

# THE WORLD'S BIGGEST, MOST INFLUENTIAL EVENT FOR CITIES AND URBAN INNOVATION



**SMARTCITY**  
EXPO WORLD CONGRESS



5 - 7 NOVEMBER 2024  
BARCELONA



# THE FUTURE OF HUMANITY IS INEVITABLY URBAN.

NEW REALITIES.  
NEW TECH.  
NEW BUSINESS MODELS.  
NEW OPPORTUNITIES.

Held in **Barcelona** since 2011, Smart City Expo World Congress gathers leaders from the most innovative companies, governments and organizations to move cities towards a better future.

**We're on a mission:** accelerate a brighter urban paradigm towards green, efficient and thriving cities that leave no one behind.

THIS IS THE PLACE TO  
CATALYZE A POWERFUL  
URBAN TOMORROW  
WORLDWIDE





# URBAN INNOVATION ALL-YEAR-ROUND

## SMARTCITY

EXPO **CURITIBA**

**20 - 22 MARCH 2024**  
CURITIBA, BRAZIL

16,000+ VISITORS  
70 EXHIBITORS  
180 SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

**26 - 28 JUNE 2024**  
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS  
50+ EXHIBITORS  
90+ SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DE CHILE**

**25 - 27 JULY 2024**  
SANTIAGO DE CHILE, CHILE

## SMARTCITY

EXPO WORLD CONGRESS

**HANGZHOU STAGE**  
**CHINA**

**25 - 29 SEPTEMBER 2024**  
HANGZHOU, CHINA

## SMARTCITY

FORUM **RIYADH**

**12 - 13 FEBRUARY 2024**  
RIYADH, SAUDI ARABIA

8,000+ VISITORS  
100+ SPEAKERS

## SMARTCITY

EXPO **USA**

**22 - 23 MAY 2024**  
NEW YORK, USA

3,000+ VISITORS  
