SMARTCITY
EXPO WORLD CONGRESS

SPONSORSHIP OPTIONS

5 - 7 NOVEMBER 2024
BARCELONA

SMARTCITY
EXPO WORLD CONGRESS

IN NUMBERS

25,300
IN-PERSON ATTENDEES

1,106
EXHIBITORS

800
CITIES

577
SPEAKERS

132
COUNTRIES

300+ REGISTERED PRESS
13,2K EDITORIAL MENTIONS IN 96 COUNTRIES

1.2M+
WEB VIEWS

147K+
FOLLOWERS

54M+
DIGITAL IMPRESSIONS

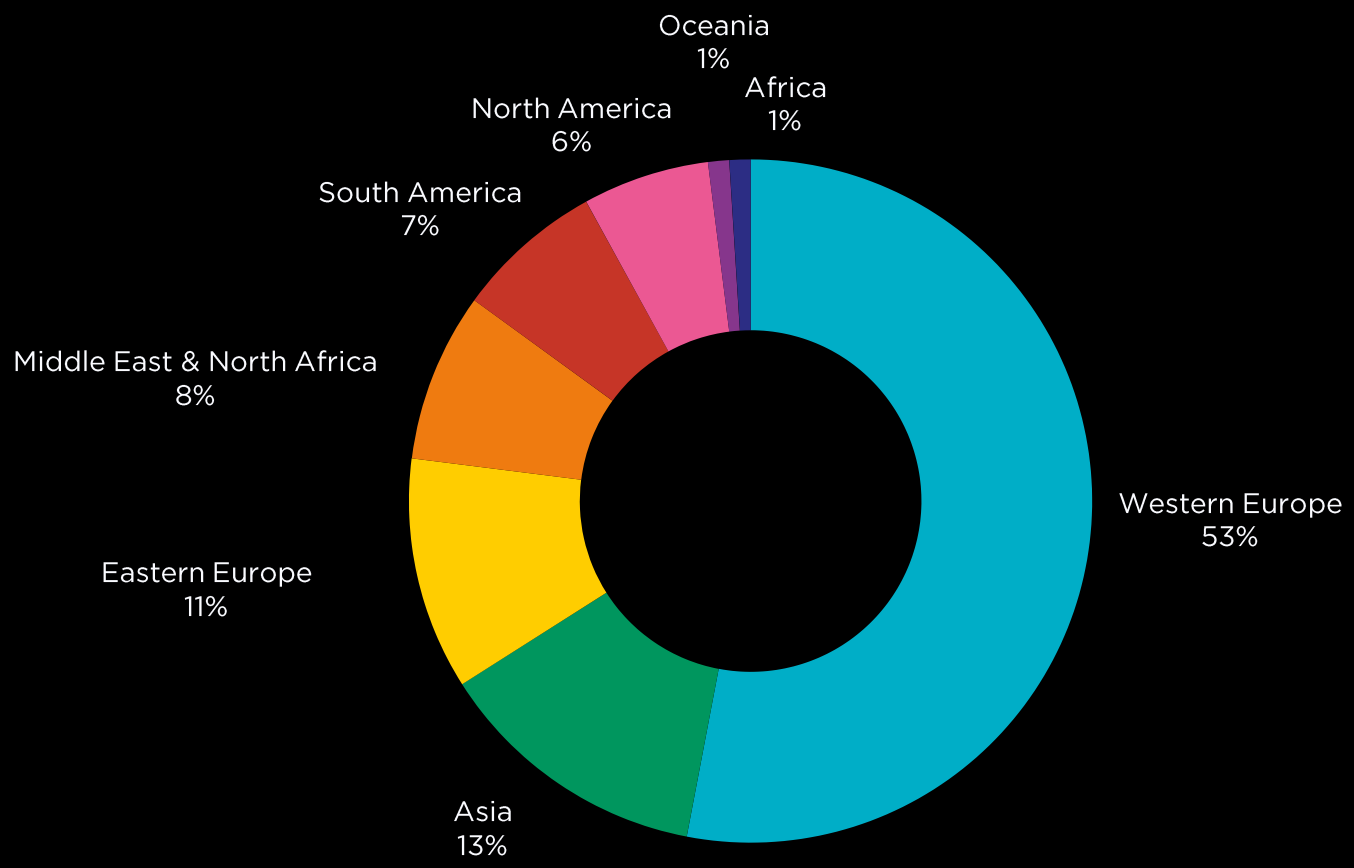
6K+
SOCIAL MEDIA MENTIONS

TOMORROW. CITY

68,000+
MONTHLY USERS

28,700+
SUBSCRIBERS

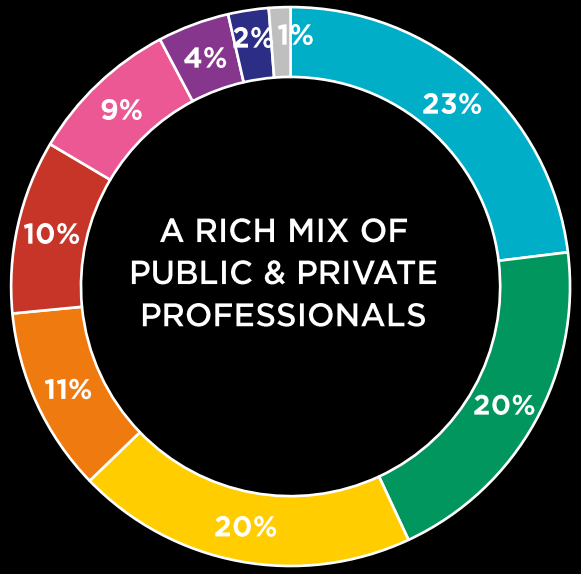
A GLOBAL MEETING POINT
FOR URBAN TRANSFORMATION



TOP VISITING COUNTRIES

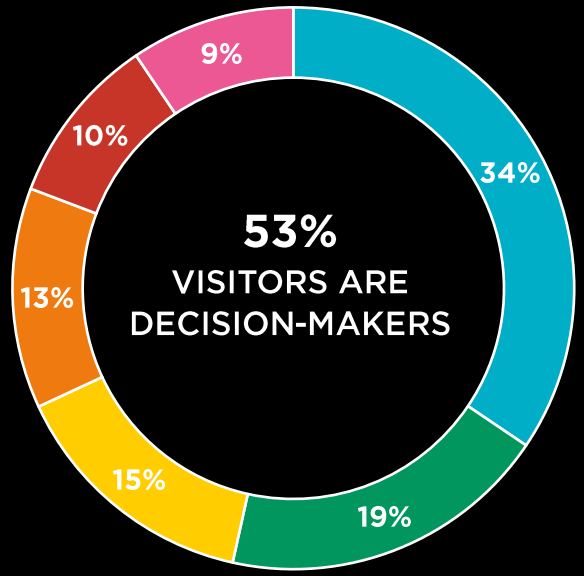
- SPAIN
- GERMANY
- FRANCE
- ITALY
- SOUTH KOREA
- NETHERLANDS
- UNITED KINGDOM
- UNITED STATES OF AMERICA
- BELGIUM
- PORTUGAL
- BRAZIL
- SAUDI ARABIA

