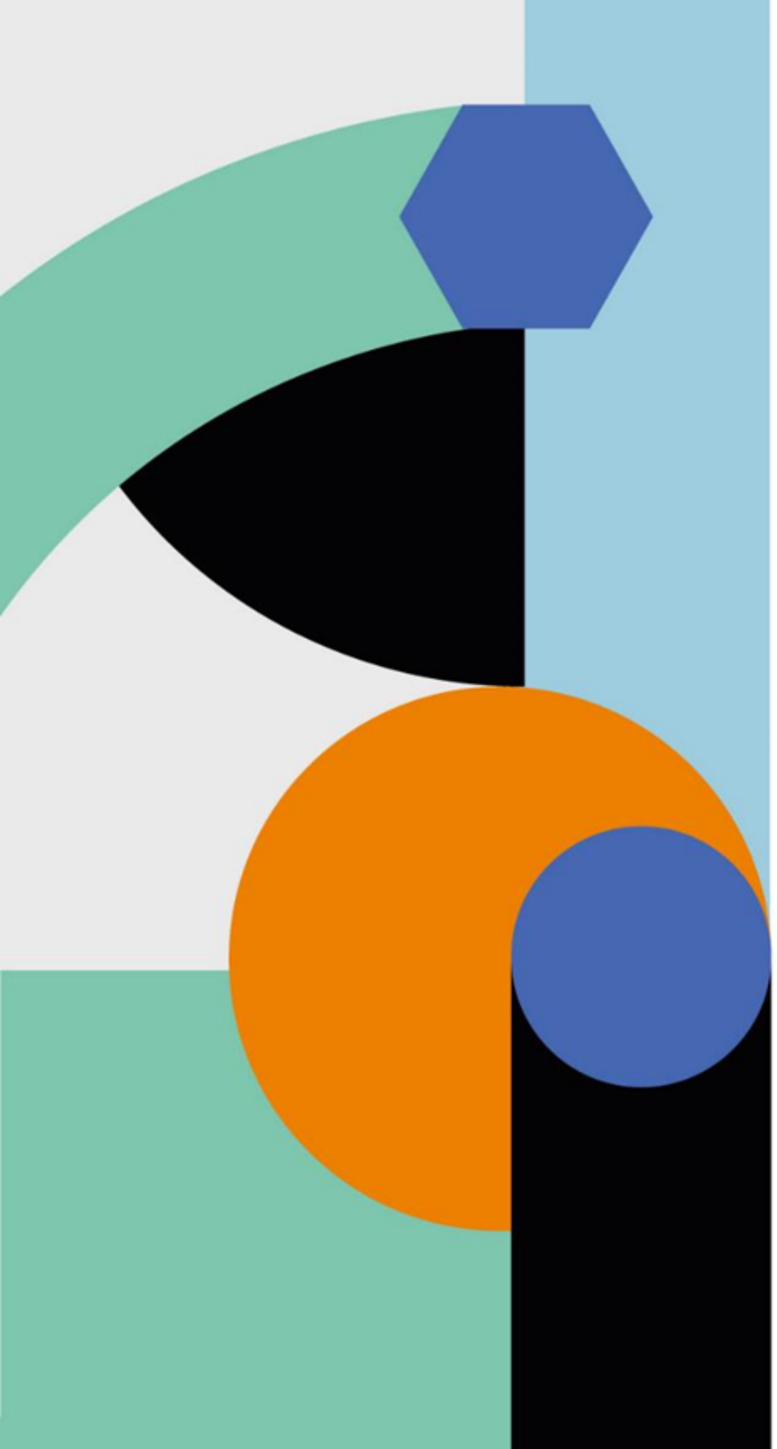


TOMORROW.
CITY

Shaping what's next for cities.
Creating connections.
Fostering talent.
Exploring disruption.
Sharing stories.

SMARTCITY
EXPO WORLD CONGRESS

January - 2021

Fira Barcelona

SMARTCITY
EXPO WORLD CONGRESS

We are Fira de Barcelona, organizers of Smart City Expo World Congress, the **international benchmark event in the field of Smart Cities held in Barcelona since 2011.**

As the leading meeting point for the industry, we have built an extensive community of worldwide professionals.

Our database includes **80,000+ professionals** from around the world, with more than **150,000 followers on social media**, and a network of **75+ Media Partners** and **600+ journalists** covering every activity and amplifying our footprint.

34m+ impressions
through digital advertising, display marketing, and social platforms.

44% net promoter score*
gauging customer loyalty.

944 out of 1,000 kred influence**
assessing how likely it is for a post to create interaction.

