

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



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

SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

26 - 28 JUNE 2024
SANTIAGO DEL ESTERO,
ARGENTINA

SMARTCITY

EXPO **SANTIAGO DE CHILE**

25 - 27 JULY 2024
SANTIAGO DE CHILE,
CHILE

DATES TO BE
CONFIRMED
DOHA, QATAR

SMARTCITY

FORUM **RIYADH**

12 - 13 FEBRUARY 2024
RIYADH, SAUDI ARABIA

SMARTCITY

EXPO **USA**

22 - 23 MAY 2024
NEW YORK, USA

SMARTCITY

EXPO **LATAM CONGRESS**

9 - 11 JULY 2024
MERIDA, MEXICO

SMARTCITY

EXPO **BOGOTA**

25 - 27 SEPTEMBER 2024
BOGOTA, COLOMBIA

TOMORROW.
CITY

SMARTCITY

EXPO WORLD CONGRESS

5 - 7 NOVEMBER 2024
BARCELONA

TOMORROW. MOBILITY

WORLD CONGRESS

TOMORROW. BUILDING

WORLD CONGRESS

TOMORROW. BLUE ECONOMY

WORLD CONGRESS

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**

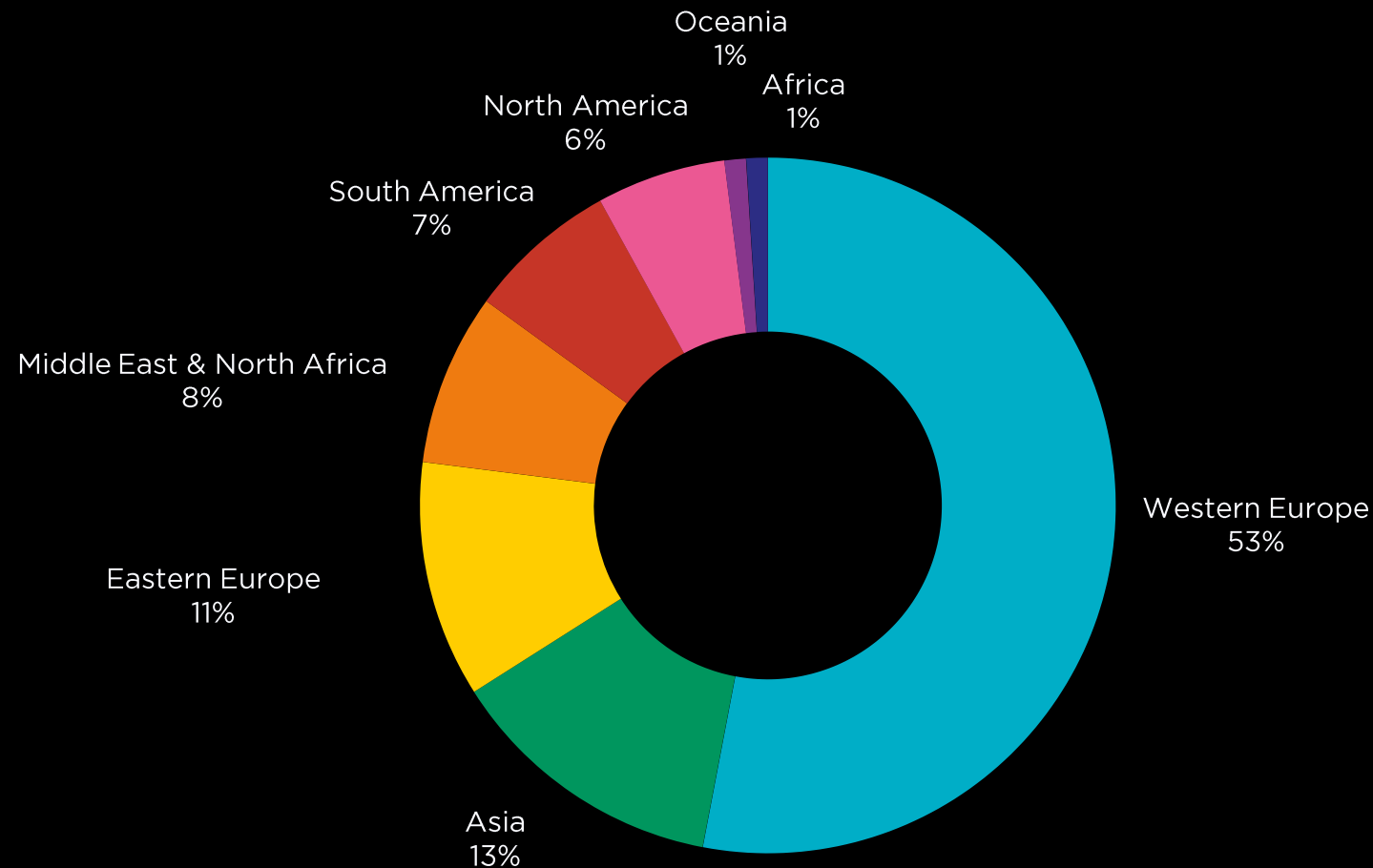


68,000+
MONTHLY USERS











28,700+
SUBSCRIBERS

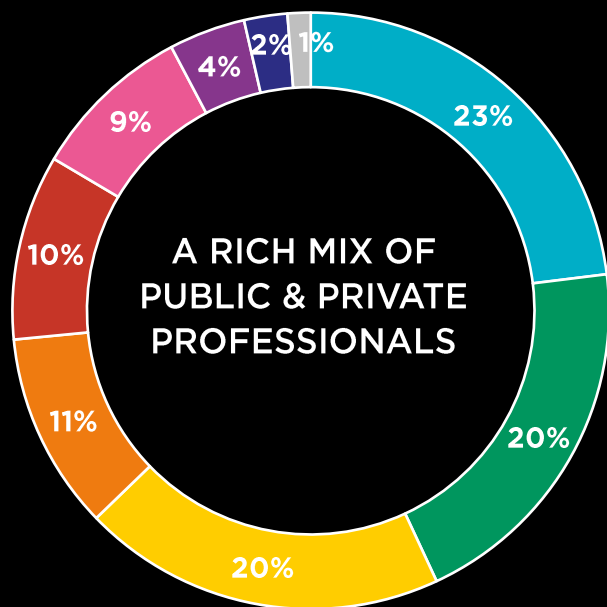
A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION



TOP VISITING COUNTRIES

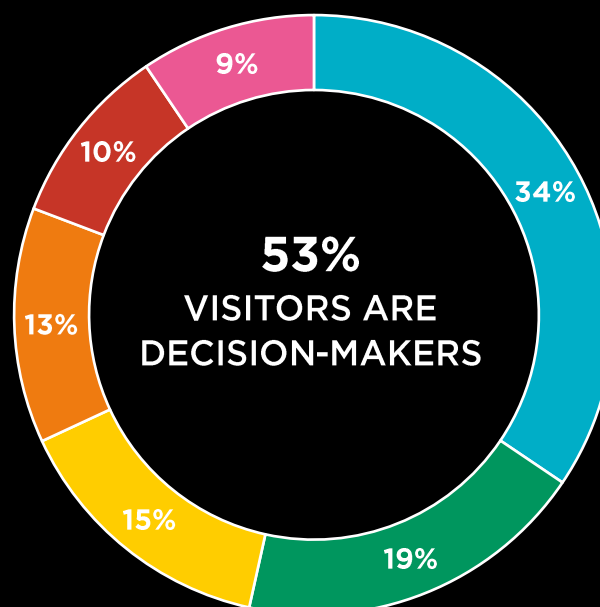
	SPAIN
	GERMANY
	FRANCE
	ITALY
	SOUTH KOREA
	NETHERLANDS
	UNITED KINGDOM
	UNITED STATES OF AMERICA
	BELGIUM
	PORTUGAL
	BRAZIL
	SAUDI ARABIA