100+ EXHIBITORS  
100 SPEAKERS

## SMARTCITY

EXPO **LATAM CONGRESS**

**9 - 11 JULY 2024**  
MERIDA, MEXICO

8,000+ VISITORS  
200+ EXHIBITORS  
300+ SPEAKERS

## SMARTCITY

EXPO **BOGOTA**

**25 - 27 SEPTEMBER 2024**  
BOGOTA, COLOMBIA

11,000+ VISITORS  
80+ EXHIBITORS  
120 SPEAKERS

## SMARTCITY

EXPO WORLD CONGRESS

**5 - 7 NOVEMBER 2024**  
BARCELONA

**TOMORROW.**  
**MOBILITY**

WORLD CONGRESS

**TOMORROW.**  
**BUILDING**

WORLD CONGRESS

**TOMORROW.**  
**CITY**

# SMARTCITY IN NUMBERS

EXPO WORLD CONGRESS

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+

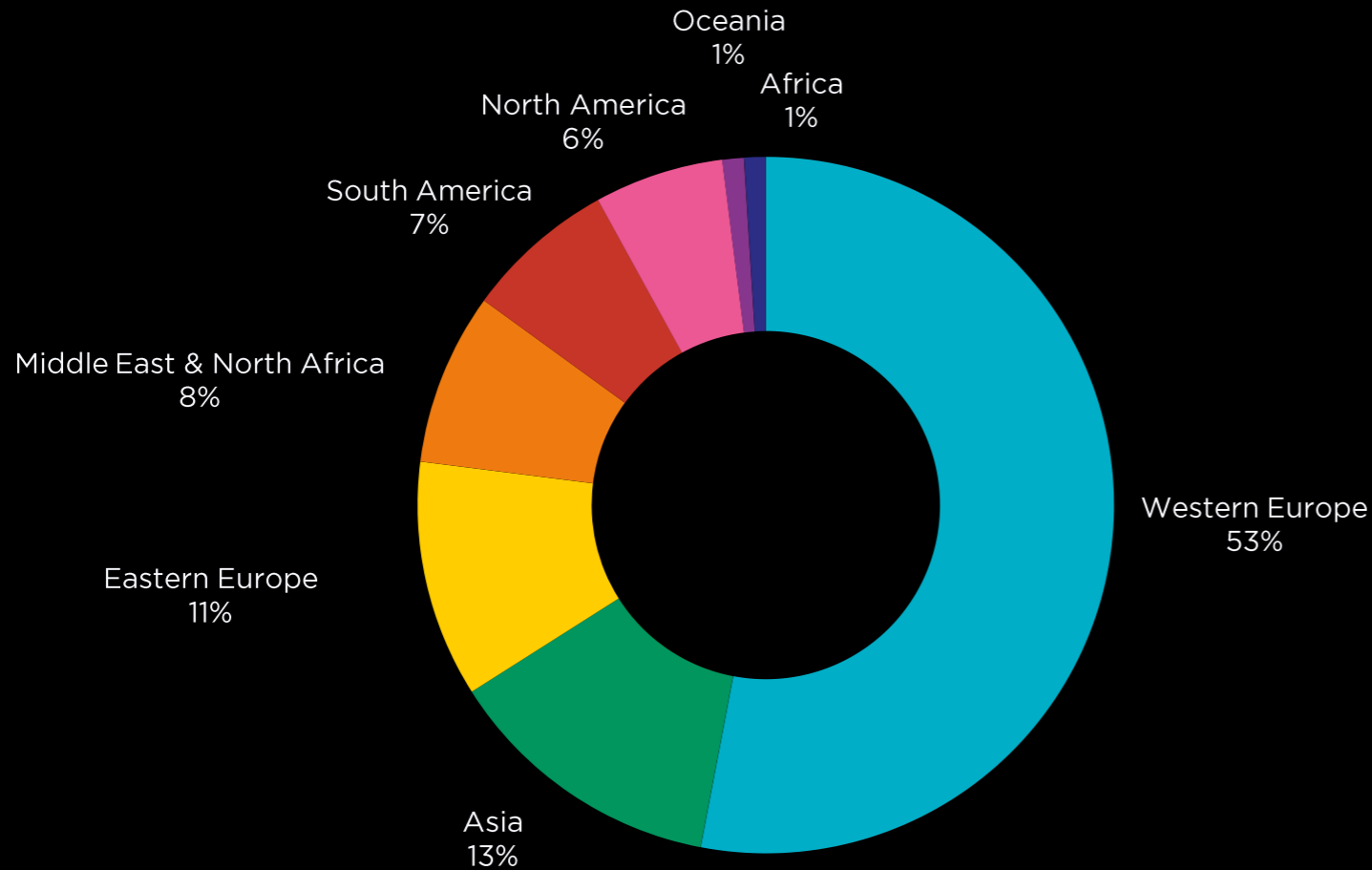
MONTHLY USERS














28,700+

SUBSCRIBERS

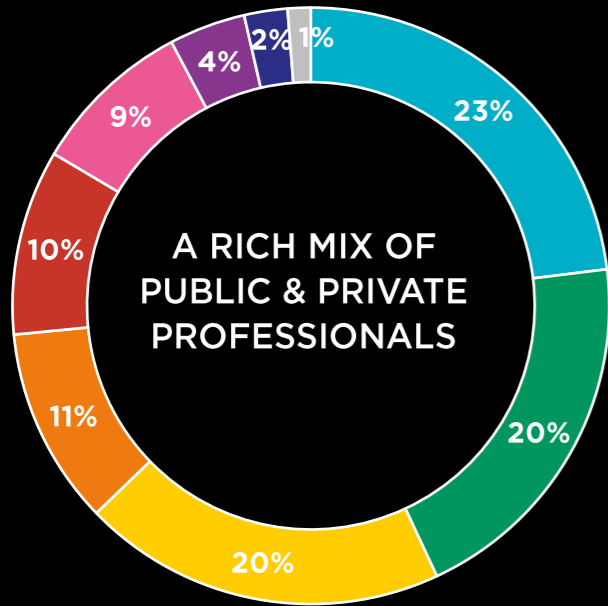
# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION



## TOP VISITING COUNTRIES

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

# A POWERFUL COMMUNITY OF CROSS-SECTORIAL CITY-CHANGERS



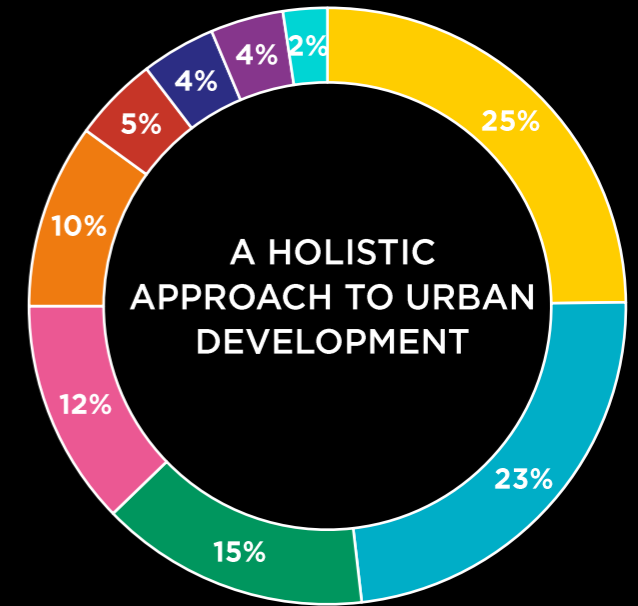
ATTENDEES' ORGANIZATION PROFILE

- 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 & Environment
- Infrastructures & Buildings
- Governance
- Living & Inclusion
- Economy
- Safety & Security
- Blue Economy

SMARTCITY  
EXPO WORLD CONGRESS

# SPOTLIGHT ON THE ISSUES THAT MATTER

-  Enabling Technologies
-  Energy & Environment
-  Mobility
-  Infrastructure & Building
-  Governance & Economy
-  Living & Inclusion
-  Blue Economy





# AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



**MUHAMMAD  
YUNUS**

Nobel Peace Prize  
Laureate

**CLAIRE O'NEILL**

Former UK Climate and  
Energy Minister



**JUNG HOON LEE**

Honorary Mayor, Seoul  
Metropolitan Government

**JANETTE  
SADIK-KHAN**

Principal of Transportation,  
Bloomberg



**RAQUEL SÁNCHEZ**

Minister of Public Works and  
Transport, Government of Spain



**DIANA PARKER**

WW Public Sector  
Government Lead,  
Microsoft

**LUKE HOUGHTON**

Global Infrastructure Leader  
Advisory, Deloitte



**DAVID GROVER**

CEO, Roshn Group

**PETER KÖRTE**

CTO, Siemens



**NATHAN BLECHARCZYK**

Co-founder and CSO, Airbnb



# TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS



# SUPPORTED BY A POWERFUL NETWORK OF INSTITUTIONS, ORGANIZATIONS...



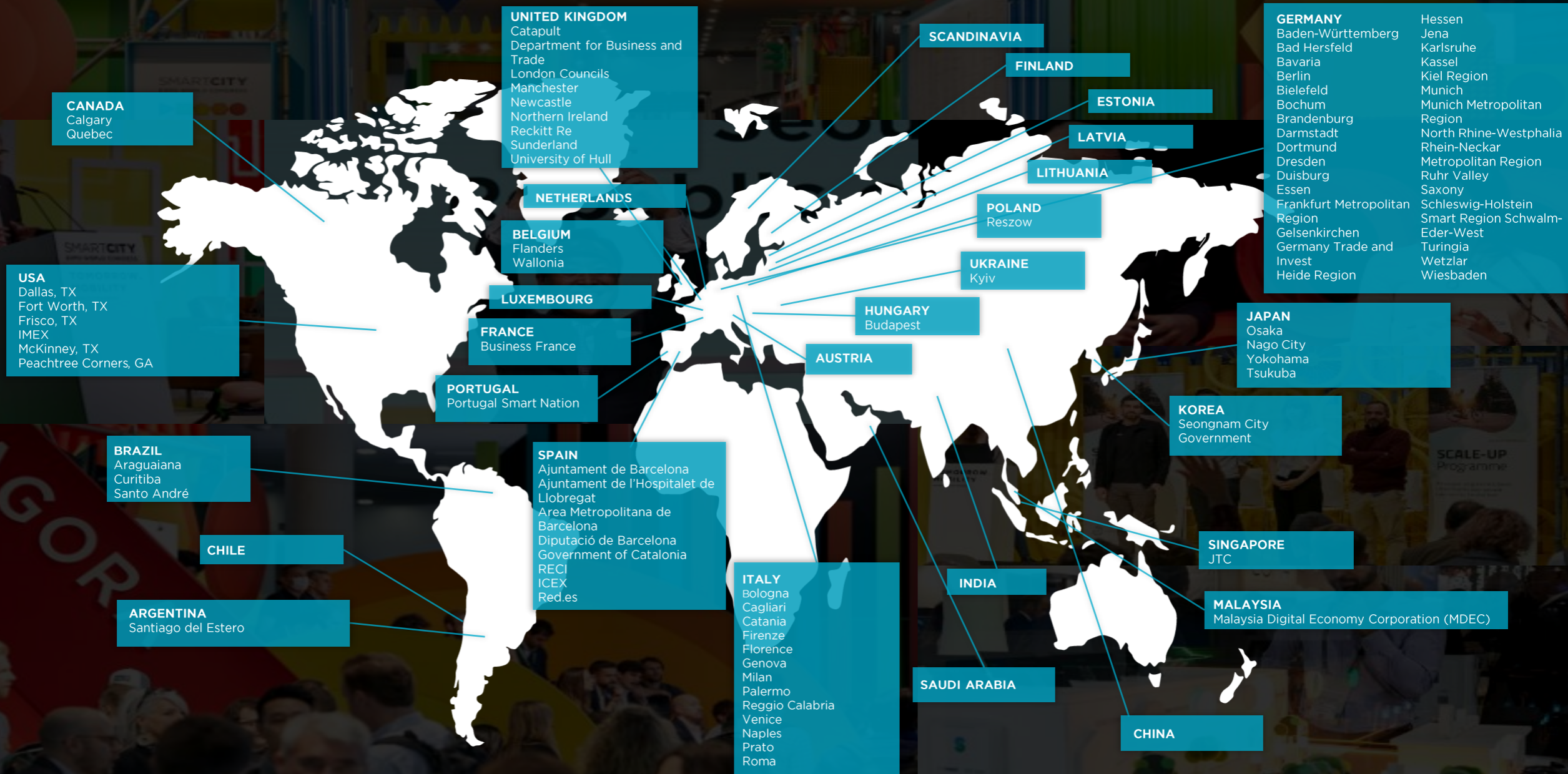
# ...RESEARCH, SCALE-UP PLAYERS AND MEDIA PARTNERS





# A MEETING POINT FOR GOVERNMENTS

## Map of exhibiting cities, regions and countries



# A CELEBRATION OF URBAN INNOVATION WORLD SMART CITY AWARDS

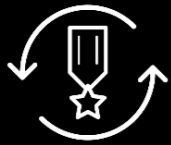
These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

In 2023, we received 411 entries from 63 countries!

