

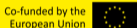
TOMORROW. MOBILITY

WORLD CONGRESS

7 - 9 NOVEMBER 2023
BARCELONA & ONLINE

THE GLOBAL EVENT ACCELERATING SUSTAINABLE & INTELLIGENT URBAN MOBILITY

Co-Organized by



WHAT IS TOMORROW.MOBILITY ABOUT?

A new impulse for the urban mobility sector

- The only constant in life is change. With the quest for convenience and tech advancements enabling new habits, the transport sector is changing and fast. These trends are especially visible in urban areas where exponential mobility growth meets dynamic spatial expansion, becoming a burden both for inhabitants and the environment.

Tomorrow.Mobility is the place to discuss these challenges and find solutions for the future of mobility.

Pivoting on our **flagship event** – Tomorrow.Mobility World Congress, 7-9 November 2023) –, Tomorrow.Mobility goes beyond a one-off conference. It's a driving force for change for the transport industry.



Co-organized in
strategic partnership
between



Fira Barcelona

One of the most important
trade fair organizations
in Europe.



Co-funded by the
European Union



The European initiative
transforming urban mobility
supported by the EIT, a body
of the European Union.

TOMORROW. MOBILITY

The perfect stage to have the kind of discussion that we need to have in order to build the cities that we want to see.

JANETTE SADIK-KHAN

Former NYC Transport Commissioner

TOMORROW.
MOBILITY
WORLD CONGRESS

”

Being part of Tomorrow.Mobility is essential to boost synergies and exchange ideas between mobility providers.

FERNANDO ECHEGARAY

Deputy Executive Officer, Groupe Aéroports de Paris

”





It's a great place to connect and benchmark with others, to be with potential clients, and to coordinate actions to make progress.

MIGUEL EIRAS

Smart Cities & Urban Transformation Global Leader

Deloitte.



This event is a great opportunity to discuss with all the stakeholders how to drive organic innovation because to get more sustainable, inclusive, and resilient cities

ARNAUD JULIEN

Chief Innovation Data and Digital Officer

KEOLIS





Events like the this are key for us as we can share experiences and knowledge with other partners and stakeholders to promote the mobility of the future. We will certainly come back next year!

SILVIA MARTÍ
VP Corporate, Internal and Institutional Communication



Tomorrow.Mobility World Congress is the place to find opportunities and partners and also search for more efficient solutions. For us, it's a must on our agenda.

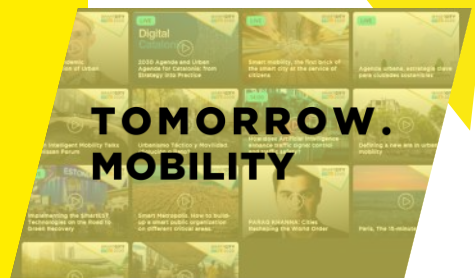
BRUNO ESPINAR
Mobility 4.0 and Digital Innovation Manager



3 LINES OF ACTION



A 3-day **global event with a professional congress and exhibition** to gather the industry, exchange ideas and foster business



A year-round **digital platform** to collectivize knowledge and spark insights



A **Mobility Innovation Hub** in Barcelona to spur creativity within the sector



#SCEWC & #TMWC IN FIGURES

Held in parallel to the Smart City Expo World Congress, the world's leading event for cities and the biggest gathering of public and private representatives committed to smart urban development. **Together we go further.**

SCEWC22 & TMWC22



20,423 IN-PERSON
ATTENDEES
[51% INTL.]



853
EXHIBITORS
[70% INTL.]



28,621
ONLINE ATTENDEES
[88% INTL.]



400+ SPEAKERS



700+ CITIES



149 SIDE EVENTS



22,000+ IN-PERSON
ATTENDEES
[56% INTL.]



1000+
EXHIBITORS
[80% INTL.]



28,000+
ONLINE ATTENDEES



500+ SPEAKERS



800+ CITIES













150+ SIDE EVENTS



GATHERING A GLOBAL COMMUNITY...

TOP 10 COUNTRIES VISITING US:

-  Germany
-  France
-  Italy
-  Belgium
-  Netherlands
-  United Kingdom
-  Israel
-  South Korea
-  Brazil
-  Portugal



134

COUNTRIES
HAVE
VISITED US

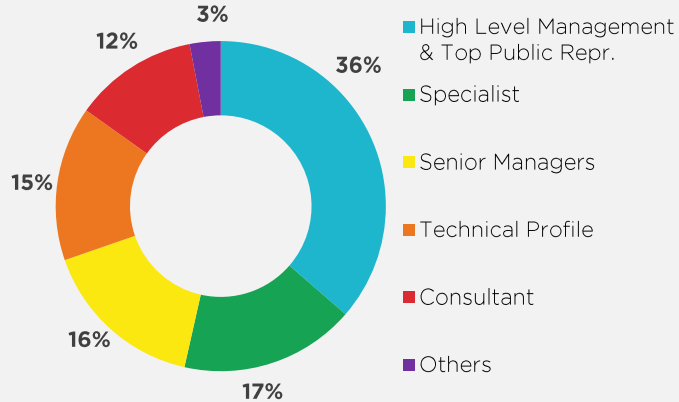
1. WESTERN EUROPE | 2. ASIA | 3. MIDDLE EAST & NORTH AFRICA | 4. EASTERN EUROPE | 5. SOUTH AMERICA
6. NORTH AMERICA | 7. AFRICA | 8. CENTRAL AMERICA & THE CARIBBEAN | 9. OCEANIA



