



SMARTCITY
EXPO WORLD CONGRESS

SPONSORSHIP OPTIONS

4 - 6 NOVEMBER 2025

BARCELONA



2024 EDITION IN NUMBERS

25,771

IN-PERSON ATTENDEES

283

REGISTERED PRESS

1,150

EXHIBITORS

13.8K

EDITORIAL MENTIONS

850

CITIES

1.39M

WEB VIEWS

632

SPEAKERS

184K

FOLLOWERS 

135

COUNTRIES

83M+

DIGITAL IMPRESSIONS

TOMORROW.
CITY



22,500+

MONTHLY USERS



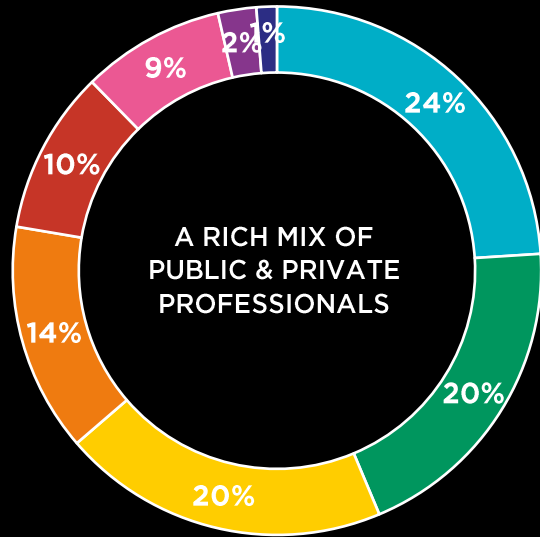
30,500+

SUBSCRIBERS



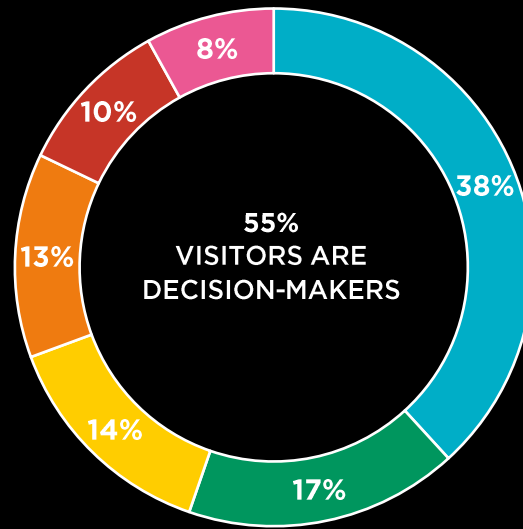
A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION

ORGANIZATION PROFILE



- Governments
- Large & Global Companies
- Local Companies & SMEs
- Institutions & other entities
- Startups
- Academia
- Media & Culture
- Investors

JOB FUNCTION

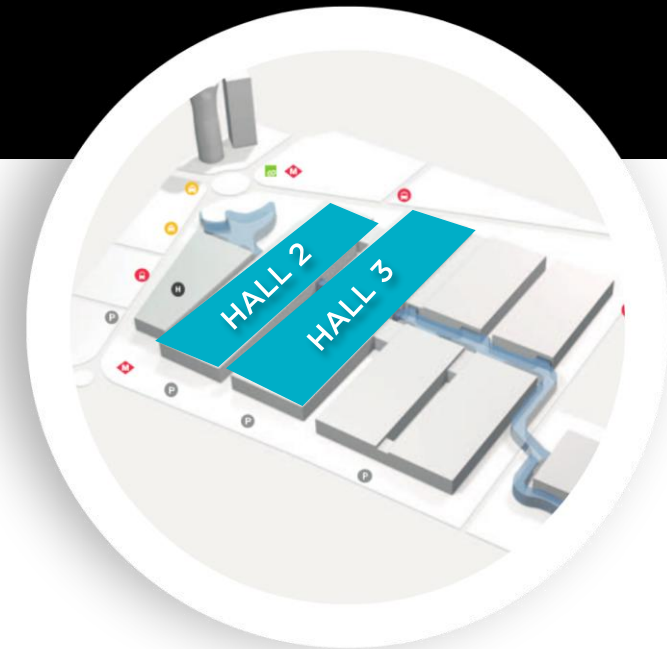


- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

TOP VISITING COUNTRIES

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

EVENT MAP 2025



PREMIUM SPONSORSHIPS

GET MAXIMUM BRAND EXPOSURE



CONGRESS STAGE



CONGRESS STAGE

Shine at the knowledge point.

CONFERENCE & TICKETS

- 45-minute dedicated session at the sponsored stage
- 25 Full Congress, 60 Visitor & 25 Public Sector Passes

IN-VENUE VISIBILITY

- Premium & exclusive stage exposure with high visibility of your brand: *powered by SPONSOR*
- Sponsor brand on stage screen between session. Optional: followed by a 20-30" sponsor spot
- Sponsor session in the program screens at the stage access
- Brand in venue signage

DIGITAL VISIBILITY

- Event Website. Sponsor brand on...
 - Partners page
 - Congress page
 - Agenda
- Social Media. Sponsor highlighted in main program-related posts
- Email.
 - Sponsor session highlighted in main program-related emails
 - Thank you partners email
- Post-event report