OUR POWERFUL COMMUNITY OF CROSS-SECTORIAL CITY-CHANGERS



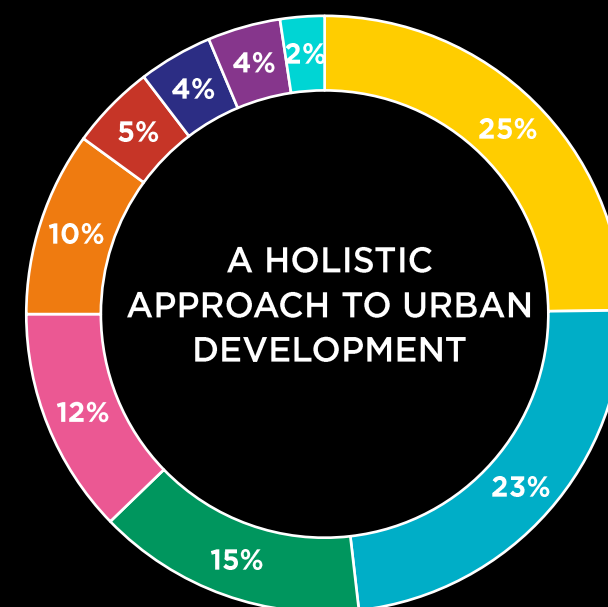
ATTENDEES' ORGANIZATION PROFILE

- 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

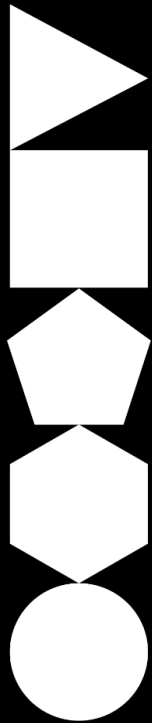


ATTENDEES' JOB TOPIC

- Mobility
- Enabling Technologies
- Energy & 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
Governance & Economy
Infrastructure & Building
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...



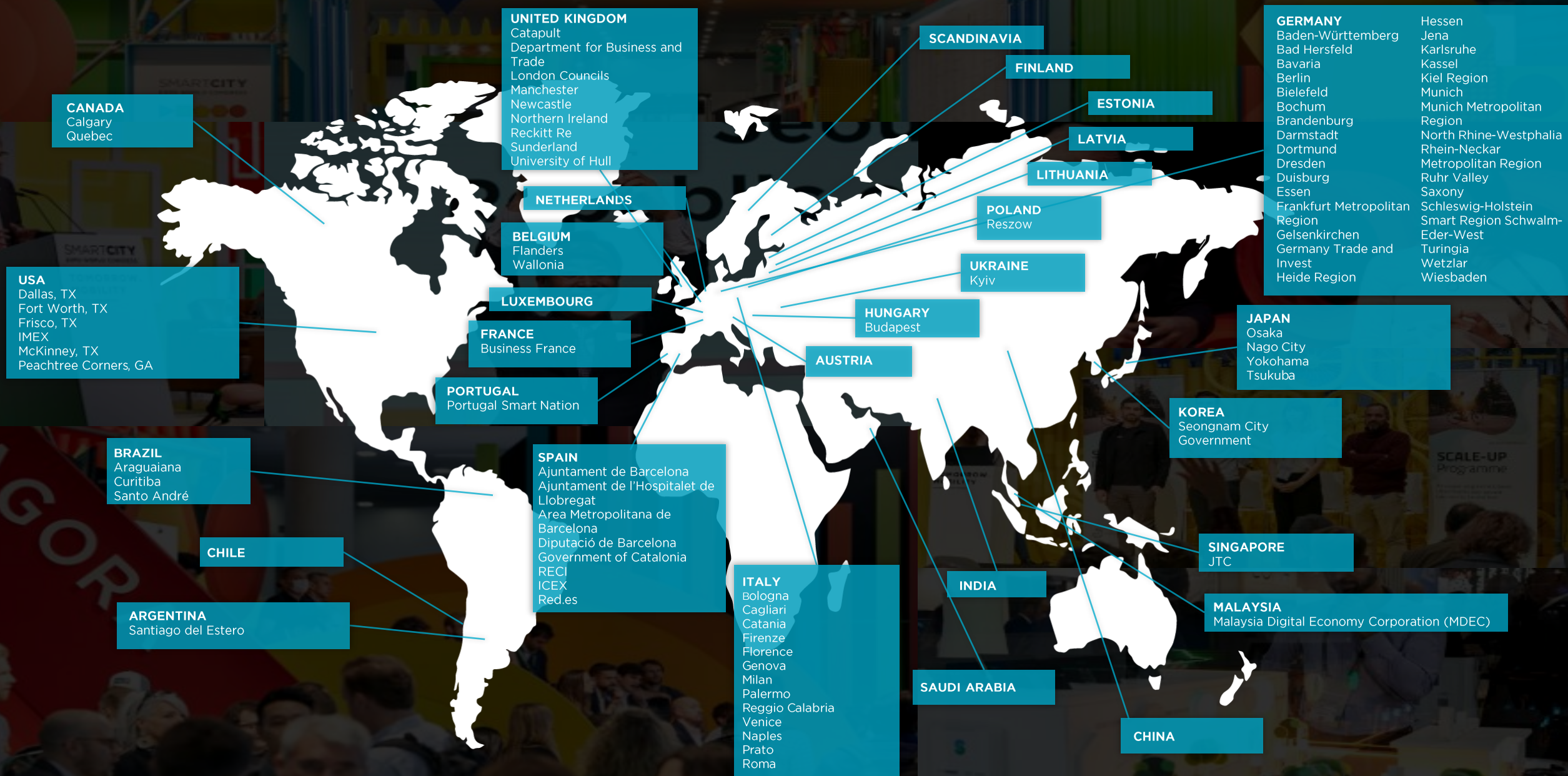
...RESEARCH, SCALE-UP PLAYERS AND MEDIA PARTNERS