... OF CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

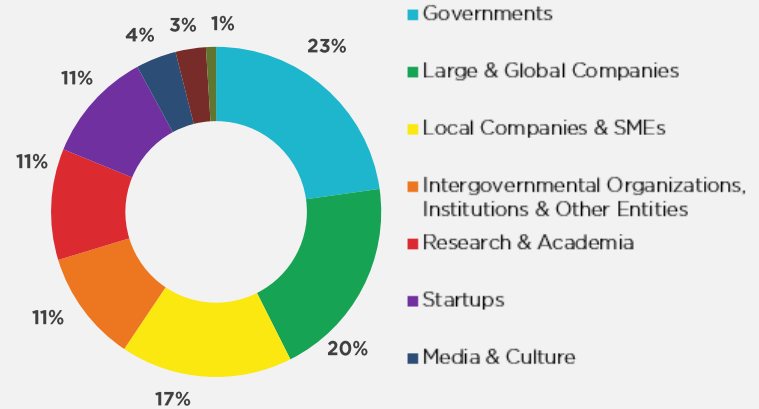
ATTENDEES PROFILE



52% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

VISITING ORGANIZATIONS PROFILE



40% OF GLOBAL COMPANIES AND GOVERNMENTS





WHY CONNECT WITH TMWC?

In-person events are back, the thrill of face-to-face business is back, and we're excited to re-connect again next November 7-9, 2023. **Discover the infinite potential of exhibiting and sharing your solutions** with our global audience.

- 1 ▷ CONNECT WITH DECISION MAKERS**
TMWC offers a unique mix of international senior-level attendees from public and private sectors
- 2 ▷ GENERATE QUALIFIED LEADS**
Grow your sales pipeline using lead collection services available to exhibitors
- 3 ▷ ENTER NEW MARKETS**
Expand your business footprint connecting with event participants coming from 120 countries

- 4 ▷ LAUNCH PRODUCTS AND SERVICES**
Perfect platform for exhibitors to present new prototypes, products, services or integrated solutions
- 5 ▷ NETWORK**
Dedicated networking tools are available to participants: prescheduled meetings, mobile app contact search and ad hoc activities
- 6 ▷ GET BRAND AWARENESS**
Presence in congress talks and the exhibit floor helps build top-of-mind position in targeted audiences and attracts media coverage



TRUSTED BY WORLDWIDE SECTOR LEADERS.

HEAR FROM OUR ADVISORY BOARD



Maria Tsavachidis
CEO, EIT Urban Mobility & **President, TMC Advisory Board**



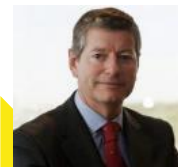
Mar Alarcón
Founder and CEO, SocialCar



Damià Calvet
President, Port of Barcelona



Pere Calvet
General Director, Ferrocarrils de la Generalitat de Catalunya (FGC)



Fernando Echegaray
Deputy Executive Officer, Groupe Aéroports de Paris



Miguel Eiras Antunes
Global Smart City, Smart Nation & Local Government Leader, Deloitte



Miguel Gamiño
Former Executive Vice President, Enterprise Partnerships, Head of Global Cities and City Possible, Mastercard



Jeremy Goldberg
Worldwide Public Sector Director of Critical Infrastructure, Microsoft



Daniel Jiménez Muñoz
Managing Director - Vodafone Business Spain



Miquel Martí Escursell
President & CEO, Moventia



Josep Mateu
President & CEO, RACC



Ángel L. Sanz
Director, Chairman & CEO Office, Regulation and Public Policies, AENA



Rikesh Shah
Head of Commercial Innovation, Transport for London



Stephen Zoegall
Director - Consulting, Cities, Transport & Infrastructure Accenture

TOP BRANDS PARTNER WITH US

GLOBAL PARTNERS



INDUSTRY PARTNERS



EVENT PARTNERS



FIRST-LEVEL INSTITUTIONS SUPPORT US

HOSTED BY



CO-ORGANIZED BY



SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS



MEDIA & SECTOR ORGANIZATIONS ENGAGE WITH US

COLLABORATING ORGANIZATIONS



MEDIA & SECTOR ORGANIZATIONS ENGAGE WITH US

MEDIA PARTNERS



3 MAIN AREAS: KNOWLEDGE, SHOWCASE, NETWORK



THE CONGRESS

A 3-day worldwide dialogue shaping the next steps for urban mobility.



THE EXPO

A marketplace to show the world cutting-edge mobility projects and smart implemented solutions.



SIDE EVENTS & ACTIVITIES

A curated list of workshops, test drives and activities to move from words to actions



2023 EVENT MAP



NEW EVENT LAYOUT!