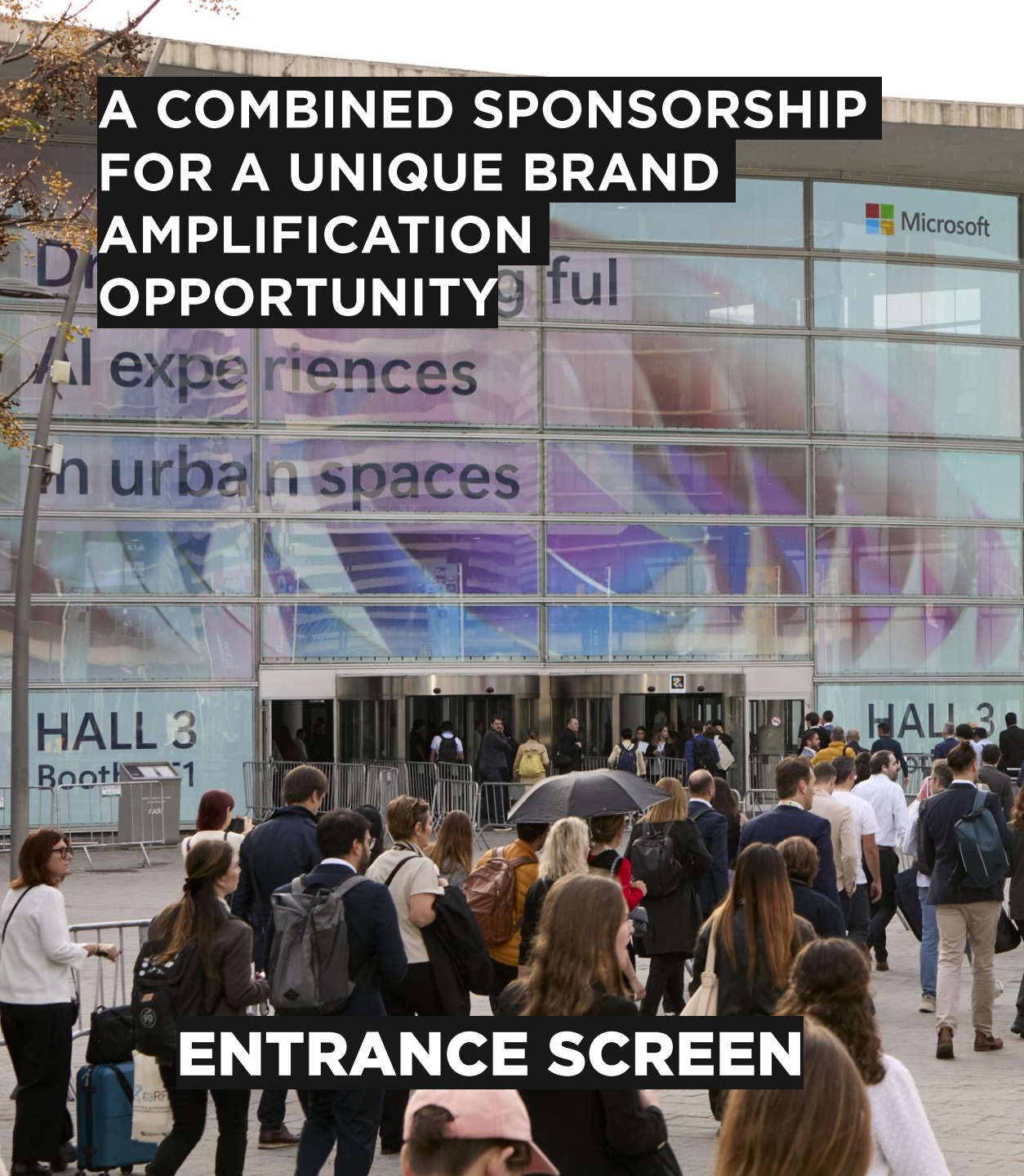
PRICE: €75,000



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



**MAIN HALL 360°
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 in the main hall—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.

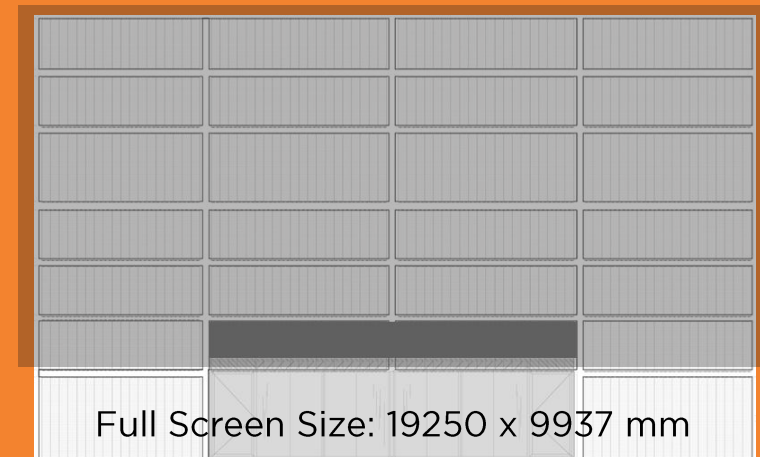
Click [here](#) for a quick example of both formats.

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, plus assembly 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 Entrance Screen: 10 seconds.



