

## Framework agreement as Collaborating Organization

### Benefits:

#### **Invitations and passes discount:**

- 5 free Congress passes to access the whole event
- 25 TBWC Congress Pass (to access the Building room)
- 25 free Expo passes to access to the Exhibition Area
- 25% discount on extra Congress & Expo passes

#### **Exhibition:**

- Early Bird price on exhibition space for the Organization and its members (Newcomers only - 2024 edition & subject to space availability)
- Special Association Package Offer valid for 2024 (attached), subject to possible changes for next 2025 edition

#### **Visibility:**

- Website: Logo + Description + link in the SCEWC website Partners' page and logo in TBWC website
- Emailing: Presence in our "Welcome Partners/Thank you" email to Tomorrow.Building World Congress and Smart City Expo World Congress whole database
- Social media: Collaboration announcement on Social Media and Shares & Mentions on TBWC/SCEWC Social media channels
- Report: Presence in TBWC/SCEWC post-event report
- On-site: Logo on venue signage (3<sup>rd</sup> level)
- APP: Presence in the event's official mobile app.

#### **Tomorrow. City:**

- Visibility: Logo + Description + link on the Tomorrow.City SCEWC partner page
- Tomorrow.Observatory: possibility to be featured according to the schedule and editorial criteria (send us your new Initiatives, Projects, Press Releases, etc..) - subject to Tomorrow.City's Team validation.
- Social Media: Share & Mentions on social media channels (relevant content for TC)

### Entity's Actions:

- Website:
  - Insert TBWC/SCEWC Logo, Link and Description (mainly in the homepage) – September to November
  - Include a TBWC/SCEWC banner with tracking (mainly in the homepage) – September to November
- 3 dedicated emailing/articles in newsletters to whole database promoting TBWC/SCEWC:
  1. Announcement of the partnership + introducing the event – **Before September**
  2. Content update provided by SCEWC+ 25% discount code – **September**
  3. Content update provided by SCEWC+ 25% discount code – **October**
- Organic post (1) & shares (3) through the entity's social media channels (Twitter, LinkedIn, Facebook) using the hashtag #TBWC24 #SCEWC24
- Possibility to present TBWC/SCEWC at an internal meeting of entity