A decentralized congress, an extended program, and a 2-hall Expo to zoom in on real smart city implementation. Your whole ecosystem gathered around you!



CONTENT TOPICS AT TMWC



First/Last Mile, Business Models, Blockchain in Mobility, Urban Vehicle Access Restrictions, Hydrogen Mobility, Railway Transport, Shared Mobility, Bus, E-mobility, Transport Hubs, Multimodality, On-Demand Mobility, Transport Networks, Mass Transit, Demand Responsive Transport, Intermodality, MaaS



First/Last Mile, Business Models, Blockchain in Mobility, Urban Vehicle Access Restrictions, Hydrogen Mobility, Railway Transport, Shared Mobility, Bus, E-mobility, Transport Hubs, Multimodality, On-Demand Mobility, Transport Networks, Mass Transit, Demand Responsive Transport, Intermodality, MaaS



Autonomous Vehicles, Business Models, Ridesharing, Ride-Hailing, Carpooling, Connected Vehicles, Drones, Batteries, Vehicles-to-Grid, E-mobility, Hydrogen Mobility, Shared Mobility, Insurance and Liability, Intelligent Transport Systems, Aerospace, VTOL, V2X



Business Models, Connected Vehicles, Autonomous Vehicles, E-Mobility, Blockchain in Mobility, Freight, Hydrogen Mobility, ITS, Sustainable Logistics, Fleet Management, Waterborne



CONTENT TOPICS AT TMWC



Air Mobility, Business Models, Drones, Blockchain in Mobility, Future Mobility, Urban Vehicle Access Restriction, Mobility Planning, Shared Mobility, ITS, VTOL, Intermodality, Multimodality, On-Demand Mobility, MaaS, Payment Systems, Corporate Mobility



Business Models, Future Mobility, Urban Vehicle Access Restrictions, Integrated Mobility Plans, Shared Mobility, Low Carbon Mobility, Zero Emissions, Low Emission Zones, Congestion Charging



Air Mobility, Business Models, Drones, Blockchain in Mobility, Fossil Fuel-free Streets, Public Realm, Future Mobility, Urban Vehicle Access Restrictions, Hydrogen Mobility, Recharging Stations, Railway Transport, Transport Hubs, Intelligent Transport Systems, MaaS, Smart Parking, Smart Traffic Management, Aerospace, VTOL, Ports and Waterborne, Mapping, Roads, Smart Airports



WITH THE PRESENCE OF **WORLDWIDE EXPERTS**



JANETTE SADIK-KHAN

Former NYC Transport
Commissioner



ÁLVARO URECH

Innovation Director
of Spain and
Portugal - Alstom



FERNANDA RIVERA

Director of Road Safety
& Sustainable Mobility -
City of Mexico



KAREN VANCLUYSEN

Secretary General -
POLIS



KELLY LARSON

Leading Road Safety &
Drowning Prevention work -
Bloomberg Philanthropies



LOLA ORTIZ

Director of Planning
& Mobility - City of
Madrid



**MARCO TE
BRÖMMESTROET**

Professor in Urban mobility
Futures - University of
Amsterdam



WIEBKE PANKAUKE

Deputy Head of Unit for
Future & Urban Mobility
- European Commission



**MIKAEL COLVILLE-
ANDERSEN**

Urban Design Expert -
Coolville Design



FRANÇOIS BAUSCH

Minister of Mobility &
Public Works,
Luxembourg



PABLO HUMANES

Vice President Business
Development & New
Mobility - PTV Group



BRUNO ESPINAR

Head of Mobility 4.0
and Digital
Innovation - Renfe

PUBLIC SECTOR REPRESENTATIVES

- Minister of Transport – State of Baden-Württemberg, Germany
- Transportation Undersecretary – Government of Chile
- Principal Secretary, Urban Development Department – Government of Maharashtra, India
- General Director of Transit, Mobility and Security – Municipality of San José, Uruguay
- Head of Transport Department – Municipality of Kumasi, Ghana
- Director of Mobility – Municipality of Tirana, Albania
- Deputy Head of Department Mobility Strategies and Head of the public transport Team – City of Wien, Austria
- Official at the Council for Traffic & Public Space – City of Amsterdam, Netherlands
- Deputy Head of Public Space Sharing and Air Quality Division – City of Paris, France
- Deputy Manager of Urban Mobility – Municipality of Miraflores, Peru

HIGHLIGHTED SIDE EVENTS



City Leaders Event on
“Towards a Net- Zero EU by
2050”



Barcelona Urban Mobility Lab: a
New Approach for Managing
Innovation in the City



The Aviation of the Future through
Innovation and Sustainability



Mercedes-Benz Urban Mobility:
Shape intelligent and sustainable
urban mobility





HOW TO PARTICIPATE? GET A TAILORED PROPOSAL

Whether you want to promote a project or gain exposure for your brand, at Tomorrow.Mobility World Congress you'll find a package that maximizes your impact.



PARTNERSHIP OPPORTUNITIES

Partner up and demonstrate your capabilities as an urban innovation leader at Tomorrow.Mobility World Congress

SPONSORSHIP OPPORTUNITIES


Position your logo alongside the world's leading smart city event brand. Choose from a selection of key spots and materials to boost your visibility

EXHIBITION OPPORTUNITIES

Create a unique space in which to build powerful connections with decision makers. We'll adapt our space to meet your needs.