OUR POWERFUL COMMUNITY
OF CROSS-SECTORIAL CITY-CHANGERS



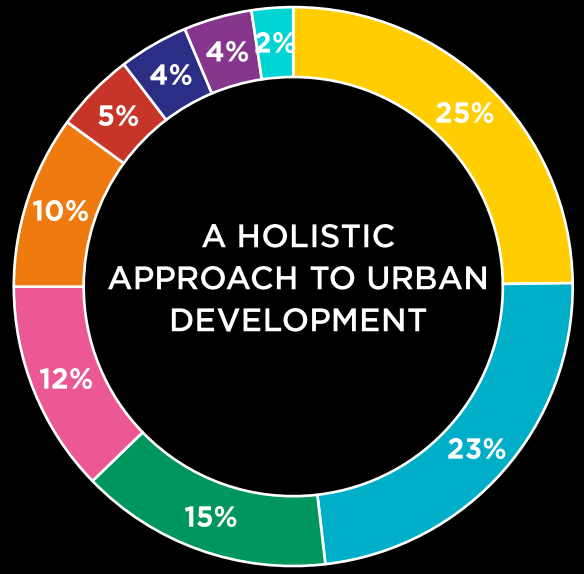
ATTENDEES' ORGANIZATION PROFILE

- Governments
- Local Companies & SMES
- Large & Global Companies
- Startups
- Institutions & other entities
- Academia
- Inter-governmental organizations
- Media & Culture
- Investors



ATTENDEES' JOB FUNCTION

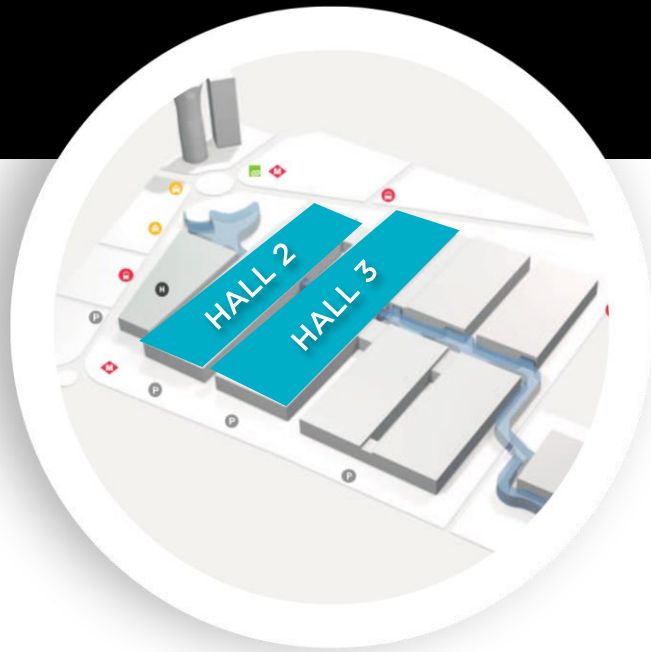
- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others



ATTENDEES' JOB TOPIC

- Mobility
- Enabling Technologies
- Energy & Enviroment
- Infrastructures & Buildings
- Governance
- Living & Inclusion
- Economy
- Safety & Security
- Blue Economy

EVENT MAP 2024



SOUTH ACCESS

TOMORROW. BLUE ECONOMY PLAZA

SUSTAINABLE OCEAN SUMMIT

ORANGE AGORA

THE AVENUE

TOMORROW. MOBILITY ROOM

TOMORROW. MOBILITY AGORA

THE VILLAGE

INNOVATION PLAYGROUND

RETECH

DEEPTECH SUMMIT

THE AVENUE

SALES OFFICE

GREEN ROOM

TOMORROW. BUILDING ROOM

CONGRESS SQUARE

AUDITORIUM

SPEAKERS' ROOM

RED ROOM

PREMIUM SPONSORSHIPS

GET MAXIMUM BRAND EXPOSURE

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

360º 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—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.

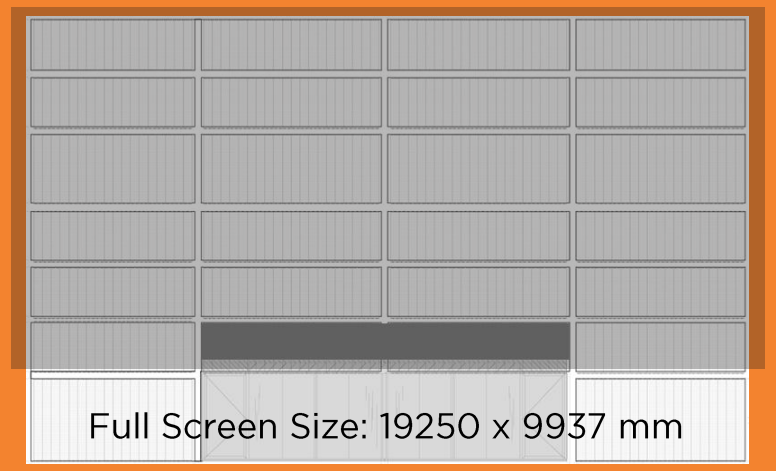
Plus, your brand will benefit from online and onsite visibility assets, additional to the façade and entrance screens.

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. 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 circular LED: 10 seconds.