## AWARD CATEGORIES



CITY  
AWARD



INNOVATION  
AWARD



LEADERSHIP  
AWARD



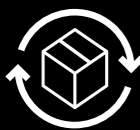
7 PROJECT  
AWARDS



# OUR VALUES IN ACTION

## SUSTAINABILITY & DIVERSITY

**Proud of it:** We reduce our environmental footprint, promote green consciousness & enhance equity.



CIRCULARITY.  
EVERYTHING GETS A SECOND LIFE

**1,503kg**

of material reused

**9,180kg**

of carpet recycled



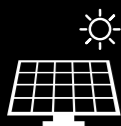
NO SINGLE-USE PLASTICS.  
LESS PAPER. TONS OF RECYCLING

**2,134kg**

Prevented plastic waste

**1,618kg**

of selective waste collection



ALL THE (GREEN) POWER  
TO THE VENUE

Venue & offices  
powered only with  
renewable sources

**5.86 GWh**

of electricity per year



PLANT SOME TREES,  
HELP THE PLANET BREATHE

Money from merch  
goes to reforestation  
initiatives. **886 trees**  
planted in 2023

All CO2 emissions  
generated by the event  
are offset. **204** tons of CO2



FULL ACCESSIBILITY ENSURED

Electric scooters and reserved spaces for people with reduced mobility

Accessibility and guidance system for the visually impaired

Vegan, halal and kosher menus available. Plus, convenient prayer rooms

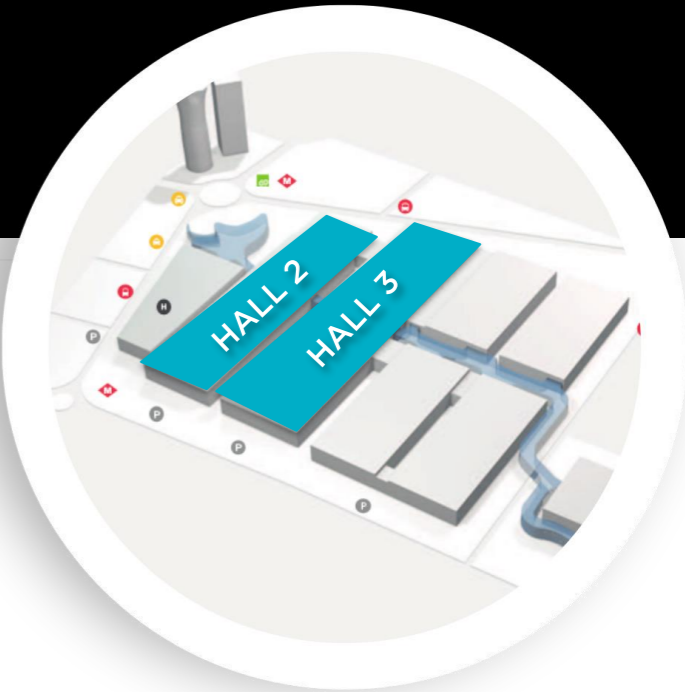


A CONGRESS EMPOWERING AND  
CELEBRATING DIVERSITY

Equal gender representation within our 600+ speaker roster

Conference program with specific sessions about gender inclusivity, equality, accessibility and barrier-free design

# EVENT MAP 2024



# READY TO JOIN?

01

BECOME A  
PARTNER

02

BECOME AN  
EXHIBITOR

03

BECOME A  
SPONSOR





# 01

## BECOME A PARTNER

Gain maximum awareness and position your brand as a global leader in urban innovation.

- ✓ Speak to a targeted audience.
- ✓ Take central stage at the Expo.
- ✓ Enjoy high-level networking.
- ✓ Gain premium visibility.

### GLOBAL PARTNER

Get unrivalled positioning

€100,000

### EVENT PARTNER

Stand out from exhibitors

€18,000

### INDUSTRY PARTNER

Be recognized as a sector leader

€50,000






# GLOBAL PARTNER

Big drivers of major industries: get the full spotlight at the must-attend event for the sector.

**PRICE**  
**€100,000**

## Congress

- / Speaking slot in 1 High-level Roundtable  Auditorium
- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Room
- / Speaking slot in 1 Solution Talk  Agora

## Tickets

- / 100 Full Congress Passes + 100 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo on the *Homepage* | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on *Partners' page* | Featured corporate activity (website and app) | Speaker highlighted in *Featured Speakers* page | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Announcement e-mail | E-mail *Thanks to our partners:* Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- / **Social Media:** 1 announcement | 1 solution-focused post | 3 onsite coverage posts, including one live video interview in the partner's booth | Retweets & mentions
- / **Signage:** Logo on exhibitor floorplan (central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / **Post-event Report:** Logo and description
- / Testimonial video of the partner's onsite participation (post-event)

## Networking

- / Exclusive access to the VIP guests list
- / Booth included in thematic tours through the Expo attended by international delegations
- / Invitation to the Global Partners Lunch - Day 1 (2 pax/partner)
- / Invitation to the Mayor's Dinner - Day 1 (2 pax/partner)

## Press

- / Weekly update of registered press list (last weeks before the event)
- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

## Value-added benefits

- / 4 parking bays
- / Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- / Priority in booking hotel rooms & table at the Nuclio restaurant
- / **Tomorrow.City:** Featured Partner page | Full congress sessions available | Possibility of submitting an article in the Mag (in adherence with our editorial standards)

# INDUSTRY PARTNER

Sector accelerators and niche specialists: stand as an industry leader and innovation driver.