ADDITIONAL SERVICES

Get the most out of your participation at the event with additional services for exhibitors.



Building
BECOME A
PARTNER
mobility

**TOMORROW.
MOBILITY**
WORLD CONGRESS



BECOME A PARTNER

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

Speak to a global, targeted audience at the Congress

Take central stage at the Expo

Enjoy high-level networking benefits

Get premium visibility for your brand

GLOBAL PARTNER

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

INDUSTRY PARTNER

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

EVENT PARTNER

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

GLOBAL PARTNER. GET UNRIVALLED POSITIONING

For global leaders, drivers of major industries making a worldwide difference: big spotlight in the congress, premier stand location, top-level visibility and access to all our exclusive networking benefits.

PRICE
- €70,000

Congress

- / 1 High-level Roundtable, Interview or Dialogue in the main Auditorium
- / 1 Presentation of projects (7-10min speech) or roundtable in a breakout room.
- / 1 Solution talk (3-4min speech) in a breakout room.

Tickets

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

Visibility

- / **Website:** Logo on the homepage footer | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on Partners' web section
- / **E-mailings:** Exclusive partner announcement e-mail | E-mail Thanks to our partners: Logo & link, 1st level | E-mails footer: Logo & link (Oct to Dec)
- / **Social Media:** Exclusive collaboration announcement | Exclusive solution-focused post | Possibility of sharing your Pre-event partner video | Retweets & mentions
- / **Signage:** Logo on the app | Logo on exhibitor floorplan (super-central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / Corporate activity featured at the event's agenda (website and app)
- / Testimonial video of the partner's onsite participation (post-event)
- / Logo and description in post-event report

Networking

- / Exclusive access to the VIP guests list
- / 1 stop at your Booth included in the Mobility tour through the Expo attended by international delegations
- / Invitation to Global Partners Lunch - Day 1 (2 pax/partner)
- / Invitation to Mayors' Dinner - Day 1 (2 pax/partner)
- / Invitation to High Level Networking Cocktail gathering all partners & VIP guests - Day 2 (2 pax/partner)

Press

- / Registered press update on a weekly basis (last weeks before the event)
- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / 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 & a table at Nuclio restaurant
- / **Tomorrow.City:** Featured Partner Page | Auditorium Congress sessions available in VOD | Dedicated article in the Magazine (in adherence with our editorial standards)



INDUSTRY PARTNER. RECOGNITION AS A SECTOR LEADER

For industry accelerators, strategic players and niche specialists: a dedicated congress session, a central stand location, high-level visibility and multiple networking benefits.

PRICE
- €51,500

Congress

- / 1 Keynote session or Burning Debate in a breakout room
- / 1 Solution Talk in a breakout room

Space

- / Exhibition space of 60 sq. m.

Tickets

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

Visibility

- / Website: - Logo on *Congress Content* page - Logo on *Partners* page
- / E-mailings: - Logo on theme-oriented e-mailings (by topic)
 - E-mail Thanks to our partners: Logo & link, 2nd level
- / Social Media: - Exclusive collaboration announcement
 - Retweets and mentions
 - Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (2nd level)
 - Logo on projections between congress sessions (1 room)
- / Logo and description in post-event report



Networking

- / Priority access to the VIP guest list
- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nuclio restaurant
- / Priority in blocking hotel rooms

EVENT PARTNER. STAND OUT FROM EXHIBITORS

For those who are the engine of an industry, the key providers, we guarantee a congress slot with technical orientation, great stand location, major brand visibility and multiple networking benefits.

PRICE
- €18,000

Congress

- / 1 Presentation of projects (7-10min speech) or participation in a roundtable located in a breakout room.

Tickets

- / 50 Full Congress Passes + 50 Visitor Passes

Visibility

- / Website: logo and link on Partners page
- / Emailings: - E-mail Thanks to our partners: Logo & link, 3rd level
- / Social Media: - Retweets and mentions
 - Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (3rd level)
- / Logo and description in post-event report

Networking

- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nuclio restaurant
- / Priority in blocking hotel rooms
- / 25% discount on additional Full Congress and Visitor Passes



			GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
CONGRESS	ONSITE SESSIONS	Slot in a High-level Roundtable	✓		
		Slot in a Thematic Roundtable or in Focus	✓		✓
		Slot in a Solutions Talks Session	✓	✓	
		Slot in a Thematic Keynote, Burning debate or Dialogue		✓	
		3-minute AV interview at the stand for TV program	✓		
	DIGITAL SESSIONS	Session posted in VOD at Tomorrow.City	✓	✓	
PASSES & INVITATIONS		Full Congress Pass	100	50	50
		Visitor Pass	100	60	50
		Public Sector Invitation	100	50	50
ADDITIONAL BENEFITS		Invitation to Mayor's Dinner	✓		
		Parking A bays	4	2	2
		Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling	✓		
		Priority in booking a table at Nuclio restaurant	✓	✓	✓
		Priority in blocking hotel rooms	✓	✓	✓
		25% Discount on additional Congress & Visitor passes	✓	✓	✓