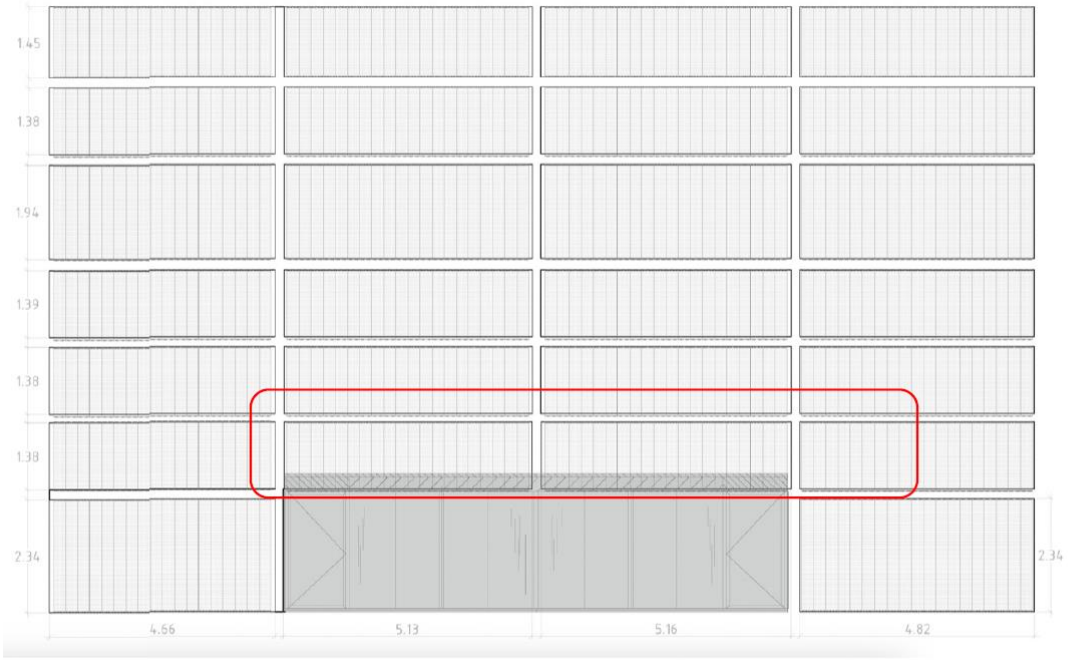


- **Dynamic Duo**: Combined with the main hall's circular LED for an unrivaled sponsorship experience. Ads on circular LED: 10 seconds.

ENTRANCE SCREEN CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2024.



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.

360º CIRCULAR LED CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2024.

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.

360º Circular Led Welcome Sponsorship content won't be on display during the Awards Party

Fira Barcelona

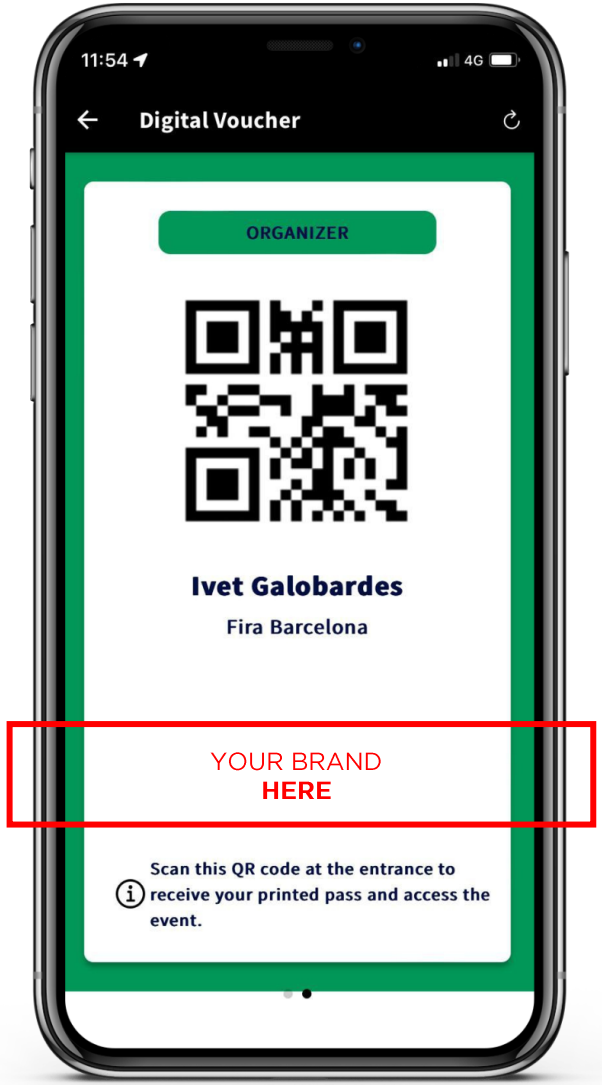
REGISTRATION

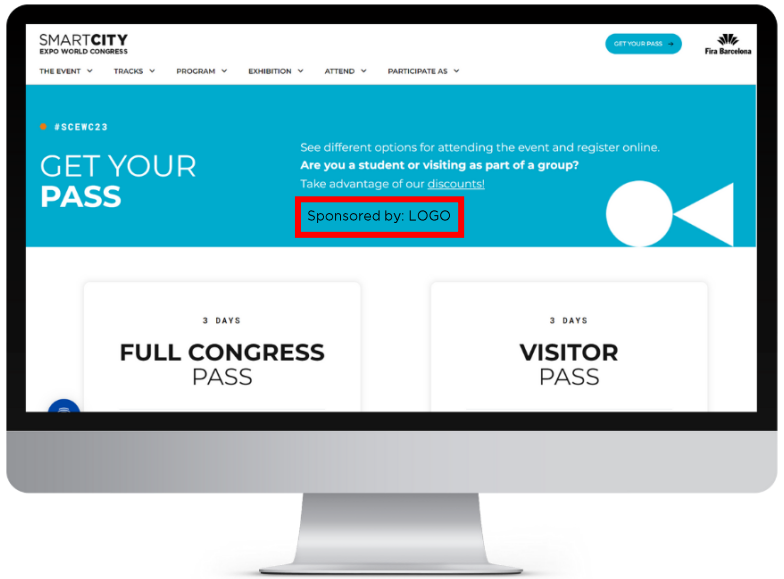
1. REGISTRATION

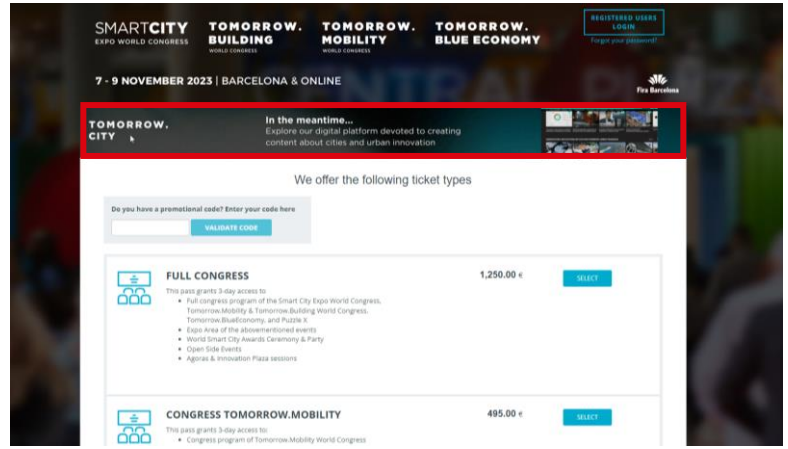
Become the registration sponsor, get the first-mover advantage!