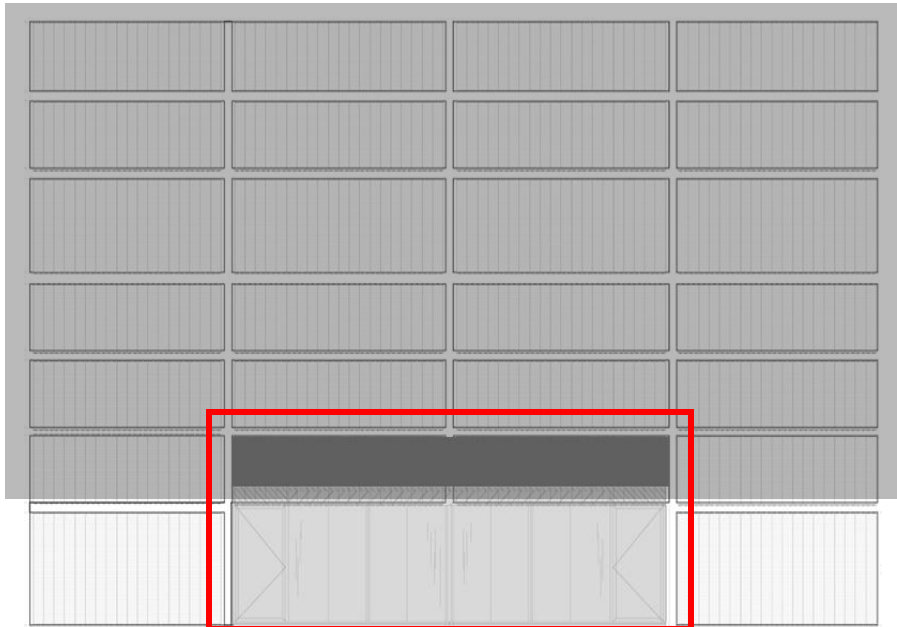
- **Dynamic Duo:** Combined with the main hall's circular LED for an unrivaled sponsorship experience. Ads on circular LED: 10 seconds.



ENTRANCE SCREEN CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2025.



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.



360° CIRCULAR LED CONSIDERATIONS

Content deadline

To ensure there is sufficient time for technical validating and testing, content is due no later than 10/10/2025.

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.

360° Circular Led content won't be on display during the Awards Party





SMARTCITY
EXPO WORLD CONGRESS

Fira Barcelona 

LIVE
BETTER

THE

JOIN THE CONVERSATION
#SCEWC24

Accés/Accesso Access SUD

Fira Barcelona



REGISTRATION

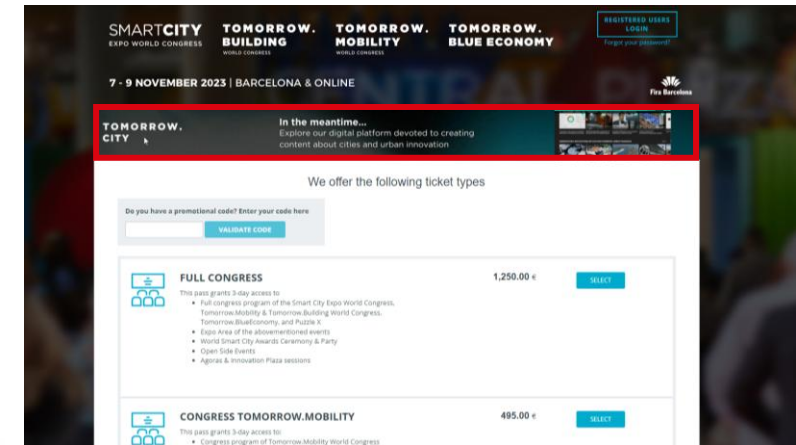
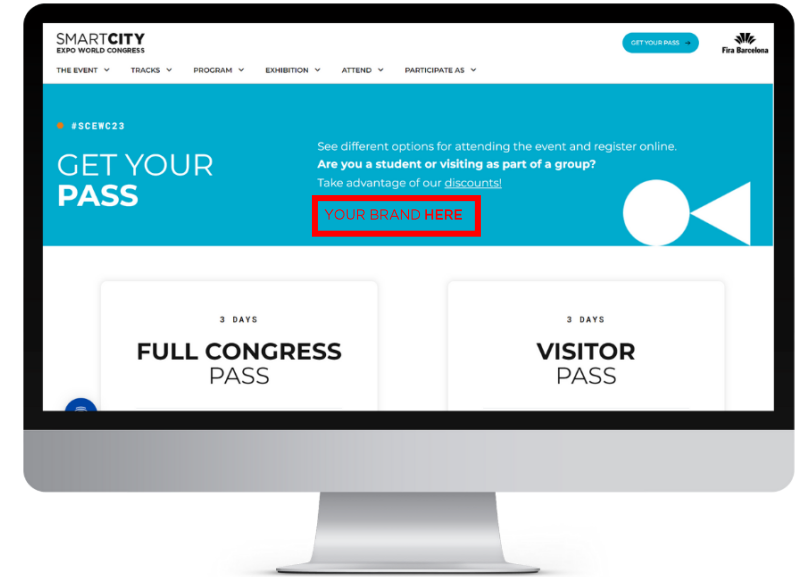
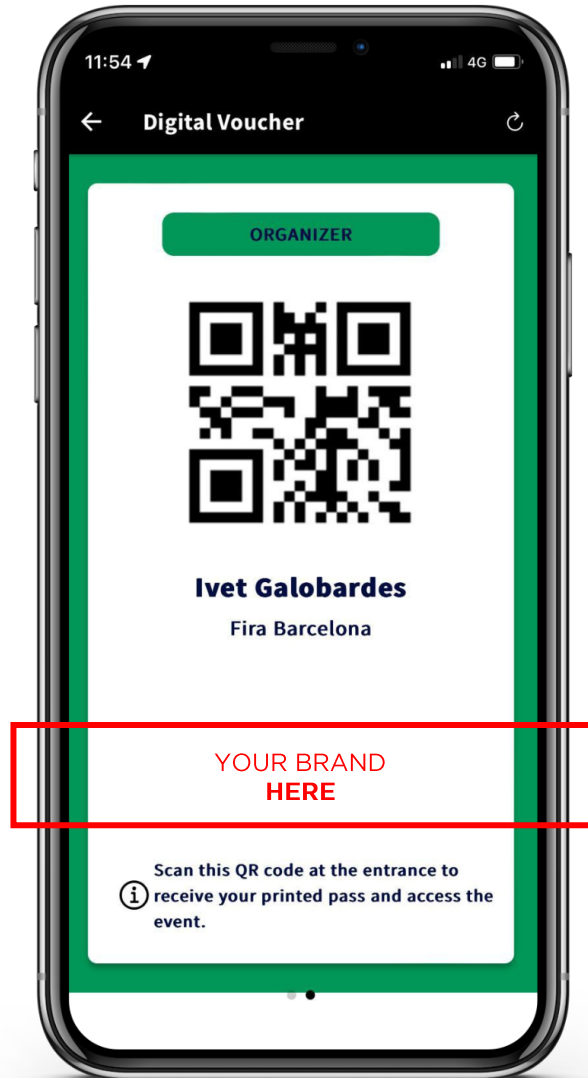