VISIBILITY

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
SCEWC, TMWC & TBWC WEBSITE	Logo in the homepage footer	✓		
	Logo, link & description in the Partners' Page	1 st level	2 nd level	3 rd level
	Dedicated Page gathering relevant info about the partner's participation	✓		
	Congress session/s featured in the agenda	✓	✓	✓
	Speaker highlighted in Featured Speakers page	✓		
	Speaker highlighted in Track page	✓	✓	
	Corporate activity featured at the event's Agenda	✓		
	Information about the company and solutions in the Exhibitor catalogue (web & app)	1 st level	✓	✓
TOMORROW.CITY PLATFORM	Dedicated Featured Partner page	✓		
	Highlighted content at the homepage in the "Featured partners" section.	✓		
	Auditorium sessions available on demand after the event	✓		
	VOD session highlighted at the homepage	✓		
	VOD session highlighted as "recommended content" in other platform sections	✓		
	1 article at Tomorrow.City Mag	✓		
DIGITAL PROGRAM	Spot (30-60") broadcast and included in Featured Partner's page	✓		
	Video interview (about 3 minutes) at the Partner's stand	✓		
	Logo with main partners in transition frames during the broadcasting	1 st level	2 nd level	3 rd level
EMAILINGS	Exclusive Global Partner Announcement e-mail to our database	✓		
	Logo e-mailings' footer	✓		
	Logo on theme-oriented page and e-mailings (by Topic)		✓	
	Logo and link to VOD session (Auditorium sessions only) on the Partners' thank you email	✓		
SOCIAL NETWORKS	Collaboration announcement	1 exclusive	1 exclusive	1 collective
	Posts promoting session/s (pre and during the event), VOD (post event) and additional partner-related content.	5	1	
	Testimonial video of the partner's onsite participation (post-event)	✓		
	Possibility of sharing your Pre-event partner video	✓		
	Retweets of posts using the hashtag #SCEWC23 or #TMWC23	✓	✓	✓
REPORT	Logo & description in post-event report (including links to VOD Plenary Sessions at Auditorium)	1 st level	2 nd level	3 rd level
	Weekly update of registered press list (mid Oct & Nov)*	✓		
PRESS	Press releases & media kit sent to the Partner's communications team	✓	✓	✓
	Press kit space in onsite press room	✓	✓	✓
	Media invite group pre-registration	✓	✓	✓
	Local key media outlet guidance	✓	✓	✓
	Logo on the exhibitor floorplan in the center of the expo	✓		
ON SITE SIGNAGE & SCREENS	Logo on static signage & dynamic advertising screens	1 st level	2 nd level	3 rd level
	Logo on rooms projections between congress sessions onsite	1 st level	2 nd level	3 rd level


TYPE OF CONGRESS SESSIONS

Discover all the types of sessions we offer to help you convey your message and inspire all of the participants while you are on stage.

KEYNOTE TALK

A 15' engaging and inspirational speech by a thought leader covering a specific topic in depth.

Speakers: C-Level executives, thought leaders, mayors and public sector high representatives, first-class academics.

 Main Auditorium or Thematic Room
700 attendees / 200 attendees

BURNING DEBATE

Guided conversation among 2 speakers aimed at contrasting two opposing views on a particular topic. A Dialogue follows the same structure but providing complementary perspectives on a shared topic, rather than opposing views.

Speakers: Experts, governmental representatives, and C-levels from companies, up to 2 speakers and the moderator.

 Thematic room - 200 attendees

IN FOCUS SESSION

Session aimed at presenting specific projects (7 min per speaker) portraying the latest developments on the future of our cities.

Speakers: Experts, governmental representatives, and C-levels from companies, up to 4 speakers per session.

 Thematic room - 200 attendees

HIGH-LEVEL ROUNDTABLE

Guided conversation among 3-4 High-level governmental representatives, leading thinkers, and executives, aimed at sharing their visions on the topic of the session and prompt debate among them.

Speakers: Leading thinkers, high-level governmental authorities and executives from global companies or international organizations.

 Thematic room - 200 attendees

THEMATIC ROUNDTABLE

Guided conversation among 3-4 experts aimed at sharing their vision on the topic of the session and prompt debate among them.

Speakers: Experts, governmental representatives (mayors, C-levels from municipalities), C-levels from companies.

 Thematic room - 200 attendees

SOLUTION TALK

A session addressing specific implemented solutions, policies, or products, focused on the actionability of ideas.

Speakers: 6 short talks and presentations from governmental representatives and companies.

 Innovation Agora - 200 attendees

A woman with long brown hair, wearing a bright green hoodie, is smiling and looking at a laptop on a trade show booth. In the background, other people are visible, including a man in a dark suit. The scene is overlaid with large, colorful circular graphics: a green circle with white plus signs, a yellow circle with white plus signs, and a blue circle with yellow dots. A blue line also curves around the yellow circle. At the top, a green line with yellow triangles points right. At the bottom left, yellow triangles point right.