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
  - *Congress sessions*
  - *Agora 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

TOWARDS **ZERO** IMPACT

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

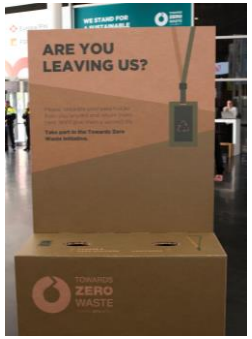
- Towards Zero Waste signage:
  - *Entrance Hall*
  - *Hall 2 main access*
  - *Signage elements at the Restaurants and Cafés*
  - *Bicycle parking lot*
  - *Digital signage thought the expo and the congress*
  - *Recycling bins for lanyards and printed passes at the entrance of the venue*
  - *Advertising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

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

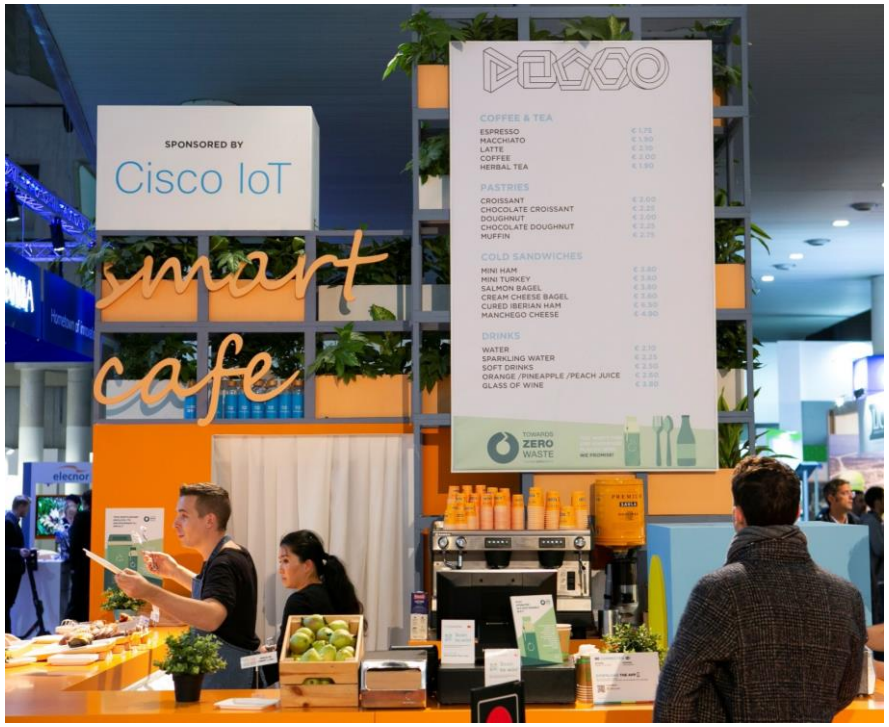
PRICE: €30,000

TOWARDS ZERO WASTE

Stands made with recycled materials



Pass Holder Recycling bins



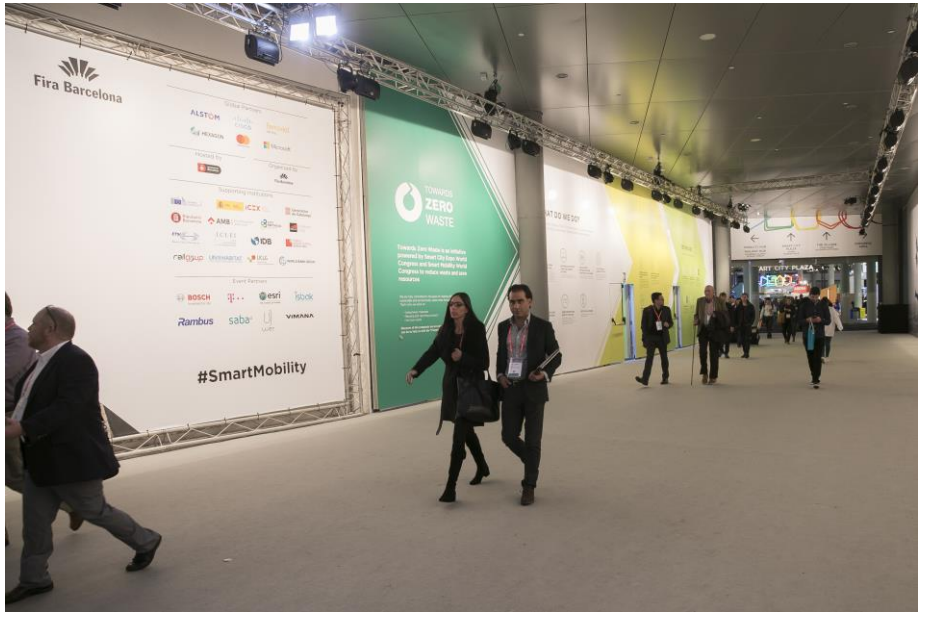
Cafes and Restaurants billboards

Recycling signage

Digital signage in the Congress Rooms

Towards Zero Waste big billboard

Guarded bicycle parking lot



Hall 2 main access

AGORAS

AGORAS

Shine at the knowledge point.

Includes a full dedicated session at the sponsored agora

DIGITAL VISIBILITY

- Email:
  - *Thank you partners*
- Event Website:
  - *Agenda*
  - *Partners* page
- Social Media channels
- Post-event report

IN-VENUE VISIBILITY

- Logo in the Agora – *High visibility*
- Agenda screens (both in the Agora and the Entrance Hall)
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*
- Static & dynamic venue signage

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

PRICE: €30,000

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 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