1. REGISTRATION

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 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

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 throughout 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 sessions

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

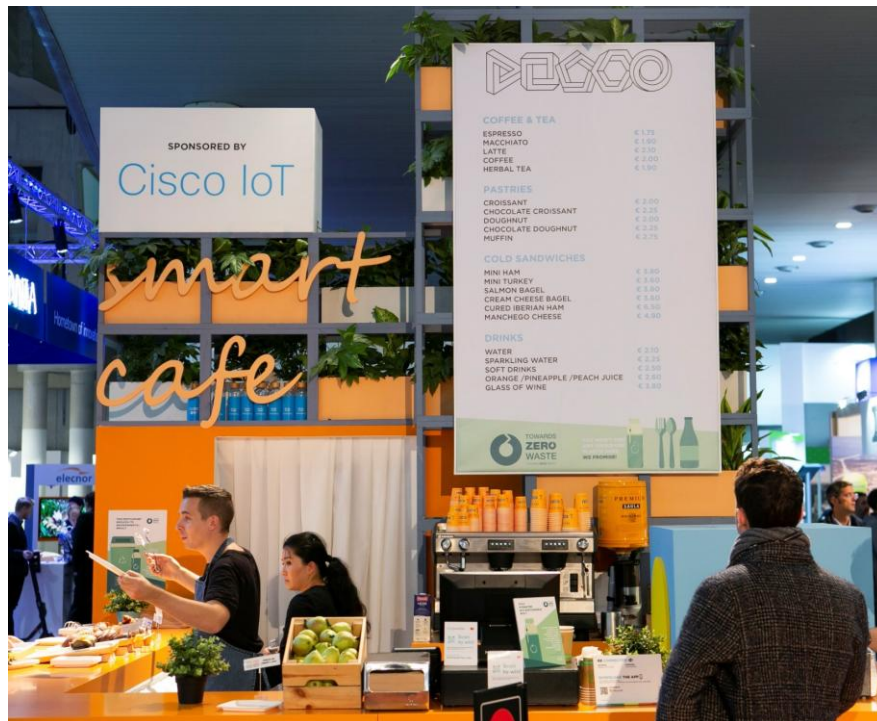
PRICE: €30,000



TOWARDS ZERO WASTE



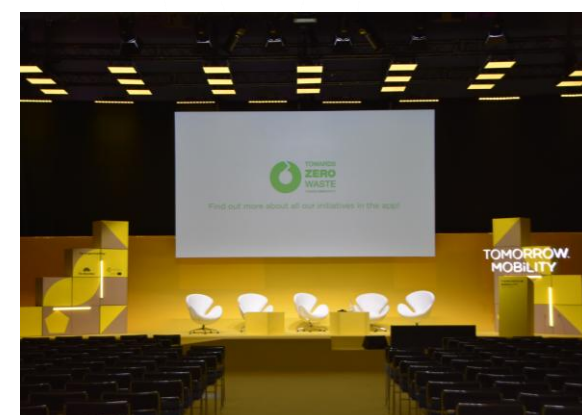
Stands made with recycled materials



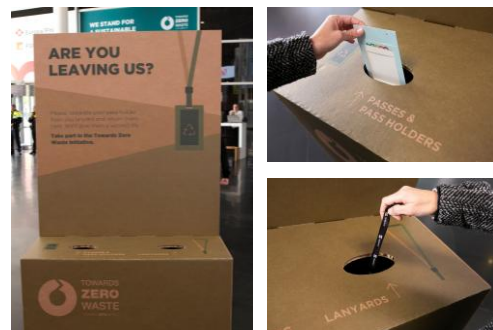
Cafes and Restaurants billboards