**BECOME AN
EXHIBITOR**

**TOMORROW.
MOBILITY**
+ WORLD CONGRESS

YOUR EXHIBITION OPTIONS

➤ HIRE SPACE & CUSTOMIZE YOUR OWN STAND

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

Space Only – Standard Price €295/m²

**EARLY BIRD
PRICE**

Until April 30th

€250/m²

* €150/m² double deck (optional)

+ €550 of Participation Fee

* VAT Not included

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



YOUR EXHIBITION OPTIONS

➤ CHOOSE FROM OUR EXHIBITION PACKS



		SILVER PACK	BRONZE PACK
STAND	Space	16 sq. m.	12 sq. m.
	Open sides	2	1
INCLUDES	Full Congress passes	6	6
	Visitor passes	20	12
	Exhibitor passes	8	4
	Public Sector Invitations	4	4
	25% discount on extra passes	✓	✓
	Access to the networking activity: brokerage event	✓	✓
	Stand and furniture	✓	✓
	Insurance	✓	✓
PRICE*		€6,000	€4,500
Early Bird*		€5,500	€4,000

+ additional m2: €325

*Not included: VAT or participation fee



YOUR EXHIBITION OPTIONS

➤ CHOOSE FROM OUR EXHIBITION PACKS

From 250€/m2 & more options available



20 m2



30 m2



60 m2

For more detailed info contact Madalena Tavares
mtavares@firabarcelona.com



YOUR EXHIBITION OPTIONS

> TICKETS INCLUDED IN YOUR PARTICIPATION

	FULL CONGRESS PASS	VISITOR PASS	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	4	6	2	4
16-34 sqm	4	10	4	4
35-69 sqm	8	25	6	8
70-119 sqm	12	60	10	12
120-199 sqm	16	120	20	16
200-299 sqm	20	180	30	20
300-499 sqm	24	240	40	24
500-699 sqm	28	300	50	28
700-999 sqm	32	360	60	32
>1,000 sqm	36	420	70	36
START-UP PACK	1	4	1	1
CO-EXHIBITOR	1	3	2	1





Co-exhibitor fee - €525

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
- / 3 Invitation for a Full Congress Pass
- / 6 Invitations for 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 buy and send electronic invitations to their costumers.
 - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
 - Use the contact management
 - 25 % discount for purchasing Full Congress and Visitor Passes

BUILDUP. OFFICIAL BOTH DESIGNER OF FIRA



BuildUP is the official stand designer of Fira Barcelona and a safe bet for you to create a unique and memorable stand.

The team takes care of the whole stand-building process, from start to finish:



DESIGNING



MANAGING



COORDINATING



MEETING ROOMS. HOST YOUR OWN MEETINGS

Enjoy your own private meeting space to forge powerful connections with industry leaders and global media. We offer rooms for up to eight people. We welcome you with a fresh fruit basket, and you can book audiovisual equipment or catering (priced separately) in advance at Servifira and/or Gastrofira.

Take a look at the available options:

MEETING ROOM PRICES

	EXHIBITOR	NON-EXHIBITOR
1 DAY	€2,500	€5,000
3 DAYS	€5,000	€10,000



LEADRETRIEVAL

 **Leadretrieval**
by Fira Barcelona

Advantages of having Lead Retrieval on the event

Lead Retrieval is a new contact management tool that you can use to scan and monitor visitors to your stand.

You can also configure additional functionalities and obtain more details from the contact, notes, photos...



Manage your contacts automatically

Do it instantly and with no need for physical business cards. Have an organised and categorised contact list.



Control your capacity

Use the manager data to monitor the capacity and influx of visitors to your stand at all times.



Calculate your ROI

Get your data in real time so that your digital manager can calculate relevant KPIs.



Discover your Buyers' Persona

Create your clients' profiles during the show based on the data and send them personalised communications during the event.



LEAD RETRIEVAL

Do you want to collect and manage more leads easily?



License:

Code to log into the Lead Retrieval App with your own device.

Pricing

Descripción	Early Bird Hasta el 6/10/2023	Precio de evento A partir del 7/10/2023
Lead Retrieval - Small Business Edition (1 licencia)	€ 225	€ 250
Lead Retrieval - Enterprise (3 licencias)	€ 450	€ 500
Lead Retrieval - Licencia adicional (solo disponible como complemento de la edición Enterprise)	€ 90	€ 110
Device rental (smartphone) + delivery	€ 120	€ 130
Loss/Damage Waiver for the smartphone	€ 100	€ 100

Contact us for your special pricing
leadretrieval@firabarcelona.com
T: +34 93 233 2773

Lead Retrieval has 2 separate components:



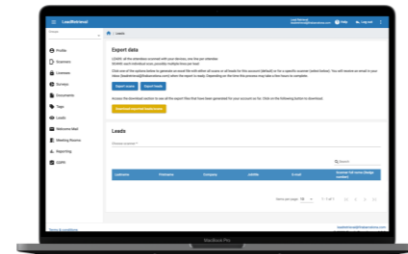
APP


Scan your visitors' passes and obtain detailed information on their profiles. You can also send documents, take notes, run surveys...

WEB PORTAL

Configure the app's additional functionalities, manage your Leads, export the information and obtain reports/statistics that will help you to convert your potential customers.