**PRICE**  
**€50,000**

## Congress

- / Speaking slot in 1 Keynote Talk or Burning Debate 📍 Thematic Room
- / Speaking slot in 1 Solution Talk 📍 Agora / Thematic Room

## Tickets

- / 50 Full Congress Passes + 60 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo on *specific Track* page | Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Logo on track-oriented e-mail | E-mail *Thanks to our partners:* Logo & link, 2nd level
- / **Social Media:** 1 announcement | 2 onsite coverage posts | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (2nd level) | Logo on congress screens between sessions (one room)
- / **Post-event Report:** Logo and description

## Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

## Value-added benefits

- / 2 parking bays
- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclio restaurant
- / **Tomorrow.City:** Full congress sessions available

# EVENT PARTNER

Key providers and disruptive players: show the world you're ahead of the curve.

**PRICE**  
**€18,000**

## Congress

- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Room

## Tickets

- / 50 Full Congress Passes + 50 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** E-mail *Thanks to our partners*: Logo & link, 3rd level
- / **Social Media:** 1 joint announcement | 1 onsite coverage post | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (3rd level)
- / **Post-event Report:** Logo and description

## Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance


## Value-added benefits

- / 2 parking bays
- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclo restaurant
- / **Tomorrow.City:** Full congress sessions available



# PARTNERSHIP DEALS AT A GLANCE

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
<b>CONGRESS</b>	Slot in a High-level Rountable	✓		
	Slot in a Thematic Roundtable or In Focus Session	✓		✓
	Slot in a Solution Talk	✓	✓	
	Slot in a Thematic Keynote or Burning Debate		✓	
<b>PASSES &amp; INVITATIONS</b>	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>	Invitation to Mayor's Dinner & Global Partners Lunch	✓		
	Booth included in thematic tours through the Expo	✓		
	Exclusive access to the VIP guests list	✓		
	Parking bays	4	2	2
	Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling	✓		
	Priority in booking hotel rooms & table at the Nuclio restaurant	✓	✓	✓

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
WEBSITE	Logo in the <i>Homepage</i>	✓		
	Logo, link & description in the <i>Partners'</i> page	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
	Dedicated page gathering relevant info about the partner's participation	✓		
	Speaker highlighted in <i>Featured Speakers</i> page	✓		
	Featured corporate activity (website & app) – <i>Detailed info on the next page</i>	✓	Upgrade option: €15,000	Upgrade option: €15,000
	Company information in the Exhibitor catalogue (website & app)	1 <sup>st</sup> level	✓	✓
TOMORROW.CITY PLATFORM	Featured Partner page	✓		
	Sessions available on demand after the event	✓	✓	✓
	Possibility of submitting an article in the Mag	✓		
EMAILINGS	Announcement e-mail to our database	✓		
	E-mails footer: Logo & link	✓		
	Logo on track-oriented webpage and e-mailings		✓	
	E-mail <i>Thanks to our partners</i> : Logo & link	✓	✓	✓
SOCIAL MEDIA	Partnership announcement	1 exclusive	1 exclusive	1 collective
	Additional posts (pre and during the event) with partner-related content	4	2	1
	Testimonial video of the partner's onsite participation	✓		
	Retweets of posts using the event's official hashtag	✓	✓	✓
POST-EVENT REPORT	Logo & description in post-event report	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
PRESS	Weekly update of registered press list	✓		
	Press releases and media kit sent to the partner's team	✓	✓	✓
	Press kit spot in the venue's press room	✓	✓	✓
	Media invite group pre-registration	✓	✓	✓
	Local key media outlet guidance	✓	✓	✓
ONSITE SIGNAGE & SCREENS	Logo on the exhibitor floorplan	✓		
	Logo on static signage & dynamic advertising screens	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
	Logo on rooms projections between congress sessions onsite	All rooms	Thematic rooms	

## UPGRADE OPTION

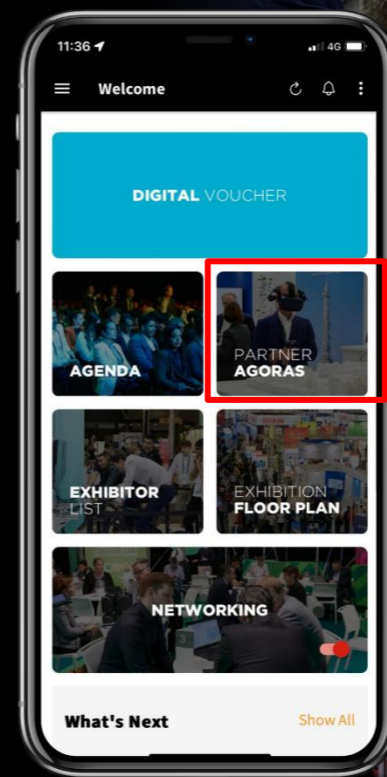
# SPOTLIGHT ON YOUR BOOTH TALKS

Make your booth sessions matter.  
Let's put focus on what happens in your space.

