
AMPLIFICATION  
OPPORTUNITY**



**ENTRANCE SCREEN**



**MAIN HALL 360°  
CIRCULAR LED**

# 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.

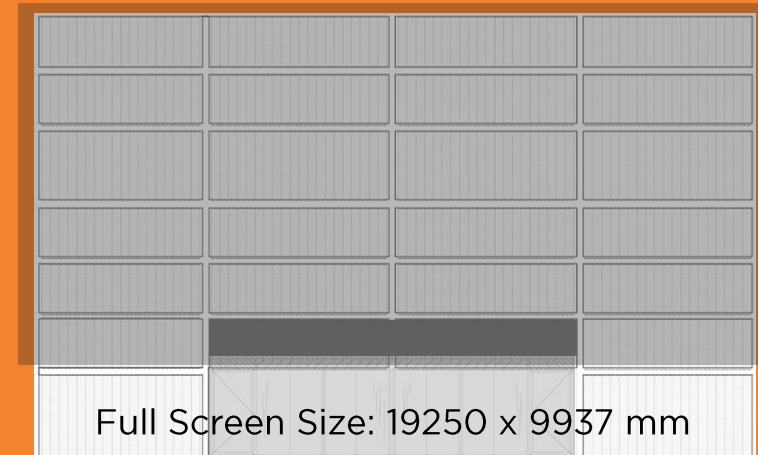
Click [here](#) for a quick example of both formats.

### 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.



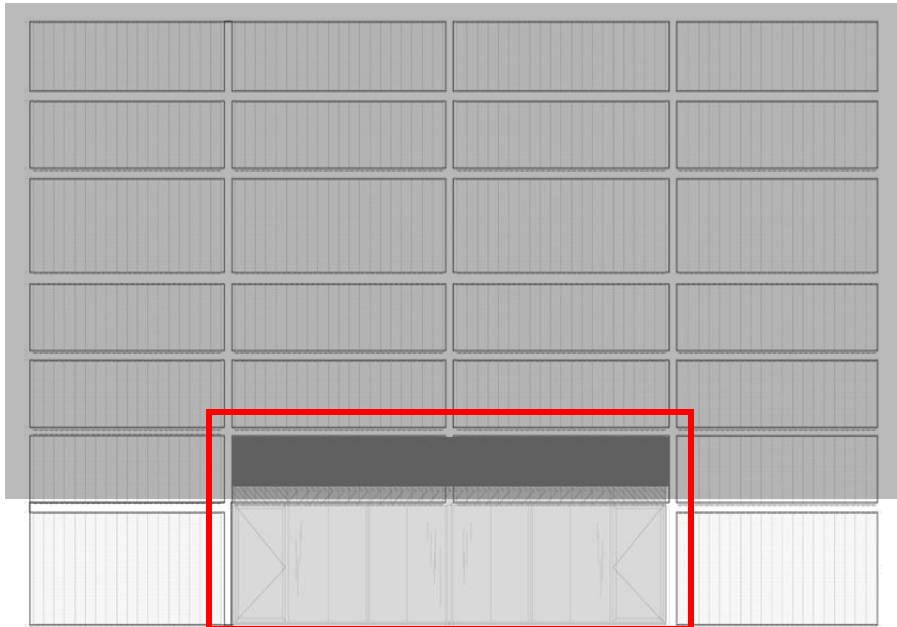
- **Dynamic Duo:** Combined with the main hall's circular LED for an unrivaled sponsorship experience. Ads on circular LED: 10 seconds.