393,000+
VIEWS*

21,795
DOWNLOADS
51%+ vs 2022

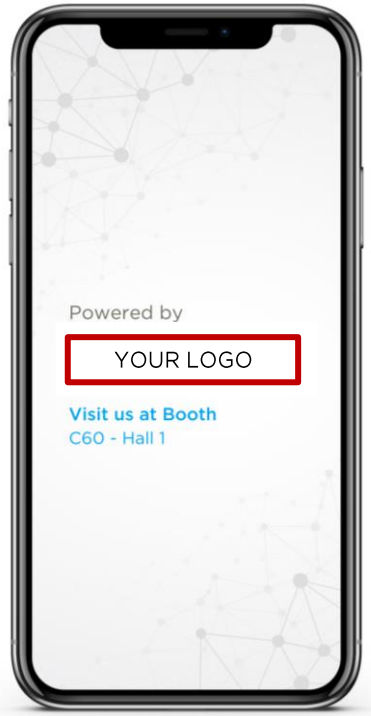
10,200+
NETWORKING
CONNECTIONS

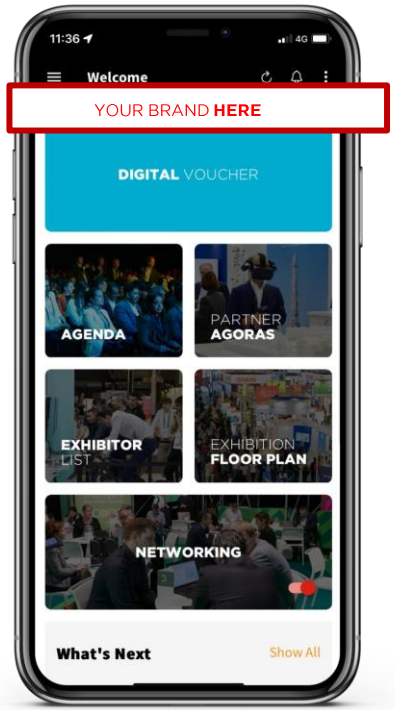
DIGITAL VISIBILITY

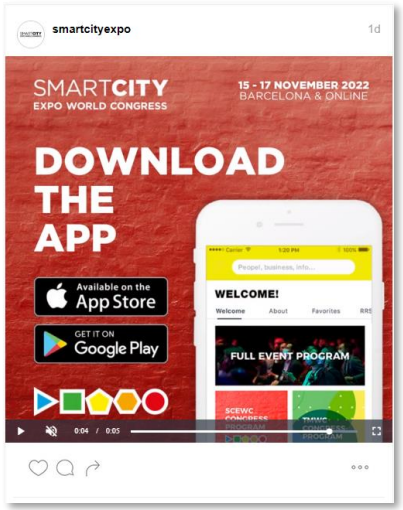
- App screens*:
  - *Splash*
  - *Home page*
- Emails
  - *Accreditation*
  - *Plan your visit*
  - *Download the App*
  - *Thank you partners*
- Event Website:
  - *Download the App* page
  - *Plan your visit* page
  - *Partners* page
- Social media channels
- Post-event report

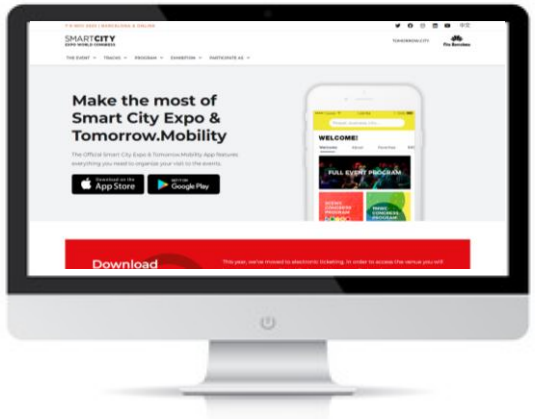
IN-VENUE VISIBILITY

- Static venue signage
- Advertising screens
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*









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

PRICE: €30,000

CAFÉ CORNER

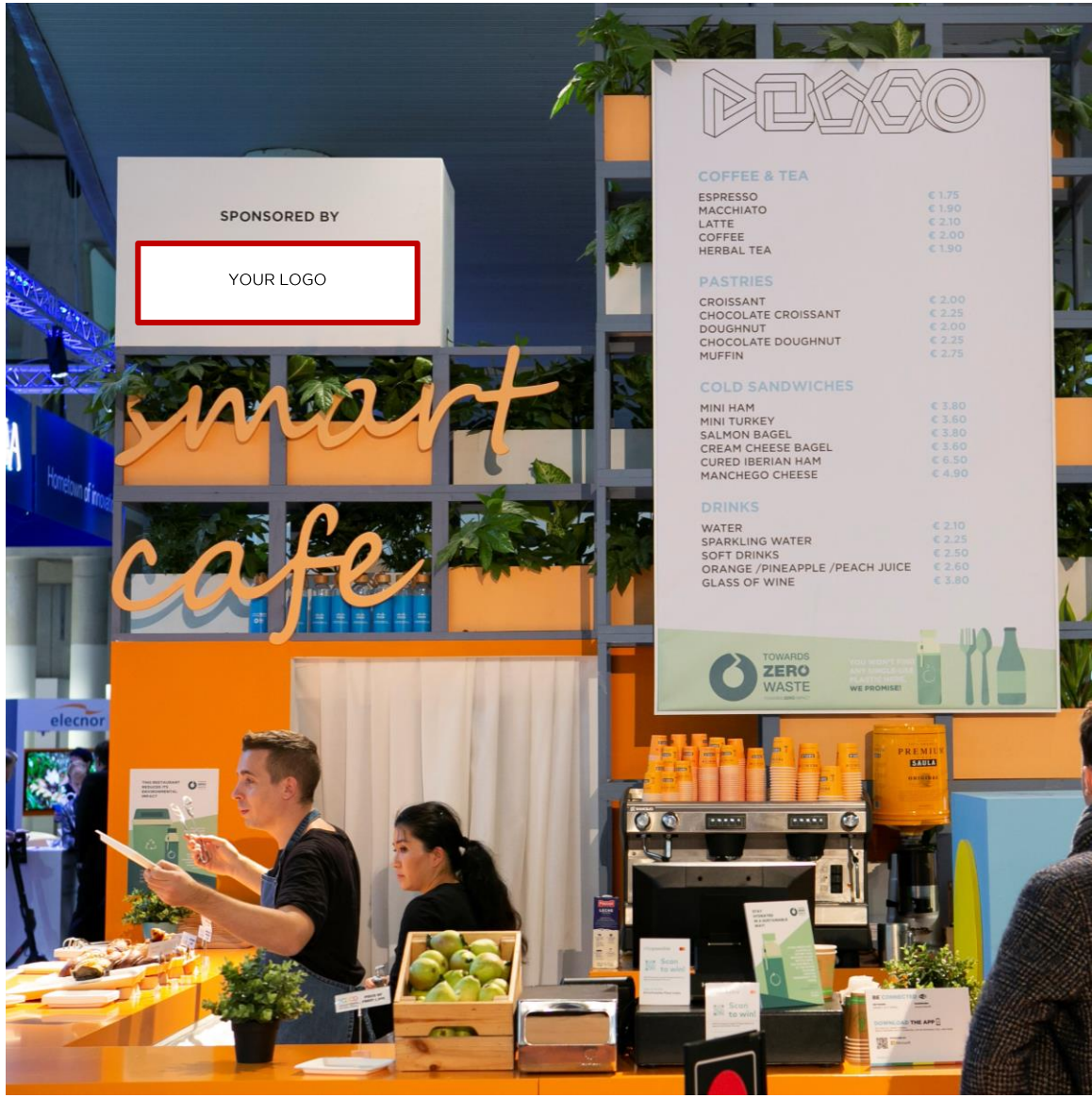
Cozy up to a relaxed public at the café corner.