- **WEBSITE & APP.** Featured activity in the Booth Talks section
- **APP.** Push notification encouraging attendees to join the Booth Talks
- **EMAILING.** Dedicated email campaign to our full database presenting all Booth Talks taking place at the event
- **SOCIAL MEDIA.** 3 non-exclusive posts in all official social channels
- **ADDITIONAL INVITATIONS.** 25 Full Congress passes & 25 Visitor passes

**PRICE: €15,000**

*This upgrade option is only available to 120m2+ exhibitors.*





# BECOME AN EXHIBITOR

Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners.

The larger the space, the better your location will be and the more passes you will get.

**Space Only**  
€295/m<sup>2</sup>

Optional: €150/m<sup>2</sup> double deck

**Co-Exhibitor Fee**  
€525

*Prices do not include VAT or participation fee (€550)*







# BECOME AN EXHIBITOR

CHOOSE FROM  
OUR STAND PACKS



## SILVER PACK

## BRONZE PACK

16 sq. m.

12 sq. m.

### STAND

Space

Open sides

Full Congress passes

Visitor passes

Exhibitor passes

Public Sector Invitations

### INCLUDES

25% discount on extra passes

Access to the networking activity:

Brokerage event

Stand and furniture

Insurance

2

1

4

3

12

10

4

4

2

2

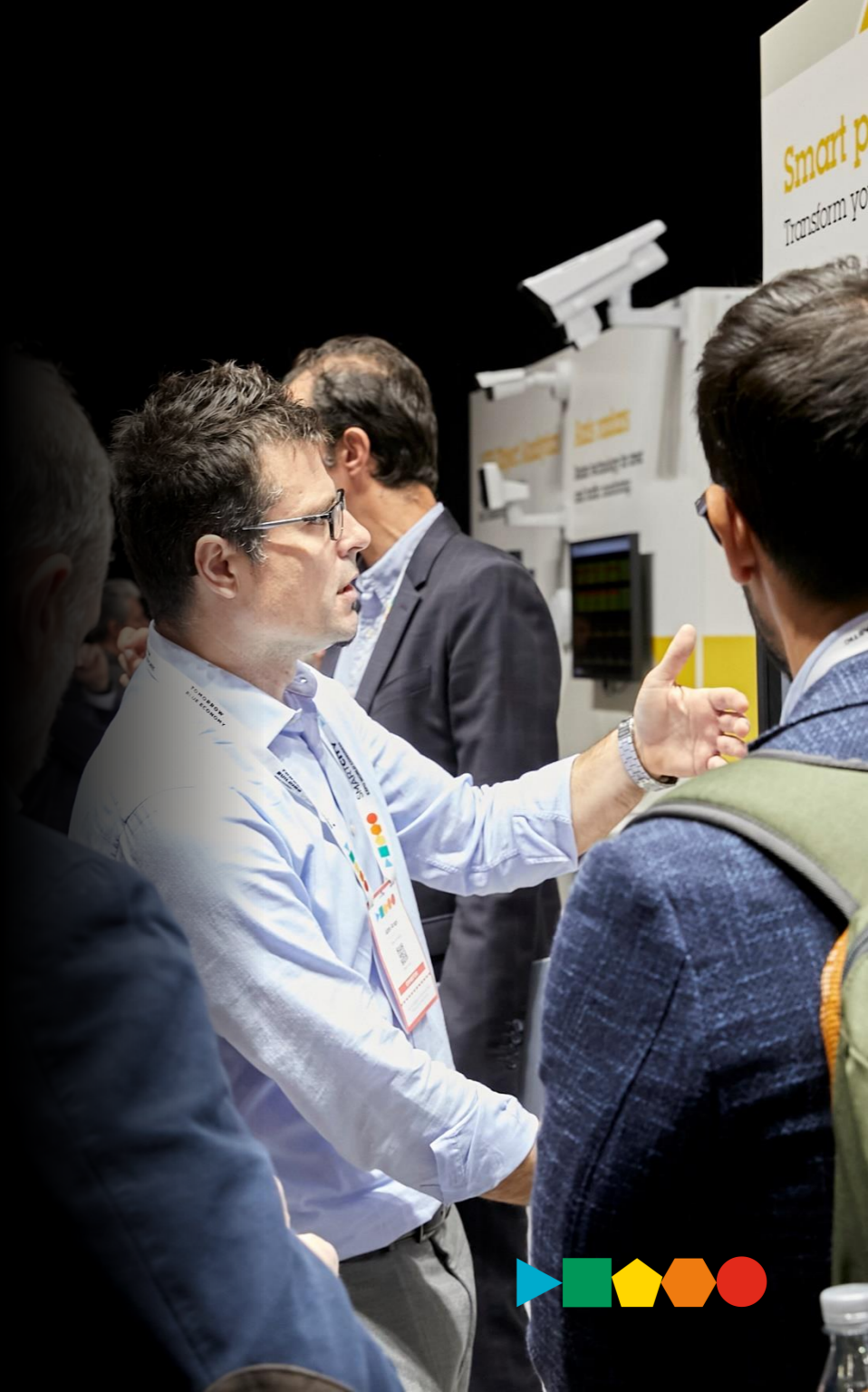


€6,000

€4,500

\*Not included: VAT or participation fee

+ additional m2: €350





# CO-EXHIBITOR FEE

**As an exhibitor, you can bring other companies to exhibit in your own space.**

They will benefit from:

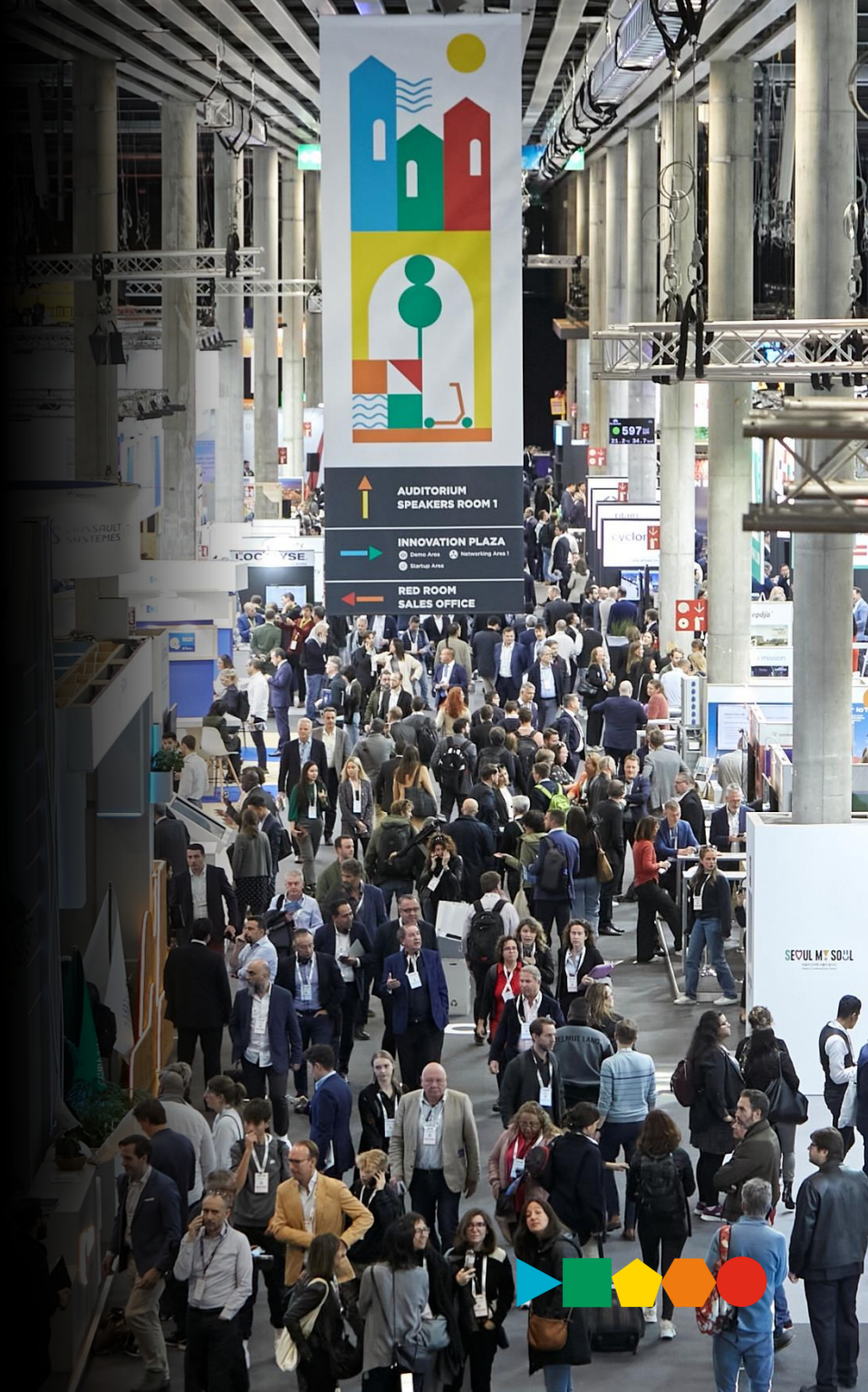
- ✓ Visibility in the SCEWC websites and app (Exhibitor list)
- ✓ Visibility in the exhibitor floorplan onsite
- ✓ 2 Full Congress Passes
- ✓ 6 Visitor Passes
- ✓ 2 Exhibitor Passes (access to the Congress included)
- ✓ Access to the Exhibitor Area, so they can manage their participation:
  - Use the Invitation Tool to send electronic invitations to their costumers.
  - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
  - Use the contact management
  - Enjoy 25 % discount for purchasing additional passes





# TICKETS INCLUDED

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	3	10	4	2
16-18 sqm	4	12	4	2
19-24 sqm	5	14	6	2
25-30 sqm	6	18	6	3
31-40 sqm	7	25	6	4
41-50 sqm	8	30	6	4
51-60 sqm	9	40	8	4
61-70 sqm	10	50	10	5
71-80 sqm	11	60	10	5
80-100 sqm	13	70	12	6
101-120 sqm	15	90	15	7
121-150 sqm	17	120	20	7
151-200 sqm	20	140	25	10
201-300 sqm	25	150	30	12
301-400 sqm	30	250	35	15
401-500 sqm	35	300	40	17
501-600 sqm	40	350	45	20
601-700 sqm	45	400	50	22
701-1000 sqm	50	500	55	25
CO-EXHIBITOR	2	6	2	0





# EXHIBITOR SERVICES

We take care of everything.  
Let us provide you the best possible experience at #SCEWC24



Booth design  
and construction



Catering services



Booth services: furniture,  
AV, decoration, supplies,  
cleaning, support staff...