Recycling signage



Digital signage in the Congress Rooms



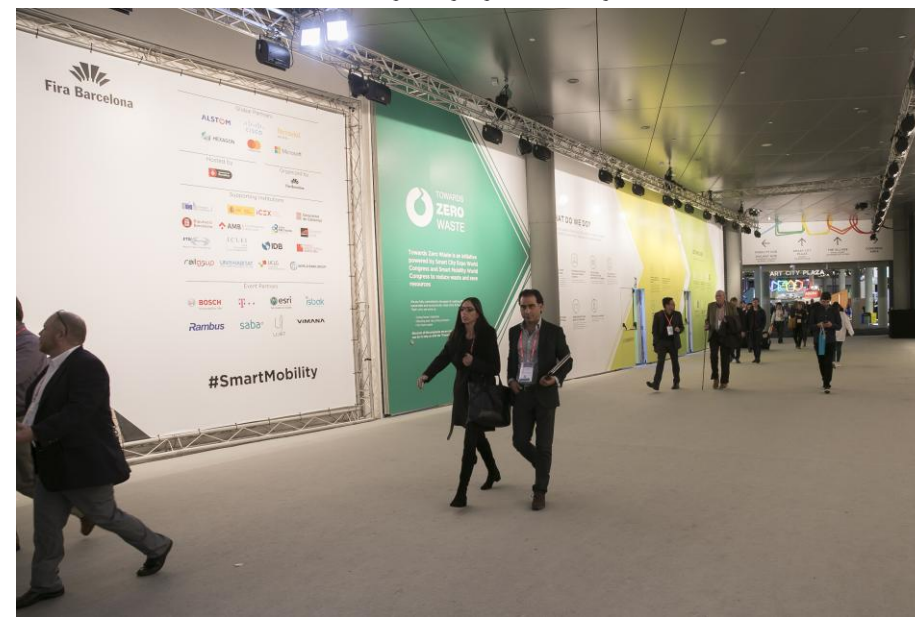
Pass Holder Recycling bins



Towards Zero Waste big billboard



Guarded bicycle parking lot



Hall 2 main access

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 only 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

424,535

VIEWS*

20,211

DOWNLOADS

7,000+

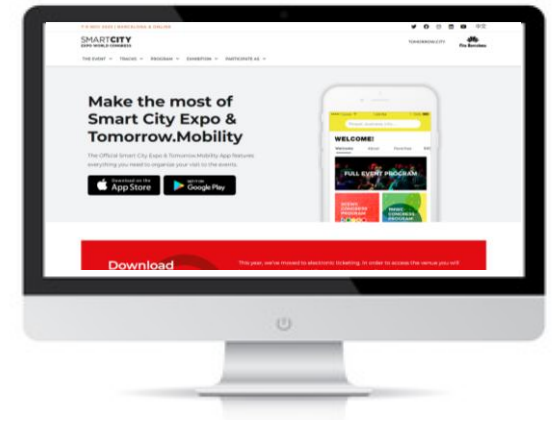
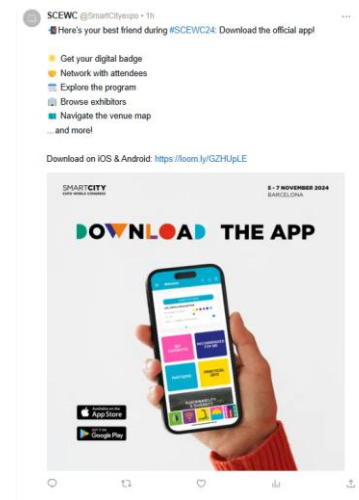
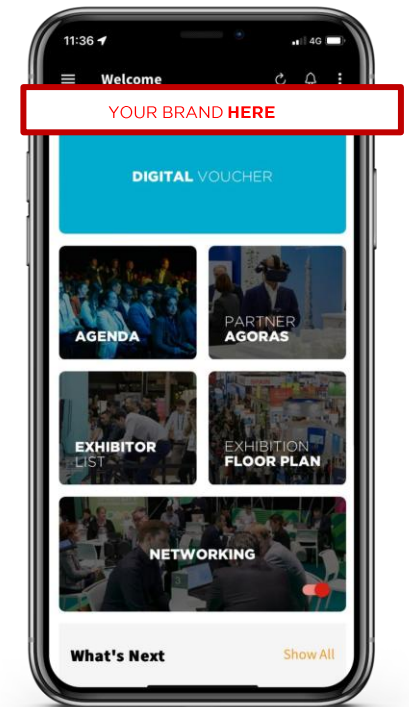
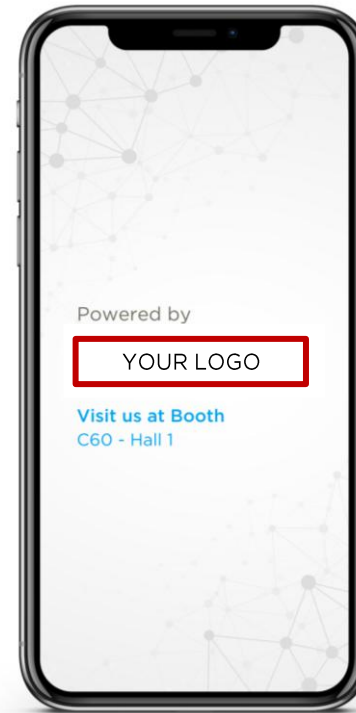
NETWORKING
CONNECTIONS

