SPONSORSHIP OPTIONS

7 - 9 November 2023
Barcelona & Online
Smart City Expo 2023 in figures

- **25,000+ ATTENDEES**
  - 56% INTERNATIONAL

- **1,000+ EXHIBITORS**
  - 80% INTERNATIONAL

- **300+ STARTUPS**

- **30,000+ ONLINE ATTENDEES**

- **150+ BREAKOUT SESSIONS**

- **140+ COUNTRIES**

- **800+ CITIES**

- **600+ SPEAKERS**

- **5,000+ ATTENDEES HOLDING GOVERNMENT POSITIONS**
The place to connect with the global smart city ecosystem

**Most Attendees Hold Senior-Level Positions**
- 36% High Level Management & Top Public Representative
- 17% Specialist
- 16% Senior Manager
- 15% Technical Profile
- 12% Consultant
- 3% Others

**A Key Meeting Point for Public & Private Sectors**
- 23% Governments
- 20% Local Companies & SMEs
- 17% Large & Global Companies
- 11% Research & Academia
- 11% Startups
- 11% Institutions & Other Entities
- 4% Inter-Governmental Organizations
- 3% Media & Culture
- 1% Investors

52% of Attendees Hold Senior Management Positions

40% of Global Companies and Governments
HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

1. Enabling Technologies
2. Energy & Environment
3. Mobility
4. Governance & Economy
5. Living & Inclusion
6. Infrastructure & Building
7. Safety & Security
8. Blue Economy
TOP 3 SPONSORSHIPS
GET MAXIMUM BRAND EXPOSURE
1. REGISTRATION
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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 you pass page
- Banner in the accreditation page
- Social media channels
- Post-event report
1. REGISTRATION

IN-VENUE VISIBILITY

- Lanyards and printed passes (25,000)
- 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
2. TOWARDS ZERO WASTE
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Prove your organization’s contribution to a more sustainable future.

Since 2015, we are committed to working towards more efficient, inclusive, and sustainable cities.

To do so, we created a dedicated sustainability initiative called **Towards Zero Waste**, based on four main principles:

- **Towards a paperless event**: Prioritizing the use of digital assets throughout 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](#)!
2. 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

- 25,000 passes
- Towards Zero Waste signage:
  - Entrance Hall
  - Signage elements at the Restaurants and Cafés
  - Bicycle parking lot
  - Recycling bins for lanyards and printed passes at the entrance of the venue
  - Waste recycling bins
  - 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
2. TOWARDS ZERO WASTE

Stands made with recycled materials

Towards Zero Waste entrance signage

Cafes and Restaurants billboards

Pass holder and lanyard recycling bin

Printed pass

Towards Zero Waste big billboard

Guarded bicycle parking lot

Towards Zero Waste venue signage

Recycling signage
3. AGORAS
Shine at the knowledge point.
Includes a 1-hour slot 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 venue signage
- Advertising screens

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

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

Cozy up to a relaxed public at the cafe corner.

DIGITAL VISIBILITY
• Email:
  • Thank you partners
• Event Website:
  • Partners page
  • Where to eat page?
• Social media channels
• Post-event report

IN-VENUE VISIBILITY
• Cafe & Lunch signage
• Static venue signage
• Advertising screens

Passes included: 20 Full Congress, 40 Visitor & 20 Public Sector Passes
Do serious business in a relaxed atmosphere.
Get a tailored-made proposal.

DIGITAL VISIBILITY
- Event Website:
  - Partners page
  - Plan your visit page
  - Where to eat page
- Email:
  - Thank you partners
- Social media channels
- Post-event report

IN-VENUE VISIBILITY
- Village decoration
- Static venue signage
- Advertising screens

Passes included: 30 Full Congress, 50 Visitor & 30 Public Sector Passes
NETWORKING AREA

Accommodate visitors where they sit
and make connections.

DIGITAL VISIBILITY

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

IN-VENUE VISIBILITY

- Networking Area decoration & Agenda screen
- Static venue signage
- Advertising screens

Passes included: 20 Full Congress, 40 Visitor &
20 Public Sector Passes
NETWORKING AREA
EVENT APP

Where everyone converges!

Last year’s figures

270,000+
VIEWS

+263%
DOWNLOADS
VS 2019

60,000+
NETWORKING
INTERACTIONS

DIGITAL VISIBILITY
- App screens:
  - Splash
  - Welcome
  - About
- 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
WIFI
Take center stage every time attendees log onto the net!

DIGITAL VISIBILITY
- Event Website
  - Plan your visit page
  - Partners page
- Email
  - Thank you partners
- Social media channels
- Post-event report

IN-VENUE VISIBILITY
- Static venue signage
- Advertising screens
- Stage screens between
  - Congress sessions
  - Agora sessions

Passes included: 10 Full Congress, 20 Visitor & 10 Public Sector Passes
ADVERTISING OPPORTUNITIES
BILLBOARDS

Outdoor billboards to reach visitors when they come and go.

BIG

Size: 3x3x1 m

TALL

Size: 1,5x6 m

SMALL

Size: 1x4 m
Take your brand awareness to new heights.

**MAIN ENTRANCE**

**ENTRANCE FROM LEVEL -1**

**HALL 2 FROM CENTRAL PLAZA**

TRIPLE

TRIPLE

DOUBLE
DOUBLE-SIDED DROP BANNER

Take your brand awareness to even higher heights!

MAIN CORRIDOR & SECONDARY CORRIDOR
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!

500 units provided to the sponsor
TOILET FRAMES

Eyes wide open when you take a toilet break

WC located at the Main Entrance, CIS, Hall 1 & 2
DIGITAL SPONSORSHIPS
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.

86,000+ monthly page views
26,800+ registered users
180+ countries
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.
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.
SPONSORED NEWS & CONTENT

SPONSORED NEWSLETTER
Sponsor two editions of the Tomorrow.City newsletter

SPONSORED CONTENT
Let our team create a branded content for you
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.