*Net Promoter Score is a widely recognized measure of how likely (on a scale of 0-10) an individual is to recommend a product or service to a friend or colleague in the industry. A Net Promoter Score from -100 to +100 is allocated. The -4,5% NPS for European events is the average of visitors' (8% NPS) and exhibitors' (-17%) evaluations. (www.explori.com/nps-explained)
** Influence is the ability to inspire action. It is scored on a 1,000 point scale (www.home.kred)

TOMORROW.
CITY

Fira Barcelona

SMART CITY EXPO WORLD CONGRESS

Collaborating with top-level organizations.

We work alongside leading organizations and institutions that consider us a benchmark platform, forming a network that strengthens our international presence.

Some big names among **more than 70 allies in 2020**:

European Commission

Gobierno de España · Ministerio de Economía y Competitividad · ICEX España Exportación e Inversiones

Generalitat de Catalunya

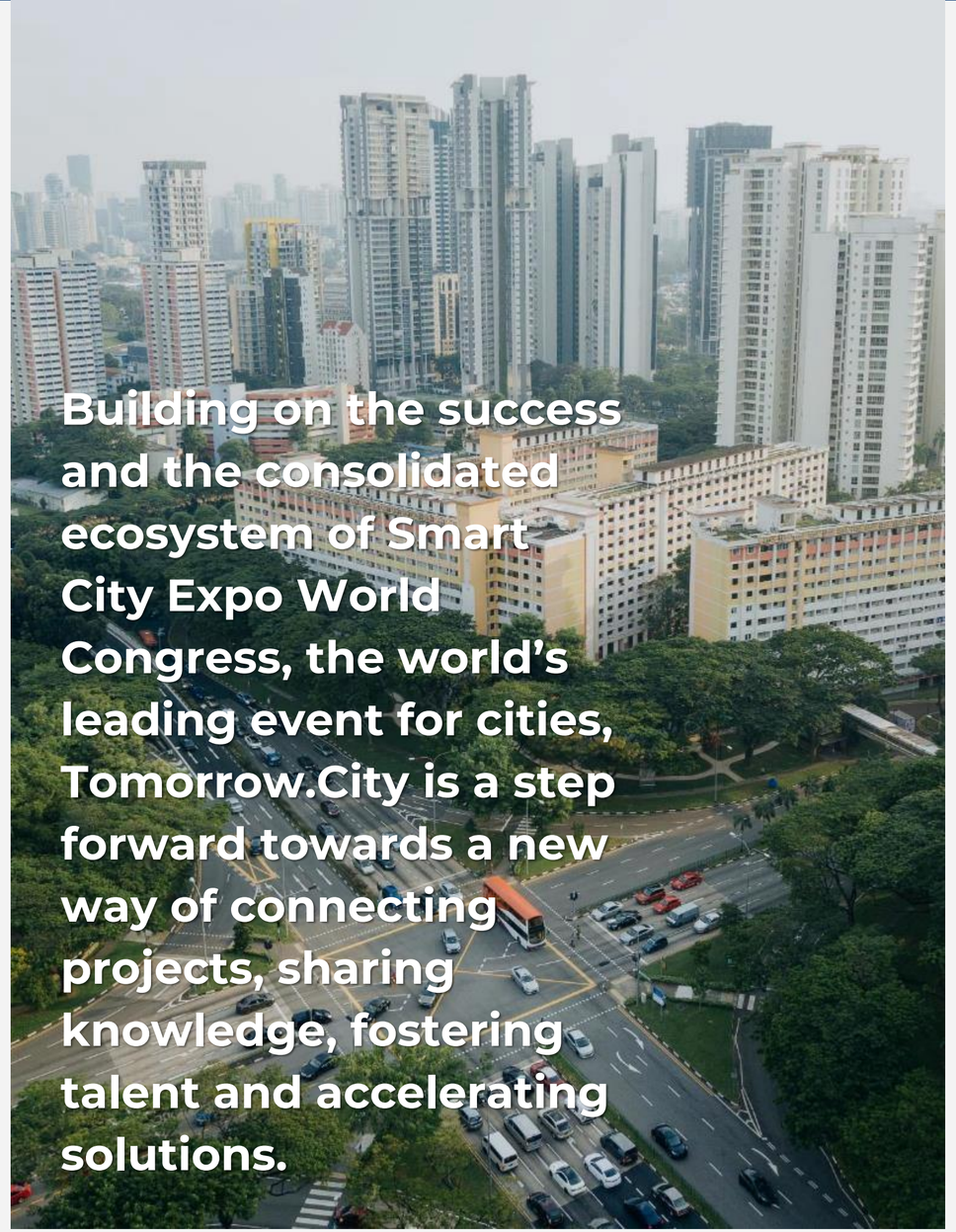
Ajuntament de Barcelona

UN-HABITAT FOR A BETTER URBAN FUTURE

WORLD BANK GROUP

IDB

TOMORROW. CITY

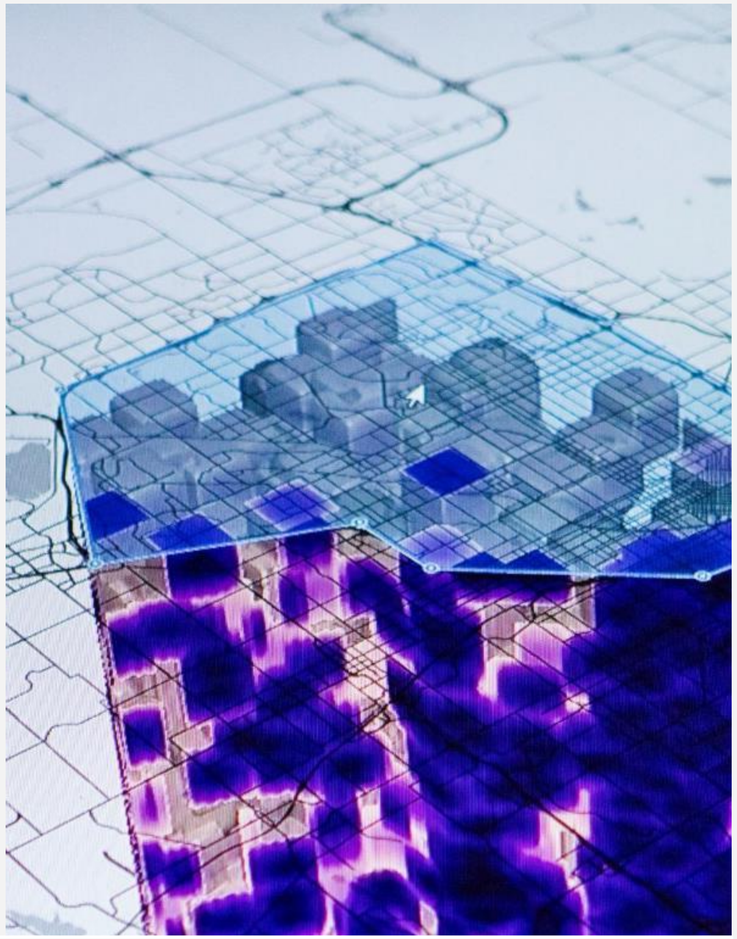


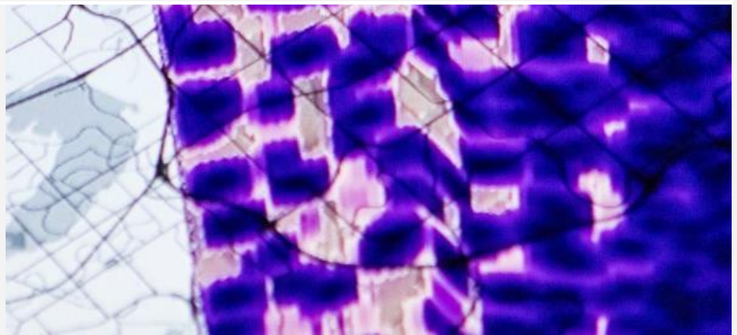
TOMORROW. CITY

What happens in cities shapes our world and the **future will depend on how we tackle the great challenges** of our lifetime: climate change, massification, traffic congestion, affordable housing, education and health, inequality, and social justice.

The current global context shows that going solo is not an option anymore. The key to a brighter future lies in accelerating sustainable and inclusive cities all over the globe, **together**.

We need **experts, citizens, corporations and organizations** playing together like an orchestra - responding with collaborative approaches to the complex problems facing cities.





TOMORROW.
CITY

A 365-day digital platform to accelerate sustainable and inclusive cities.

Tomorrow.City is a **digital content, training, knowledge and business connector** platform aimed at building the agenda and convening and accelerating the smart city industry.

We offer partners the opportunity to link their brand to a global hub driven by expertly curated cross-media content, an intuitive learning digital platform, actionable online workshops, and an annual calendar with virtual connecting events focused on fostering business and collaborations.