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 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

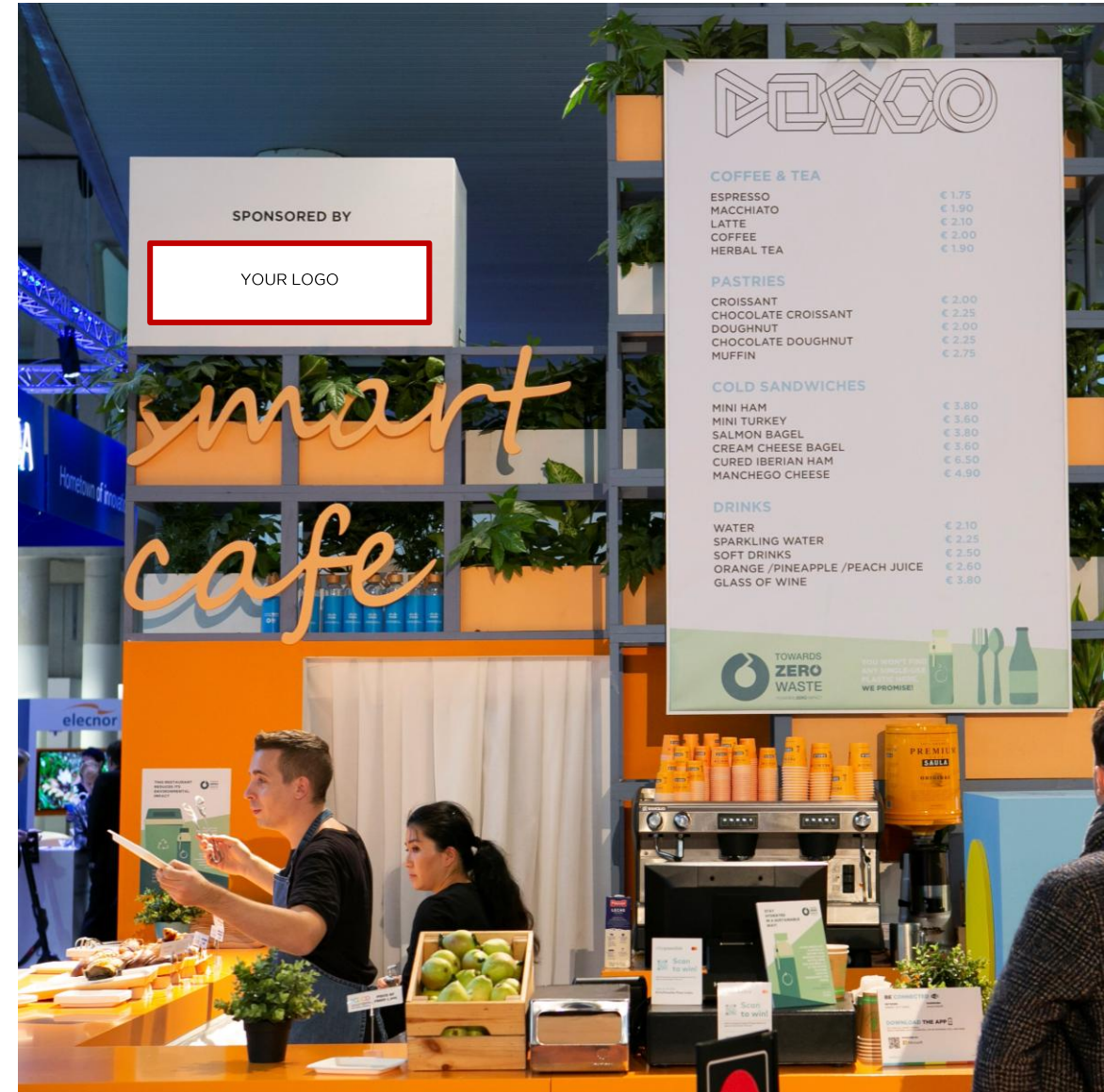
- Email:
 - *Thank you partners*
- Event Website:
 - *Partners page*
 - *Practical info page*
- Social media channels
- Post-event report