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 FROM CENTRAL PLAZA	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

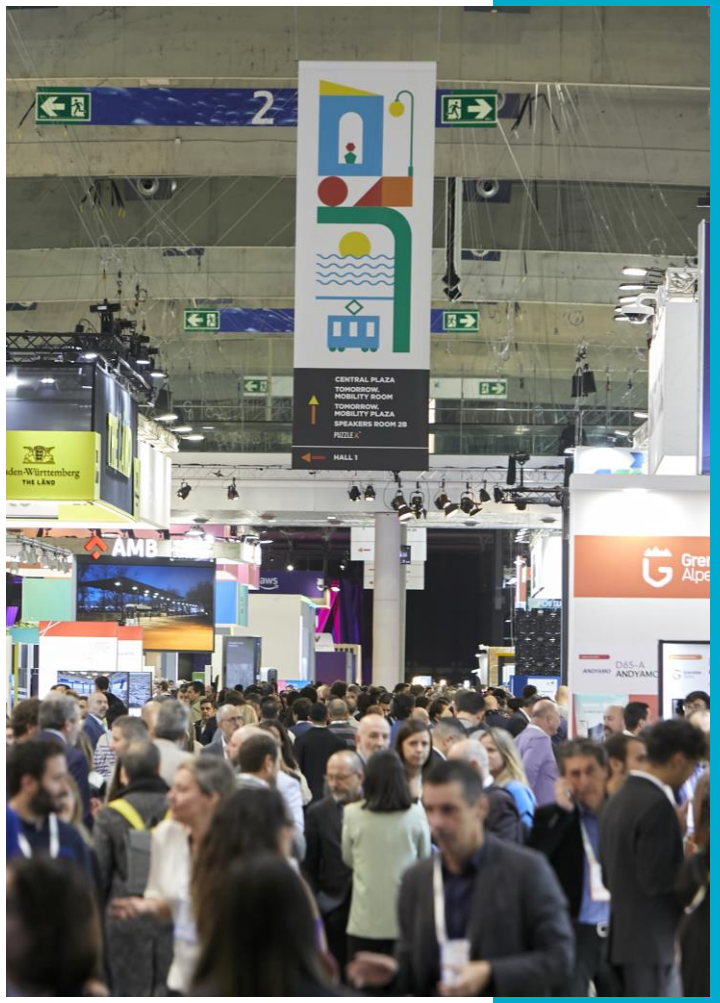
Size: 1x4 m **€7,500**

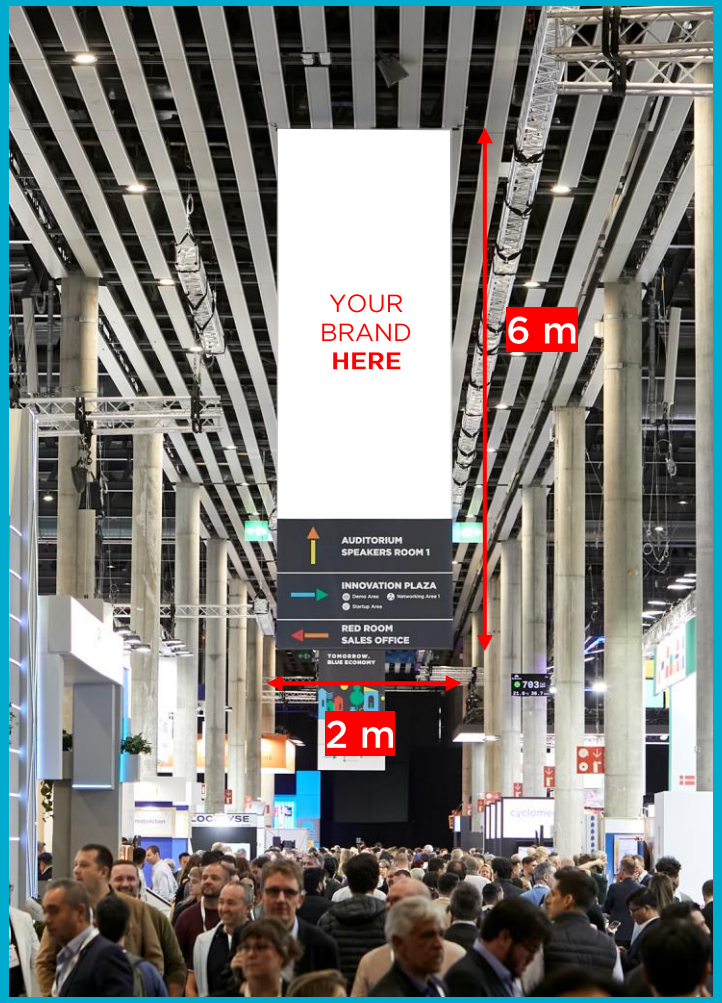
DOUBLE-SIDED DROP BANNER

Take your brand to even higher heights!

MAIN CORRIDOR 2x6 m **€10,000**

SECONDARY CORRIDOR 2x4 m **€5,000**





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.
CITY

TOMORROW.
CITY

WHAT'S TOMORROW.CITY?

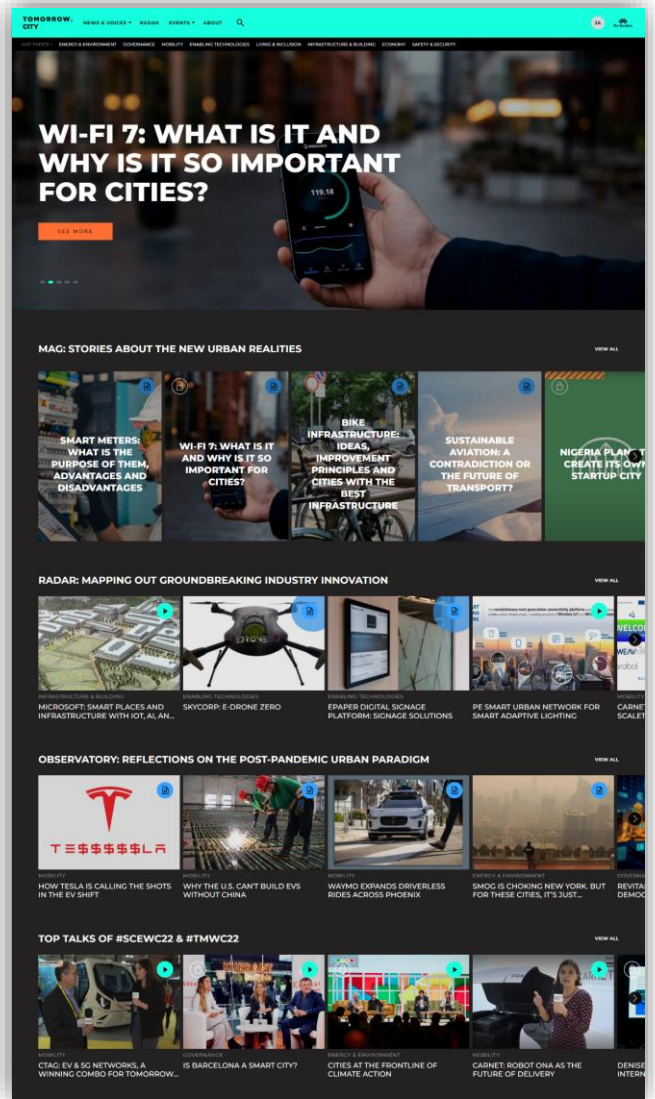
Launched in 2020, Tomorrow.City is the **world's biggest digital platform** devoted to creating and spreading content about cities and innovation.

