Tomorrow.Mobility & Smart City Expo in numbers

- **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

- High Level Management & Top Public Representative: 36%
- Specialist: 12%
- Senior Manager: 15%
- Technical Profile: 16%
- Consultant: 17%
- Others: 3%

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

- Governments: 23%
- Local Companies & SMEs: 11%
- Large & Global Companies: 11%
- Research & Academia: 11%
- Startups: 11%
- Institutions & Other Entities: 17%
- Inter-Governmental Organizations: 4%
- Media & Culture: 3%
- Investors: 1%

52% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

40% OF GLOBAL COMPANIES AND GOVERNMENTS
WE KNOW THE TRENDS

We understand the challenges.

- Inclusivity, Affordability & Fairness
- Urban Air Mobility
- Active Mobility
- Connected, Cooperative & Automated Mobility
- Energy Transition
- Multimodality
- Sustainable Urban Logistics
- Mobility Data Spaces
TOP 3 SPONSORSHIPS
GET MAXIMUM BRAND EXPOSURE
1. 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 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
2. TOWARDS ZERO WASTE

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

Towards Zero Waste big billboard
Guarded bicycle parking lot
Towards Zero Waste venue signage
Recycling signage
3. MOBILITY AGORA
MOBILITY AGORA

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
Cozy up to a relaxed public at the café corner.

**DIGITAL VISIBILITY**
- Email:
  - Thank you partners
- Event Website:
  - Partners page
  - Where to eat 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
VILLAGE

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
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
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
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*
ADVERTISING OPPORTUNITIES
BILLBOARDS

Outdoor billboards to reach visitors when they come and go.

**GIANT**

Size: 8x5x1,5 m

**BIG**

Size: 3x3x1 m

**SMALL**

Size: 1x4 m
Kia EV6 GT.
World Performance Car.
Ven a visitarlo al pabellón 1, stand de Kia.

Movement that inspires

Emisiones CO₂ combinadas WLTP (g/km): 0. Consumo combinado WLTP (kWh/100km): 20.6.
Germany’s cities are investing big in a smart, liveable and sustainable future.

Meet us in Hall 2, Booth B139 or visit germanyworks.com
ESCALATORS

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!
TOILET FRAMES

Eyes wide open when you take a toilet break

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

26.200+
REGISTERED USERS
78% International, 140 countries
28% Directors & Managers
BRANDED 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.

86,000+ Monthly page views
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. MOBILITY
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 bespoke offer, be it within digital content or in-venue assets.