A MEETING POINT FOR GOVERNMENTS

Map of exhibiting cities, regions and countries



A CELEBRATION OF URBAN INNOVATION **WORLD SMART CITY AWARDS**

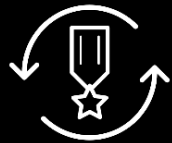
These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

In 2023, we received 411 entries from 63 countries!

AWARD CATEGORIES



CITY
AWARD



INNOVATION
AWARD



LEADERSHIP
AWARD



7 PROJECT
AWARDS

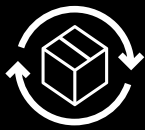




OUR VALUES IN ACTION

SUSTAINABILITY & DIVERSITY

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



CIRCULARITY.
EVERYTHING GETS A SECOND LIFE

6,221kg

of material reused

5,500kg

of carpet recycled



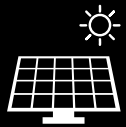
NO SINGLE-USE PLASTICS.
LESS PAPER. TONS OF RECYCLING

1,714kg

of plastic saved

2,414kg

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



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

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

INDUSTRY PARTNER

Be recognized as a sector leader

€50,000

EVENT PARTNER

Stand out from exhibitors

€18,000






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 Nuclo 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

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 Nuclo 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
CONGRESS	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		✓	
PASSES & INVITATIONS	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
ADDITIONAL BENEFITS	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 Nuclo restaurant	✓	✓	✓

VISIBILITY		Global Partner	Industry Partner	Event Partner
WEBSITE	Logo in the <i>Homepage</i>	✓		
	Logo, link & description in the <i>Partners'</i> page	1 st level	2 nd level	3 RD level
	Dedicated page gathering relevant info about the partner's participation	✓		
	Speaker highlighted in <i>Featured Speakers</i> page	✓		
	Featured corporate activity (website & app)	✓	Upgrade option: €15,000	Upgrade option: €15,000
	Company information in the Exhibitor catalogue (website & app)	1 st 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 st level	2 nd level	3 RD 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 st level	2 nd level	3 RD level
	Logo on rooms projections between congress sessions onsite	All rooms	Thematic rooms	



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.