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

43,800+
monthly page views

28,400+
registered users

180+
countries



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 –

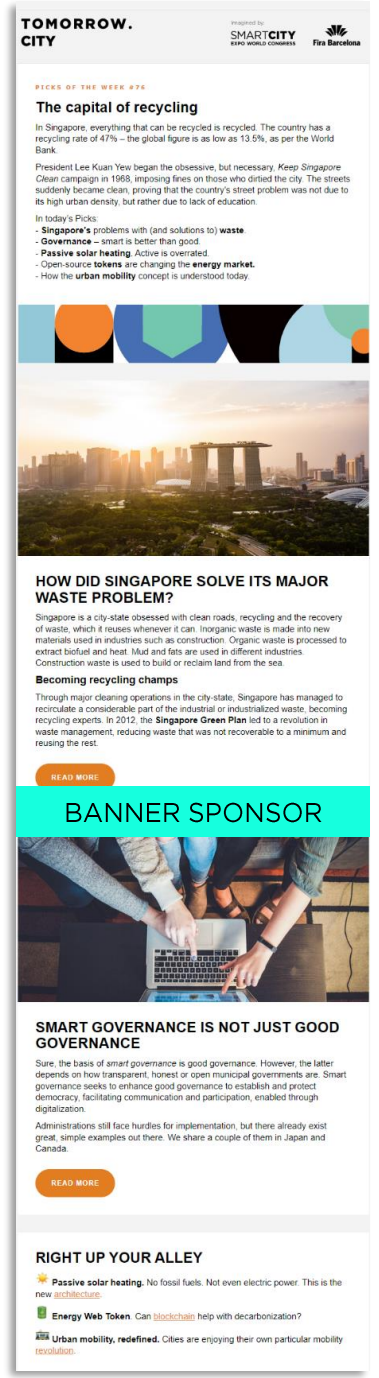
  Presented by [Name],

  Brought to you by [Name]
- Banner insert with sponsor's link in the middle of the newsletter.

PRICE:

FOR EXHIBITORS **€5,500**

FOR NON-EXHIBITORS **€7,000**



TOMORROW.
CITY

Let's do great things together

2. SPONSORED CONTENT

Make your story count.

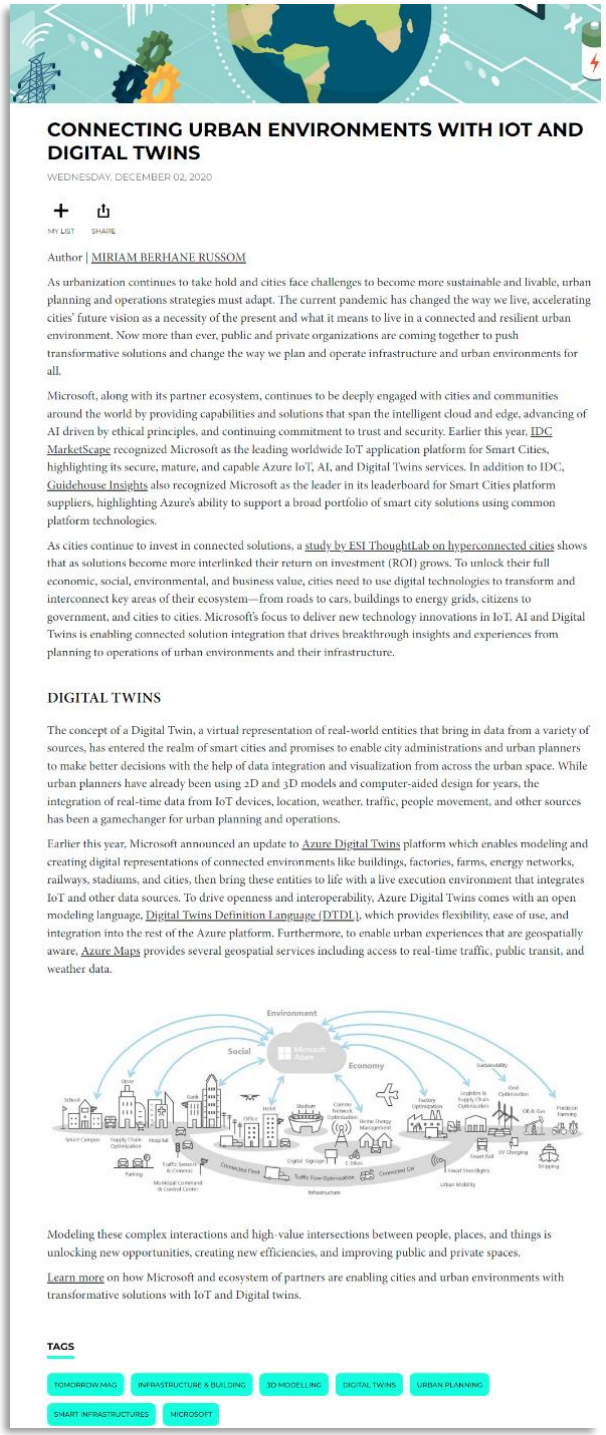
Let our expert journalists create a **branded content** on the topic or use case you want to put the focus on.

- Highlighted in our Magazine section homepage during a month.
- Disseminated through Tomorrow.City social media channels (17,000+ followers) and SCEWC LinkedIn newsletter (7,000+ subscribers and 19,200+ followers)
- Linked from Smart City Expo homepage – 7,000 monthly unique visits.

PRICE:

FOR EXHIBITORS **€7,500**

FOR NON-EXHIBITORS **€9,000**



CONNECTING URBAN ENVIRONMENTS WITH IOT AND DIGITAL TWINS

WEDNESDAY, DECEMBER 02, 2020

MY LIST SHARE

Author | MIRIAM BERHANE RUSSOM

As urbanization continues to take hold and cities face challenges to become more sustainable and livable, urban planning and operations strategies must adapt. The current pandemic has changed the way we live, accelerating cities' future vision as a necessity of the present and what it means to live in a connected and resilient urban environment. Now more than ever, public and private organizations are coming together to push transformative solutions and change the way we plan and operate infrastructure and urban environments for all.