# 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 [link](#) 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





SMARTCITY  
EXPO WORLD CONGRESS

Fira Barcelona

LIVE  
BETTER

THE

JOIN THE CONVERSATION  
#SCEWC24

Accés/Accesso Access SUD

Fira Barcelona



# REGISTRATION

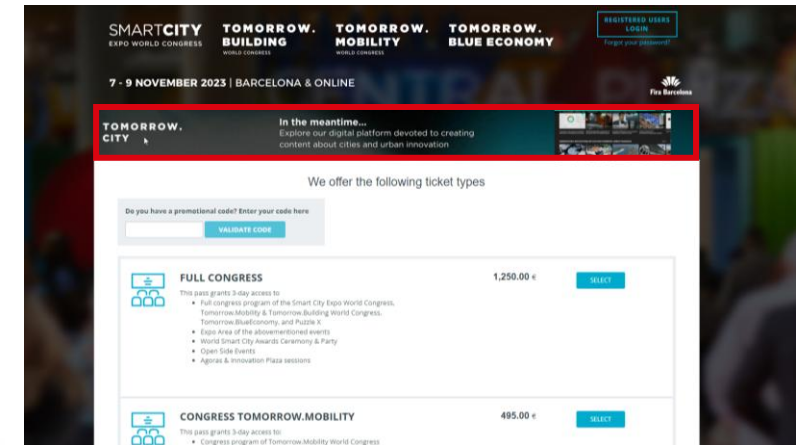
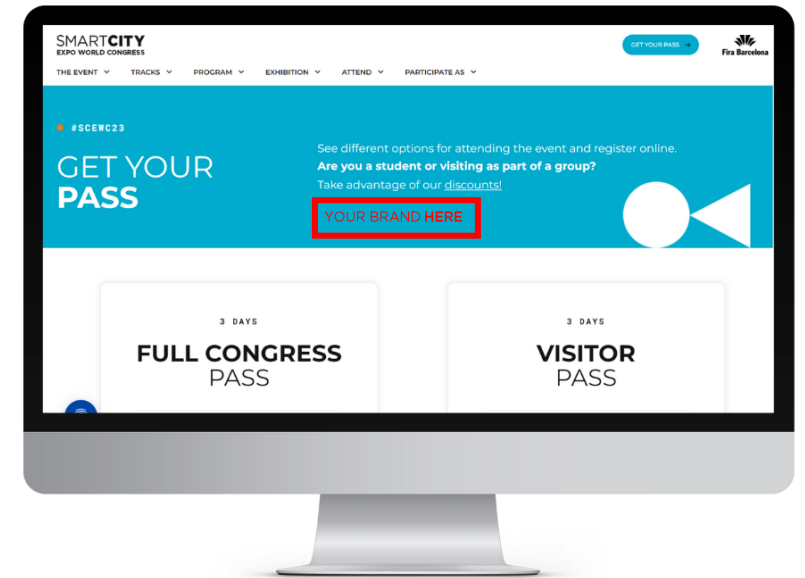
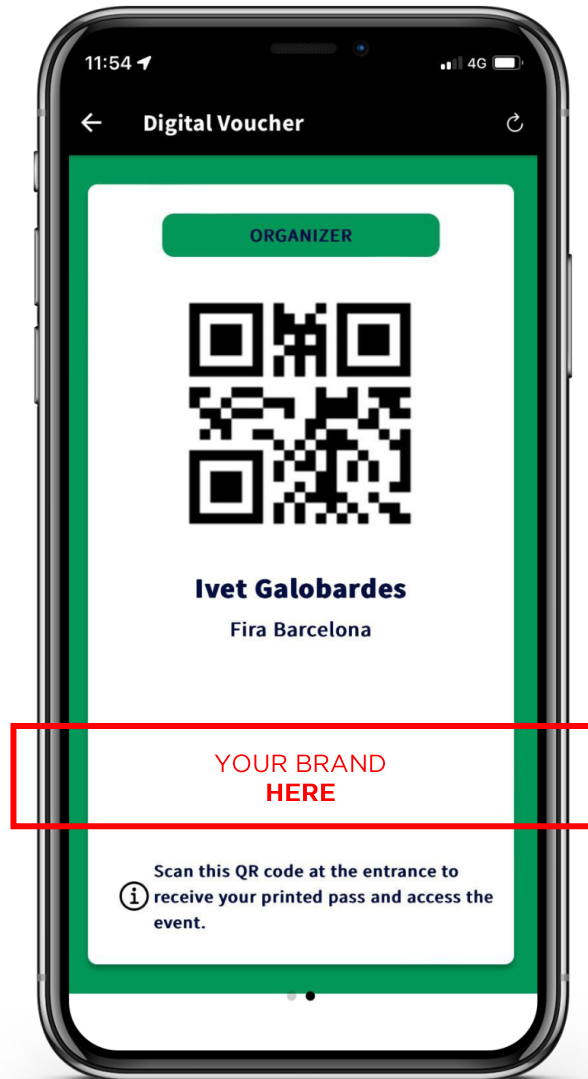