You can access the service by purchasing a license. We can also provide you with our devices ready to scan.



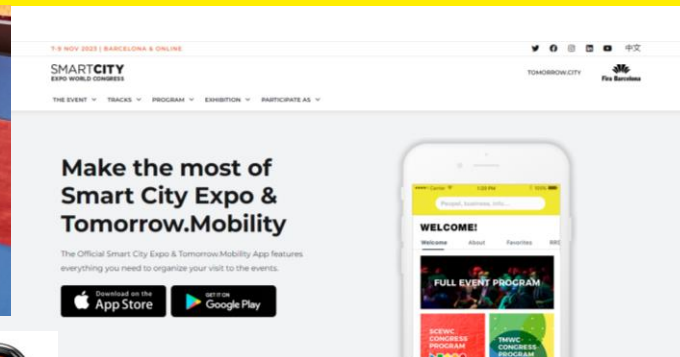


SPONSORING OPTIONS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

REGISTRATION

Become a registration sponsor and get the first-mover advantage: your brand will be seen by all the event's participants even before they arrive at the venue. **Stand out in the Registration Desk, the App, all the Lanyards & much more.**



Download the App

All the essentials – exhibitors, speakers, networking tool and more – at a swipe of your finger.

Sponsored by:

[DOWNLOAD](#)



DOWNLOAD THE APP

- Updated congress sessions
- Side events & activities
- Networking tool
- Exhibitor list
- Speakers: who is who

GET IT NOW!

Search for Smart City Expo World Congress

[App Store](#) [Google Play](#)



Download your Digital Badge

This year, we've moved to electronic ticketing. In order to access the venue you will have to present your Digital Badge, which you can find on the app.

Important: You will need to download and log in to the app to retrieve your badge before you arrive at SCEWC & TMWC. This will ensure a smooth entry to the events.

Find out how to get your Digital Badge here.

Our events wherever and whenever you want

- NETWORKING**
Use our official **Networking Tool** to find and contact potential clients or partners attending the event.
- SCHEDULE**
Find details about the program scheduled for SCEWC & TMWC: **sessions, themes, speakers, dates, time, etc.**
- PARTICIPANTS**
Browse the **Exhibitor List** and find where they're located on the **map**.

REGISTRATION

Become a registration sponsor and get the first-mover advantage: your brand will be seen by all the event's participants even before they arrive at the venue.
Stand out in the Registration Desk, the App, all the Lanyards & much more.

BE THE FIRST TO WELCOME OUR ATTENDEES

ONLINE VISIBILITY

- Online accreditation form for exhibitors and attendees
- Digital Event Badge
- Automatic registration emails
 - *Accreditation*
 - *Plan your visit* emails
- Plan your visit and Partners web pages
- Social media posts
- Post-event report
- SCEWC website:
 - *App*
 - *Plan your visit*
 - *Partners* pages

ONSITE VISIBILITY

- Lanyards and passes
- Onsite accreditation desk
- Static venue signage
- Dynamic advertising screens
- Stage screens onsite in between
 - *Congress sessions*
 - *Agora sessions*

APP VISIBILITY

- App screens:
 - *Splash*
 - *Welcome*
 - *About*
- Digital Badge

Passes included: 45 Full Congress, 100 Visitor & 45 Public Sector Passes

PRICE - €60,000

TEST DRIVE OUTDOOR



LET THEM TRY YOUR VEHICLES!

Place your mobility solutions in our outdoor track to be ride by any attendee!

Your logo at:

- The Test Drive tower
- Static venue signage and dynamic advertising screens
- Personalized signed items in the Test Drive circuit (eg: barriers or banners/flags..)
- Partners web pages
- Social media posts
- Post-event report

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

PRICE - €20,000

BIKE PARKING LOTS



FREE, SECURE PARKING FOR ATTENDEES

Next to the main entrance, attendees can leave their bike in these free, secure parking lots.

Your logo at:

- Parking lots signage
- Static venue signage and dynamic advertising screens
- Plan your visit website page
- Social media posts
- Post-event report

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

PRICE - €25,000

CAFÉ & LUNCH AREA



COZY UP TO A RELAXED PUBLIC AT THE CAFE & LUNCH AREA

Looking to position your brand when people are at their most receptive? Then catch attendees in the cafe and lunch area, while they are relaxing and networking.

Your logo at:

- Cafe & Lunch area signage
- Static venue signage and dynamic advertising screens
- Partners web page
- Post-event report

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

PRICE - €20,000

TOWARDS ZERO WASTE

PROVE YOUR ORGANIZATION'S CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

Smart City Expo World Congress is committed to working towards more efficient, inclusive, and sustainable cities – to do so, it needs to lead by example.

Since 2015, we created a dedicated sustainability initiative called **Towards Zero Waste**, which is in line with the European Commission's Circular Economy strategy.

TZW base its actions on four main principles:

- Dematerialization: paperless event prioritizing the use of the SCEWC application and digital format.
- Prevention and Reuse: reusing of materials, removal of single-use plastics, and reducing food leftovers.
- Separate Collection: recycling within all the event areas.
- Emissions Compensation: the offset of CO2 emissions.