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
TO LEVEL 1

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



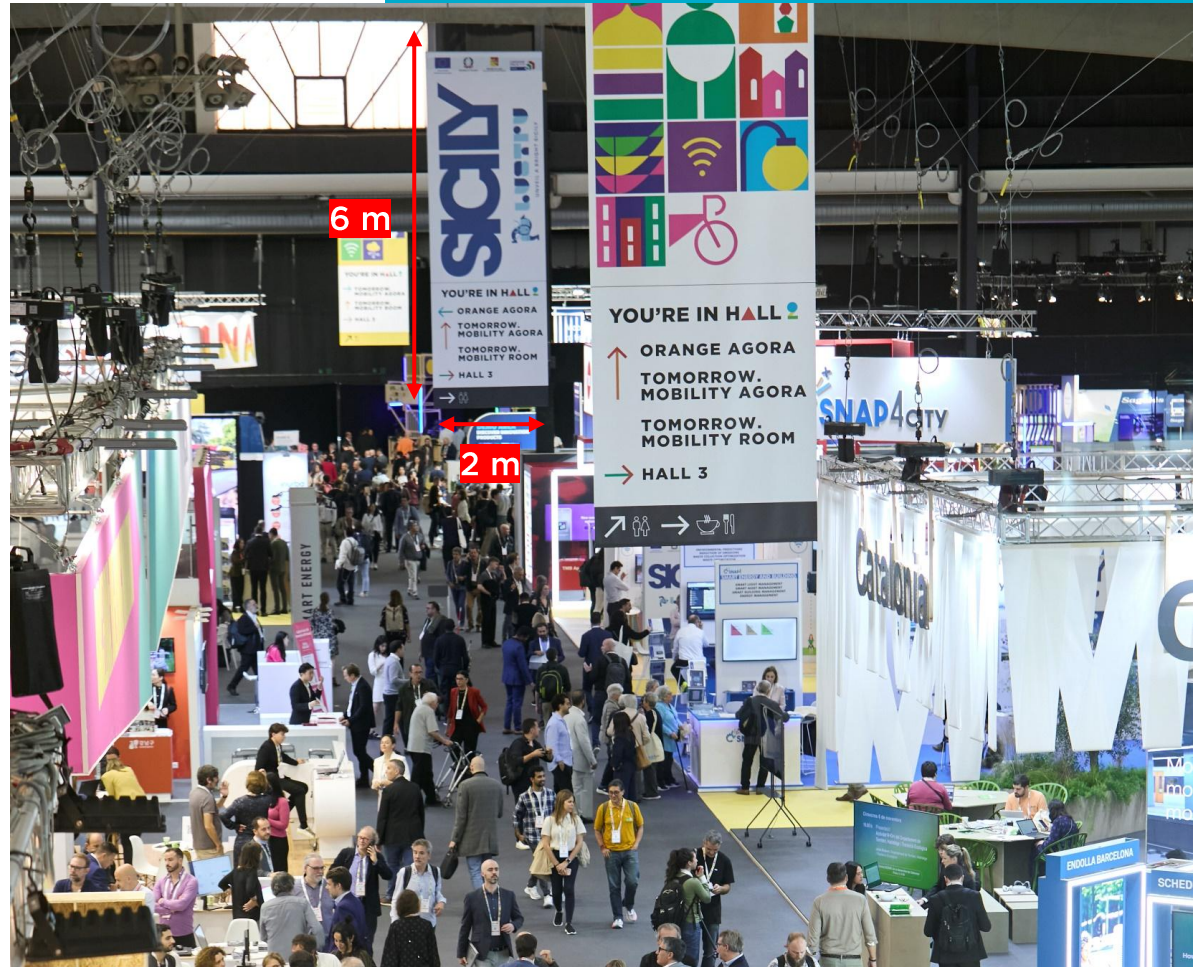
Size: 1x4 m **€7,500**

DOUBLE-SIDED DROP BANNER

Take your brand to
even higher heights!

MAIN
CORRIDOR **€10,000**
2x6 m

SECONDARY
CORRIDOR **€5,000**
2x4 m



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!

PRICE:

€30,000

YOUR
BRAND
HERE

*3,000 units available (including 500 units provided to the sponsor)
Final bottle design to be confirmed



DIGITAL SPONSORSHIPS

TOMORROW.
CITY



TOMORROW. CITY

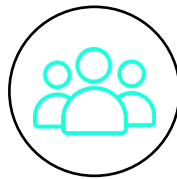
WHAT'S TOMORROW.CITY?

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

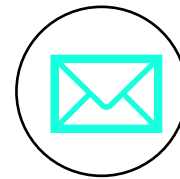
A **global hub to help advance the smart city industry** and raise awareness on the critical role that cities play in today's world.