# 1. REGISTRATION

**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 throughout 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

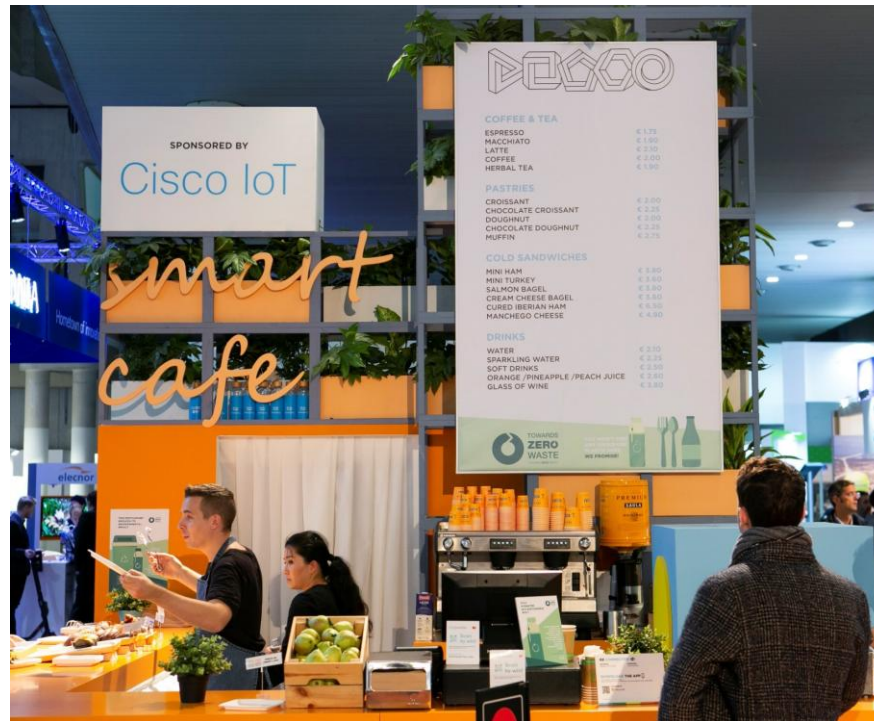
**PRICE: €30,000**



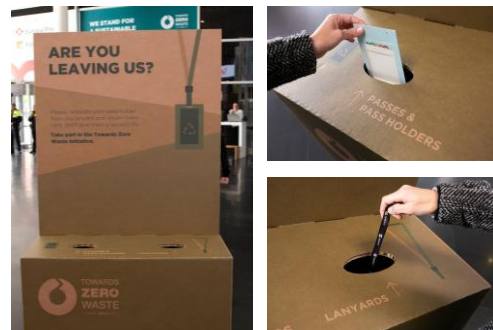
# TOWARDS ZERO WASTE



Stands made with recycled materials



Cafes and Restaurants billboards



Pass Holder Recycling bins



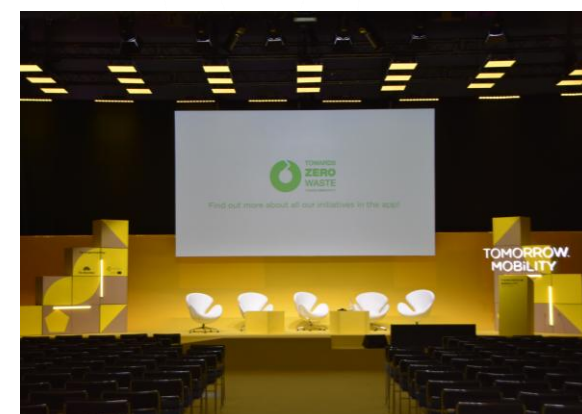
Towards Zero Waste big billboard



Guarded bicycle parking lot



Recycling signage



Digital signage in the Congress Rooms



Hall 2 main access

# 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**

**PRICE:**

**€30,000**



# EVENT APP

Where everyone converges!