Early Bird
€250/m²

Available until: **Feb. 29**

Regular
€295/m²

Optional: €150/m² double deck

Co-Exhibitor Fee
€525

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





EXHIBITOR SERVICES

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



Booth design
and construction



Catering services



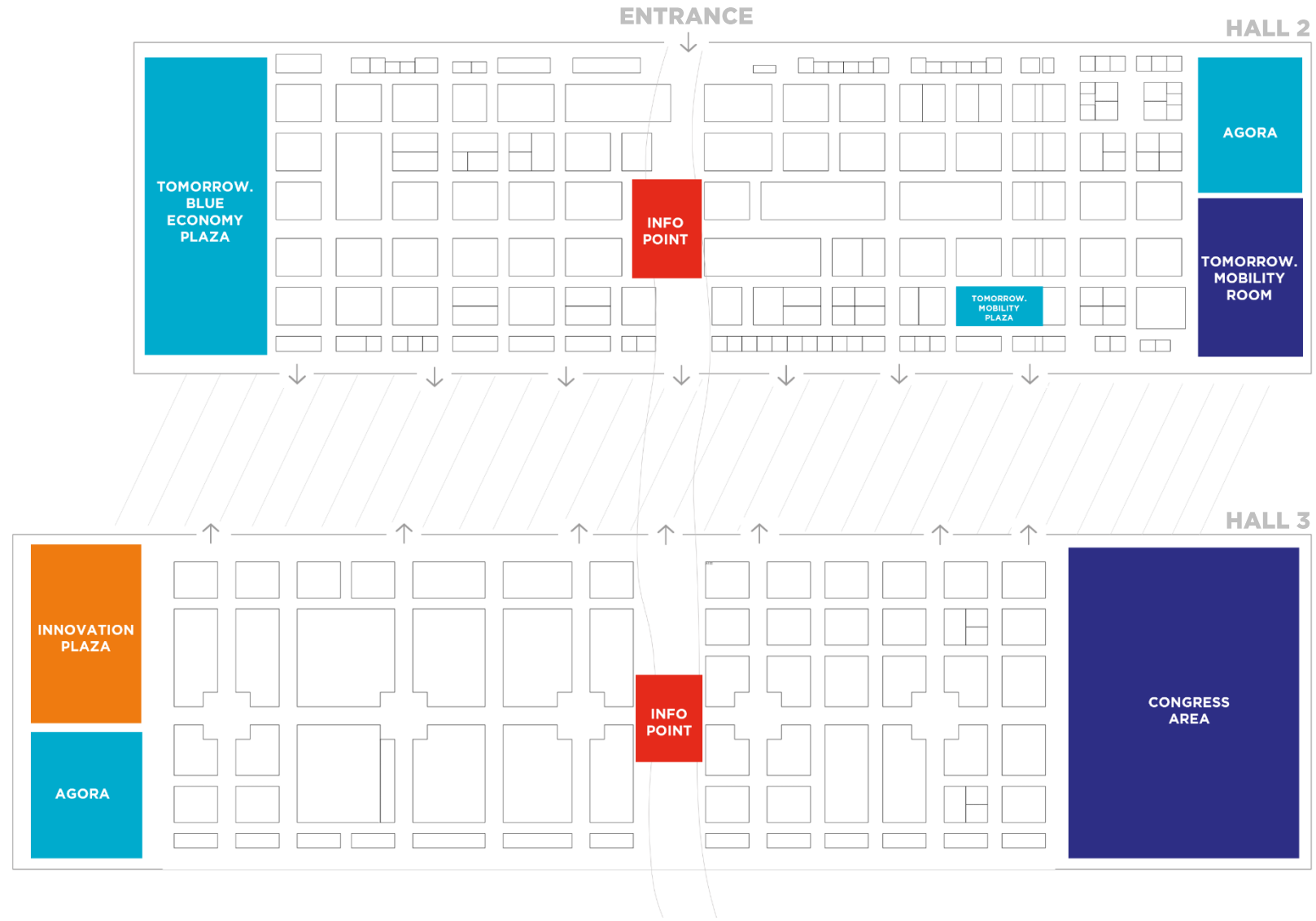
Booth services: furniture,
AV, decoration, supplies,
cleaning, support staff...



Smart contact
management tool



EVENT MAP 2024



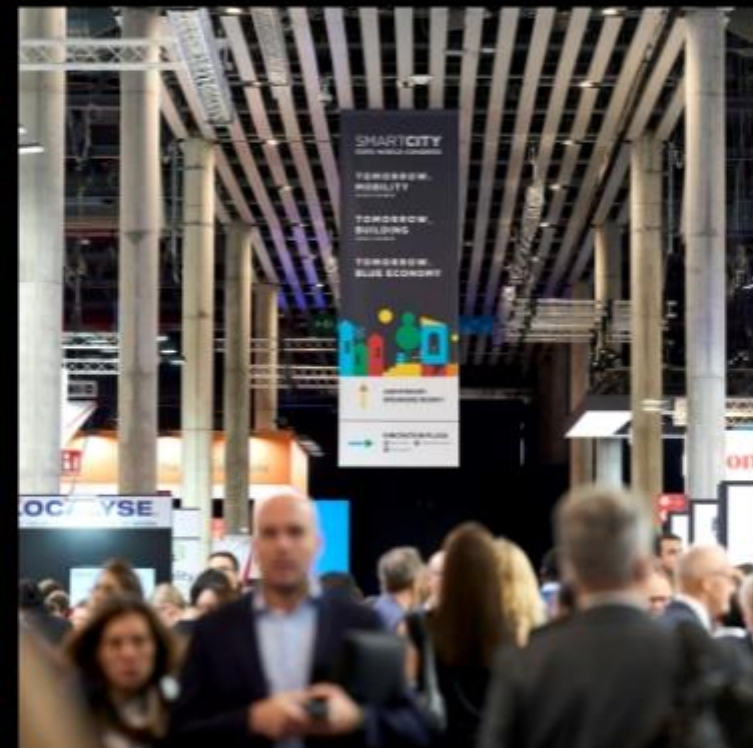


BECOME SPONSOR

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