TOWARDS ZERO WASTE

If your organization shares these values, add your name to our **Towards Zero Waste** initiative.

Your brand will be on:

- Email communications about the initiative to exhibitors and visitors
- Towards Zero Waste and Partners web pages
- 25,000 carton pass holders
- Logo on the menu of the APP
- All the Towards Zero Waste signage located around the venue including:
 - Entrance Hall
 - Billboards on the Plazas and several signage elements at the Restaurants and Cafés
 - Bicycle Parking Lot
 - Recycling bins for lanyards and pass holders at the entrance of the venue
- Stage screens onsite in between Congress sessions (230+ impacts in 2019) and Agora sessions (95+ impacts in 2019)
- Social media posts (152,000 followers)



PRICE – €35,000



Onsite projections in between sessions

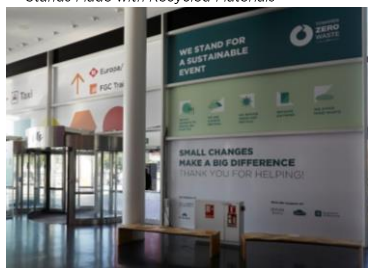
TOWARDS ZERO WASTE



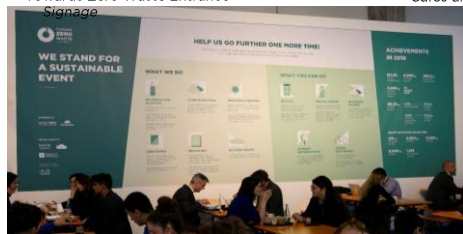
Stands Made with Recycled Materials



Cafes and Restaurants Billboards



Towards Zero Waste Entrance Signage



Towards Zero Waste Initiatives Billboard



Guarded Bicycle Parking Lot



Pass Holder and Lanyard Recycling Bin



Recycled Carton Pass Holder



Towards Zero Waste Signage at the Venue



Recycling Signage

TOWARDS INCLUSIVITY

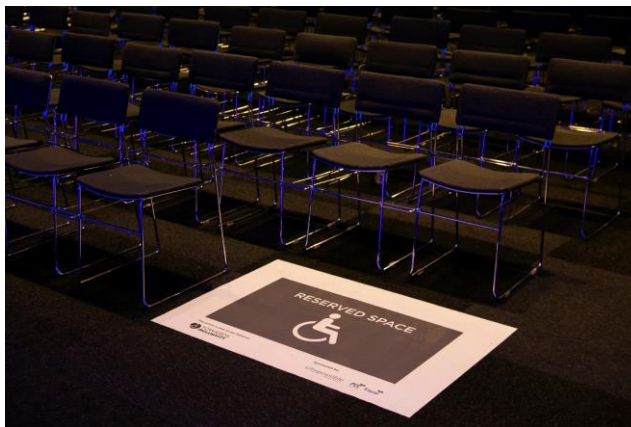
SHOW YOUR COMMITMENT TO TACKLE ONE OF THE GREAT URBAN ISSUES OF OUR TIME

Highlight how your organization is fully committed to make inclusive cities for all.

Your brand will be on:

- Towards Inclusivity signage
- Email communications of the initiative to exhibitors and visitors
- Towards Inclusivity and Partners web pages
- Stage screens onsite in between Congress sessions
- Social media posts (152,000 followers)
- Post-event Report

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



PRICE - €35,000

INNOVATION PLAZA



BE AT THE KNOWLEDGE POINT

Make sure your brand gets all the relevance it deserves by sponsoring one of our three district agoras, the jam-packed hotspots where everybody will be spreading ideas during three days.

Your logo at:

- Agora signage
- Static venue signage and dynamic advertising screens
- Partners web page
- Post-event report

Includes a 1-hour slot at the sponsored Agora.

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

PRICE - €30,000

TOMORROW.MOBILITY PLAZA



BE AT THE KNOWLEDGE POINT

Make sure your brand gets all the relevance it deserves by sponsoring one of our three district agoras, the jam-packed hotspots where everybody will be spreading ideas during three days.

Your logo at:

- Agora signage
- Static venue signage and dynamic advertising screens
- Partners web page
- Post-event report

Includes a 1-hour slot at the sponsored Agora.

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

PRICE - €30,000

ADVERTISING OPTIONS



SMALL BILLBOARD

Be the first brand to be seen by all visitors each and every time they access the venue

1 x 4,07 m.

PRICE - €7,500



VENUE ESCALATORS

Take your brand awareness to new heights as visitors head up to the first floor space.

PRICE - €10,000

BIG BILLBOARD

When it comes to sponsoring, size does matter. So why not place your logo on a king-size billboard right at the entrance of the event?

3,2 x 3 x 1 m

PRICE - €25,000



TOMORROW. MOBILITY

WORLD CONGRESS

7 - 9 NOVEMBER 2023
BARCELONA & ONLINE

LET'S GET
IN TOUCH

Feel free to contact us at
sales.tomorrowmobility@firabarcelona.com

TOMORROW MOBILITY WORLD CONGRESS ROOM