Last year's figures

**424,535**

VIEWS\*

**20,211**

DOWNLOADS

**7,000+**

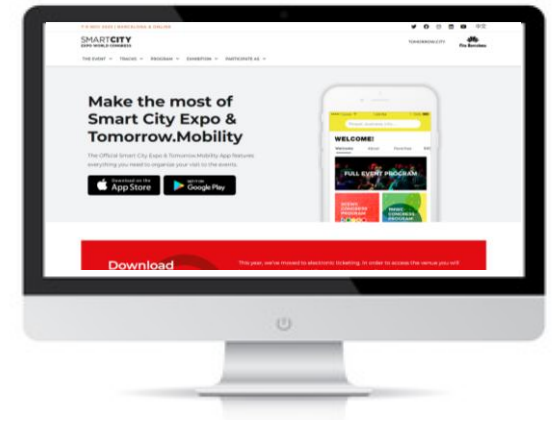
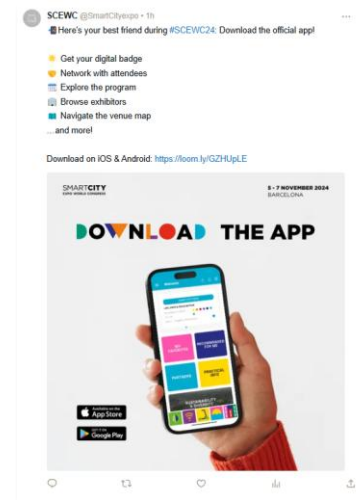
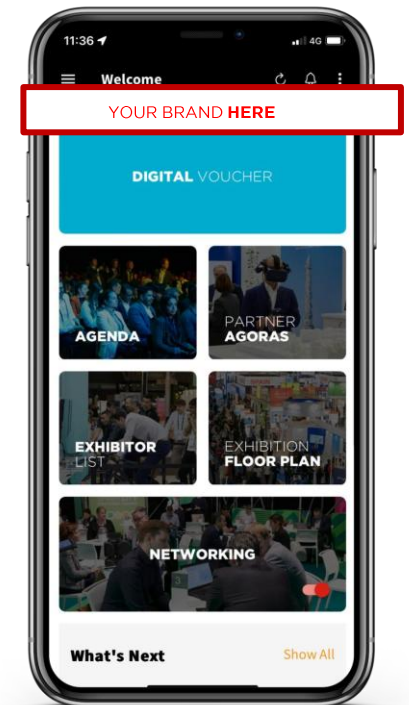
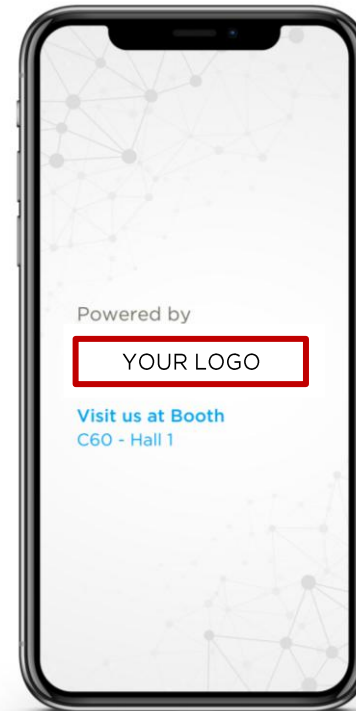
NETWORKING  
CONNECTIONS

## 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



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

PRICE: **€30,000**



# CAFÉ CORNER

Cozy up to a relaxed public at the café corner.