Microsoft, along with its partner ecosystem, continues to be deeply engaged with cities and communities around the world by providing capabilities and solutions that span the intelligent cloud and edge, advancing of AI driven by ethical principles, and continuing commitment to trust and security. Earlier this year, IDC MarketScape recognized Microsoft as the leading worldwide IoT application platform for Smart Cities, highlighting its secure, mature, and capable Azure IoT, AI, and Digital Twins services. In addition to IDC, Guidehouse Insights also recognized Microsoft as the leader in its leaderboard for Smart Cities platform suppliers, highlighting Azure's ability to support a broad portfolio of smart city solutions using common platform technologies.

As cities continue to invest in connected solutions, a study by ESI ThoughtLab on hyperconnected cities shows that as solutions become more interlinked their return on investment (ROI) grows. To unlock their full economic, social, environmental, and business value, cities need to use digital technologies to transform and interconnect key areas of their ecosystem—from roads to cars, buildings to energy grids, citizens to government, and cities to cities. Microsoft's focus to deliver new technology innovations in IoT, AI and Digital Twins is enabling connected solution integration that drives breakthrough insights and experiences from planning to operations of urban environments and their infrastructure.

DIGITAL TWINS

The concept of a Digital Twin, a virtual representation of real-world entities that bring in data from a variety of sources, has entered the realm of smart cities and promises to enable city administrations and urban planners to make better decisions with the help of data integration and visualization from across the urban space. While urban planners have already been using 2D and 3D models and computer-aided design for years, the integration of real-time data from IoT devices, location, weather, traffic, people movement, and other sources has been a gamechanger for urban planning and operations.

Earlier this year, Microsoft announced an update to Azure Digital Twins platform which enables modeling and creating digital representations of connected environments like buildings, factories, farms, energy networks, railways, stadiums, and cities, then bring these entities to life with a live execution environment that integrates IoT and other data sources. To drive openness and interoperability, Azure Digital Twins comes with an open modeling language, Digital Twins Definition Language (DTDL), which provides flexibility, ease of use, and integration into the rest of the Azure platform. Furthermore, to enable urban experiences that are geospatially aware, Azure Maps provides several geospatial services including access to real-time traffic, public transit, and weather data.

Modeling these complex interactions and high-value intersections between people, places, and things is unlocking new opportunities, creating new efficiencies, and improving public and private spaces.

Learn more on how Microsoft and ecosystem of partners are enabling cities and urban environments with transformative solutions with IoT and Digital twins.

TAGS

TOMORROW.MAG | INFRASTRUCTURE & BUILDING | 3D MODELLING | DIGITAL TWINS | URBAN PLANNING | SMART INFRASTRUCTURES | MICROSOFT

TOMORROW.
CITY

PACK

SPONSORED NEWS & CONTENT

SPONSORED NEWSLETTER
Sponsor two editions of the Tomorrow.City newsletter

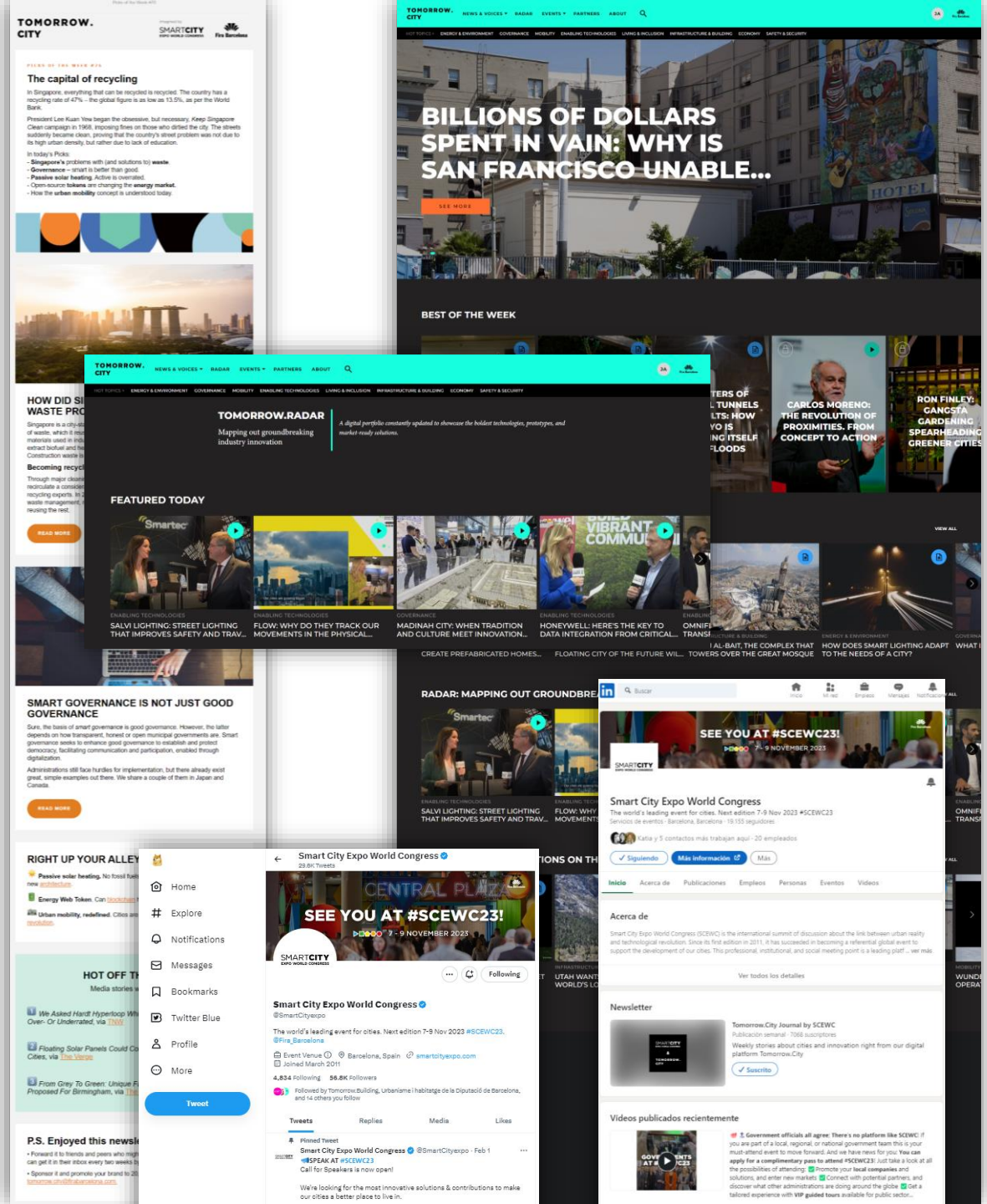
+

SPONSORED CONTENT
Let our team create a branded content for you

PRICE:

FOR EXHIBITORS **€12,000**

FOR NON-EXHIBITORS **€15,000**



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