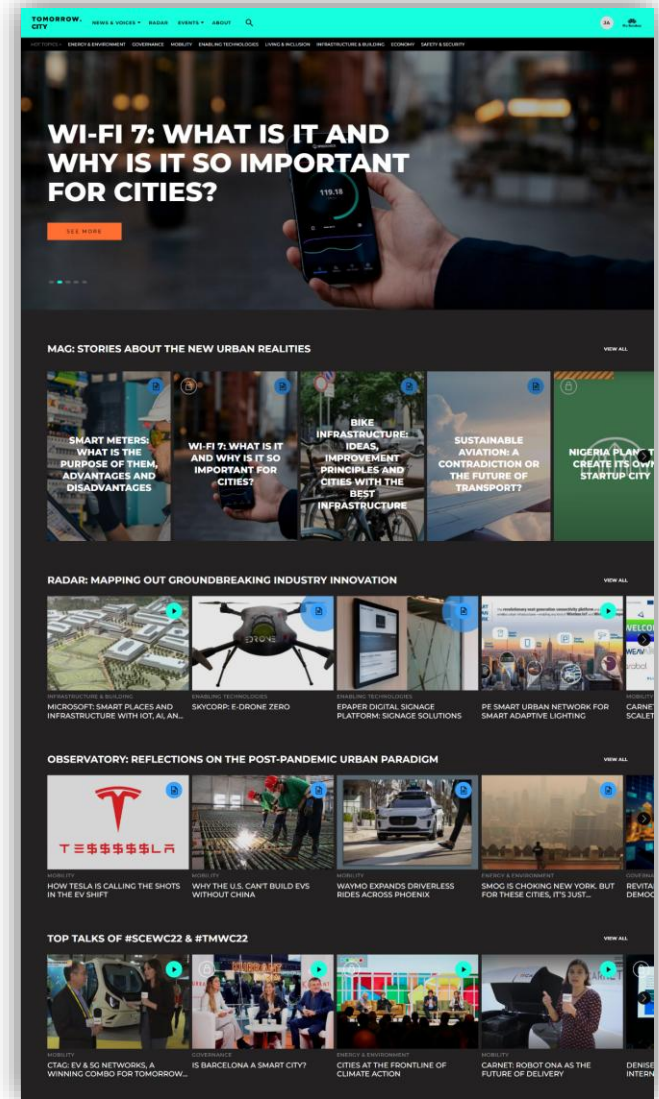
22,500+
monthly page views



30,500+
registered users



27%
average opening rate



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

Banner and link should be provided by the sponsor.

Technical requirements: 600x90px, 100kb max., JPG

- If combined with the Branded Content (see next page), the newsletter includes the sponsor's article as a highlighted item.

FOR EXHIBITORS **PRICE: €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 (19,000+ followers) and SCEWC LinkedIn newsletter (10,400+ subscribers and 31,600+ followers)
- Linked from Smart City Expo homepage – 7,000 monthly unique visits.

FOR EXHIBITORS **PRICE: €7,500**

FOR NON-EXHIBITORS **€9,000**



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

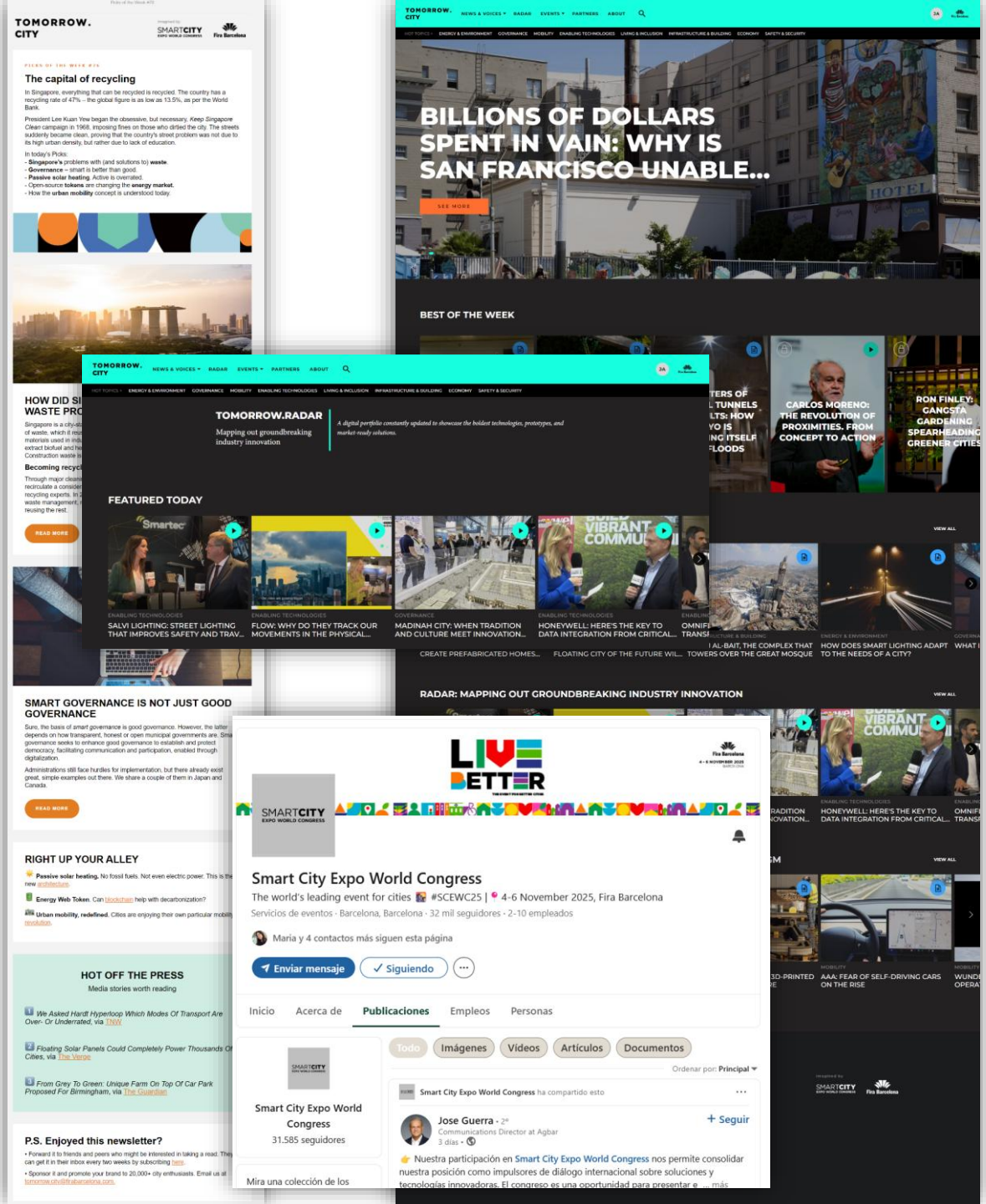
TOMORROW.CITY

FOR EXHIBITORS

PRICE: €12,000

FOR NON-EXHIBITORS

€15,000



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.