## DIGITAL VISIBILITY

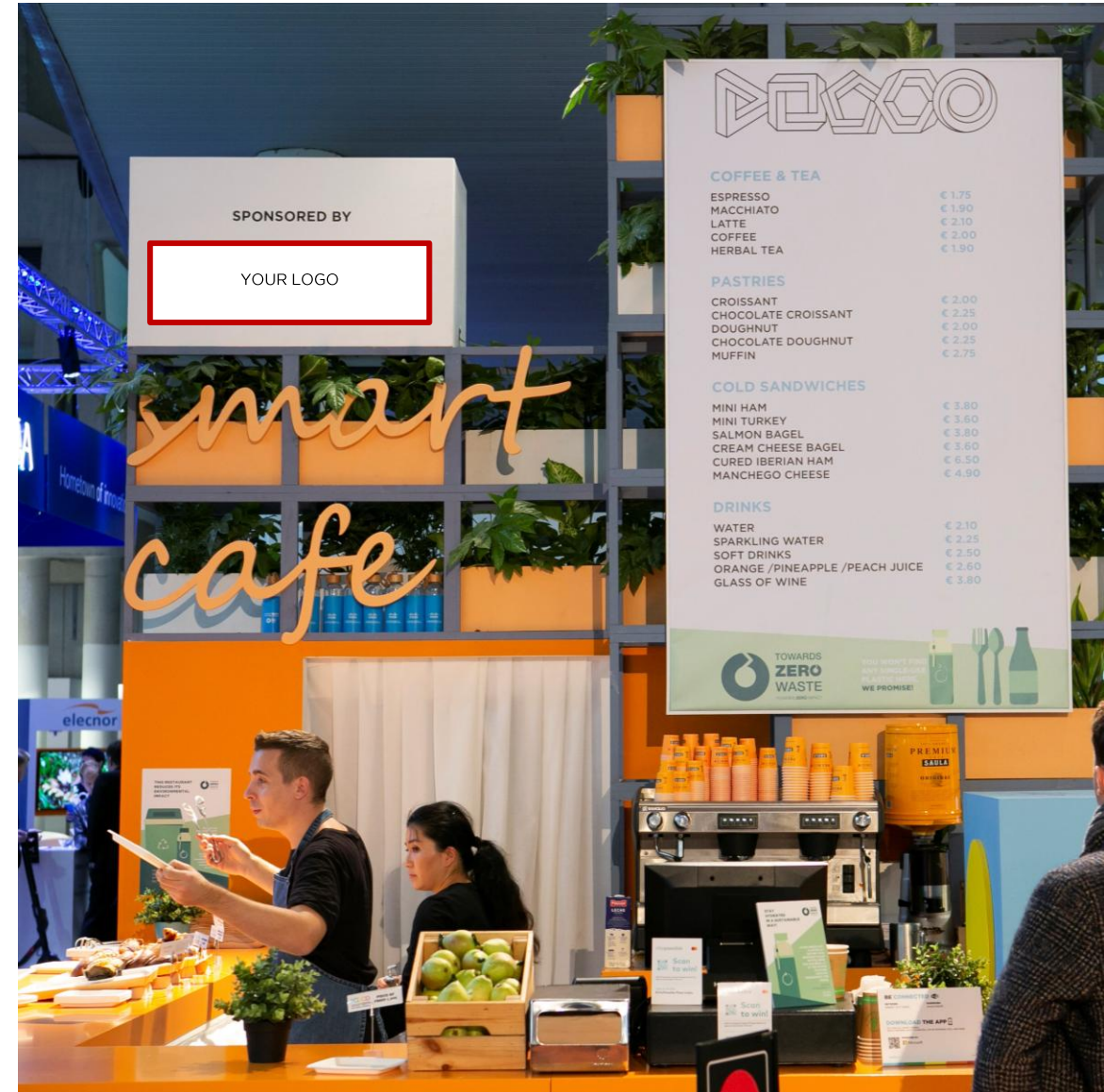
- Email:
  - *Thank you partners*
- Event Website:
  - *Partners page*
  - *Practical info page*
- Social media channels
- Post-event report

## 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

TRIPLE

€25,000

ENTRANCE  
FROM LEVEL -1

TRIPLE

€15,000

HALL 2  
TO LEVEL 1

DOUBLE

€15,000

HALL 3  
TO LEVEL 1

DOUBLE

€15,000



# BILLBOARDS

Outdoor billboards to reach visitors when they come and go.