Smart contact  
management tool





# BECOME SPONSOR

Looking for an even larger presence?

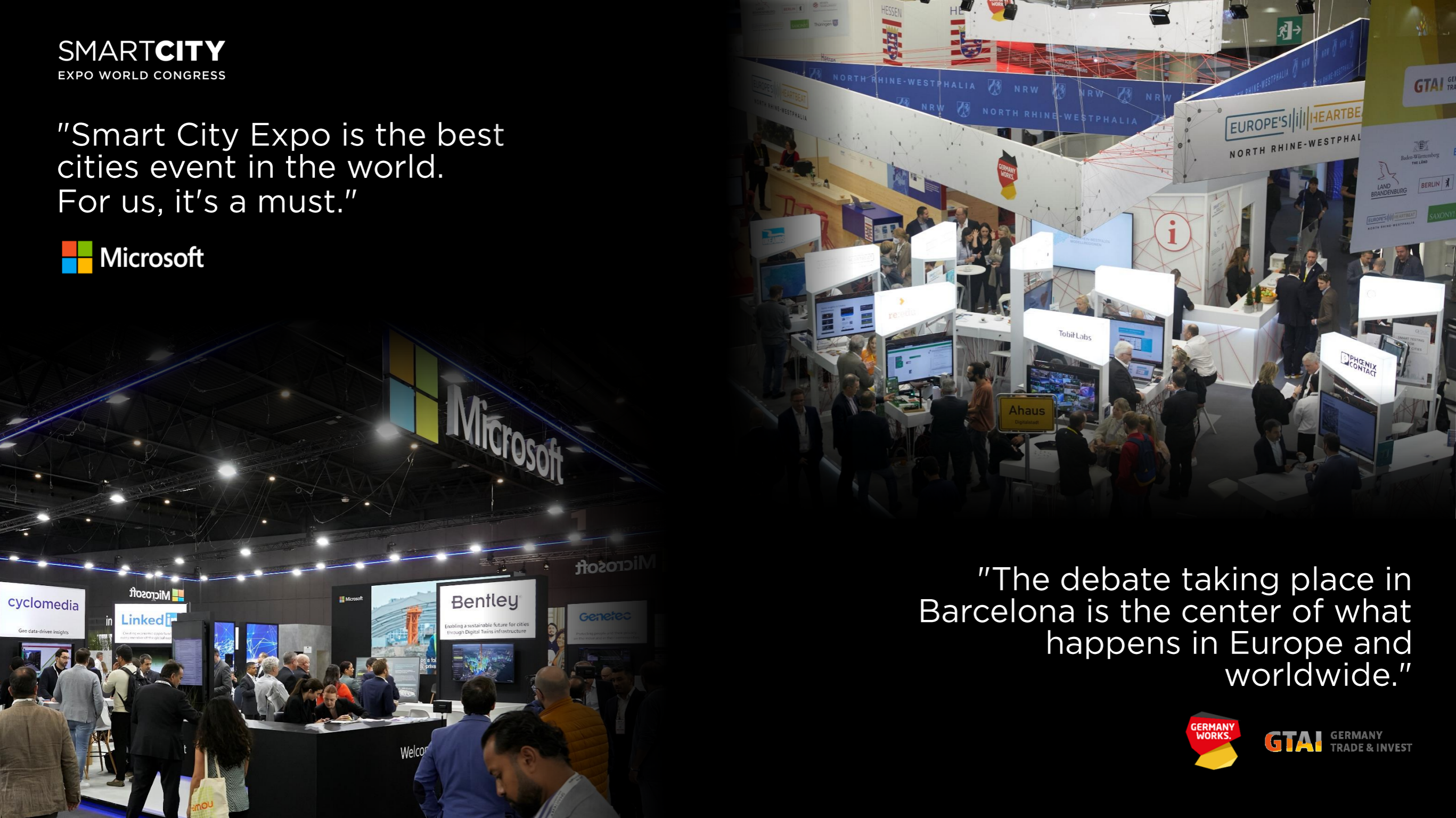
Our sponsorship deals offer a visibility boost in key areas and initiatives of the event.

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



**SMARTCITY**  
EXPO WORLD CONGRESS

"Smart City Expo is the best cities event in the world. For us, it's a must."



"The debate taking place in Barcelona is the center of what happens in Europe and worldwide."



**GTAI** GERMANY  
TRADE & INVEST



# SCEWC24 STARTS NOW. SAVE YOUR SPOT!

[smartcityexpo.sales@firabarcelona.com](mailto:smartcityexpo.sales@firabarcelona.com)