**BIG**



Size: 3x3x1 m **€15,000**

**SMALL**



Size: 1x4 m **€7,500**

# DOUBLE-SIDED DROP BANNER

Take your brand to  
even higher heights!

MAIN  
CORRIDOR **€10,000**  
2x6 m

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!

PRICE:

€30,000

YOUR  
BRAND  
HERE

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



# DIGITAL SPONSORSHIPS

TOMORROW.  
CITY



# TOMORROW. CITY

# 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.

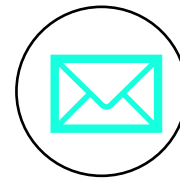
A **global hub to help advance the smart city industry** and raise awareness on the critical role that cities play in today's world.



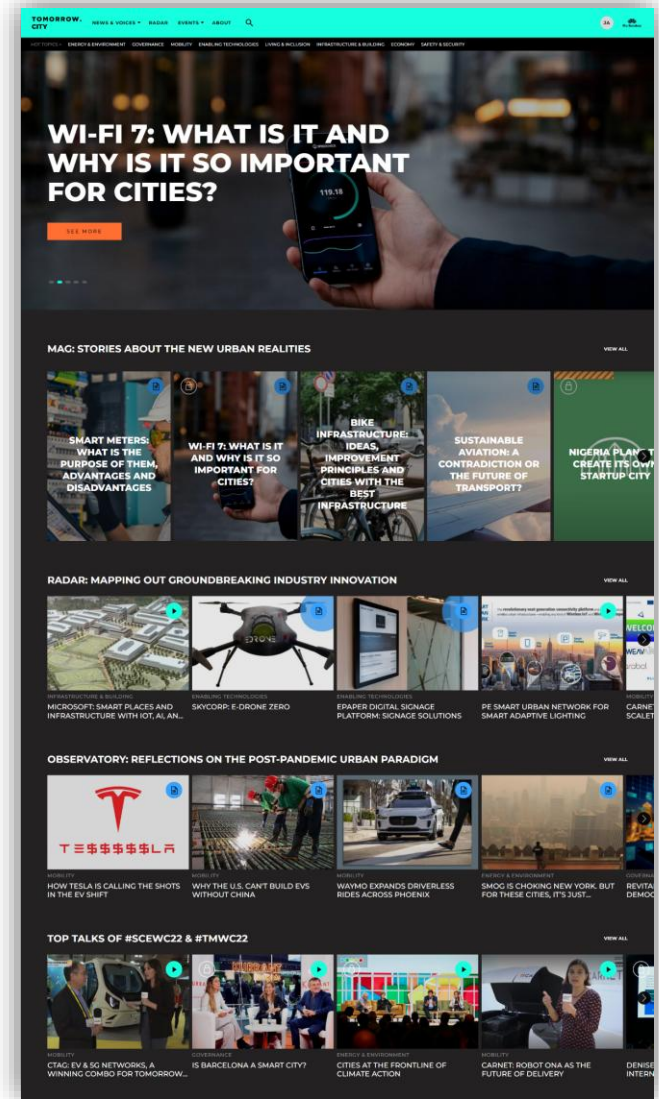
**22,500+**  
monthly page views



**30,500+**  
registered users



**27%**  
average opening rate





**TOMORROW.  
CITY**

*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*

- If combined with the Branded Content (see next page), the newsletter includes the sponsor's article as a highlighted item.

FOR EXHIBITORS **PRICE: €5,500**

FOR NON-EXHIBITORS **€7,000**



**TOMORROW.  
CITY**

*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.

FOR EXHIBITORS **PRICE: €7,500**

FOR NON-EXHIBITORS **€9,000**



PACK

# SPONSORED NEWS & CONTENT

## SPONSORED NEWSLETTER

Sponsor two editions of the Tomorrow.City newsletter



## SPONSORED CONTENT

Let our team create a branded content for you

# TOMORROW.CITY

FOR EXHIBITORS

PRICE: €12,000

FOR NON-EXHIBITORS

€15,000