Value proposal:

- 365-day digital platform: permanent connection with a global audience of tens of thousands of professionals committed to developing smart city solutions.
- Actionable business intelligence and building the industry agenda: we engage our audience because all our content and every activity is actionable - an enabler to launch and grow smart city projects that support sustainable and inclusive cities. Plus, our partners get to set the industry agenda through their commitment to our activities and by offering their contents on our platform.
- Making visible the invisible: we find new ways to connect, inspire and mobilize professionals to take action by highlighting the success cases that our partners have developed in different geographies and by sharing learning, tools and trends that boost the scaling of those successes.

FOUR SPHERES OF ACTION

Tomorrow.City is the 365-day digital cross-media platform for sustainable and inclusive cities

Creating connections. Fostering talent. Exploring disruption. Sharing stories.

We encourage and boost action to transform cities into better places to live.

FOUR SPHERES OF ACTION

EVENTS

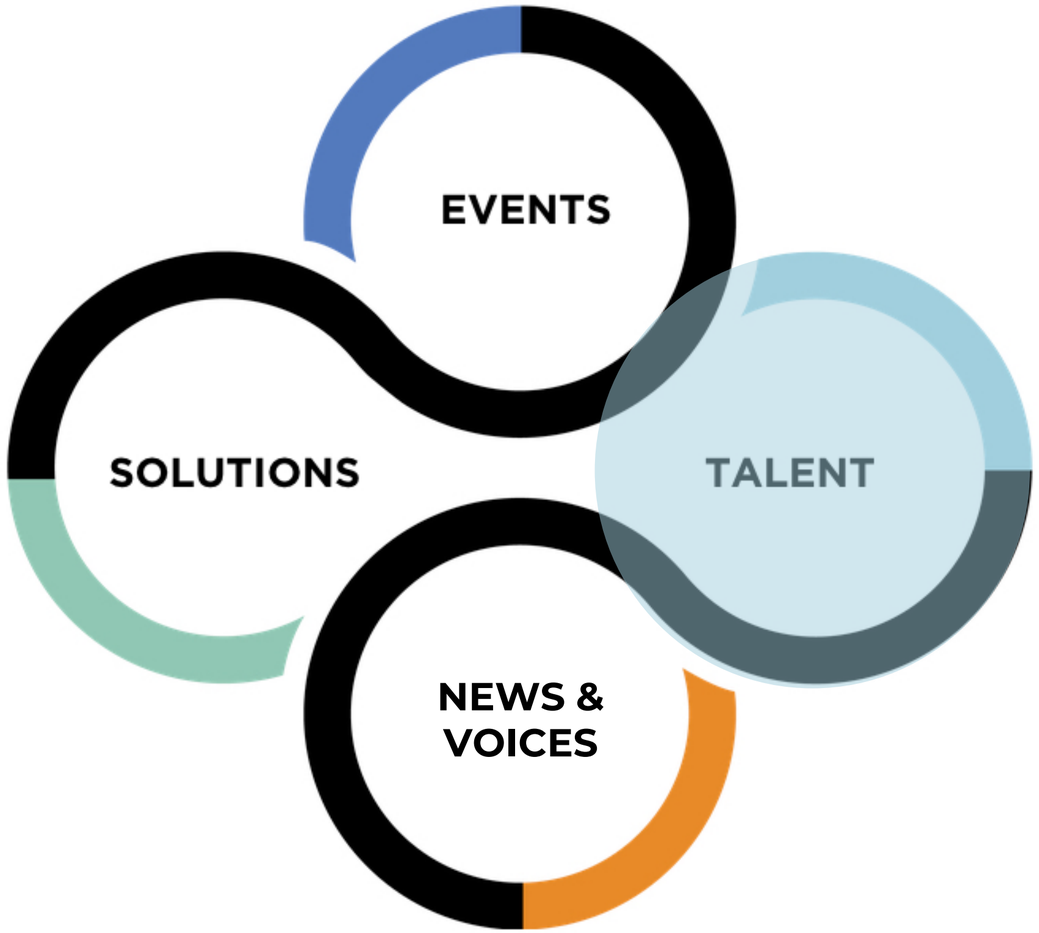
Tomorrow.City is the 365-day digital cross-media platform for sustainable and inclusive cities

Our events are virtual meeting points for worldwide governments, businesses, entrepreneurs and experts to jointly explore urban challenges from all perspectives and develop solutions together.

Throughout the entire year, we invite partners to join our virtual events to share their learnings, tools and solutions with governments, entrepreneurs, experts and other businesses in order to discover possible collaborations.

A virtual and global stage to become the protagonist and build bigger, wider, more impactful projects.

FOUR SPHERES OF ACTION



TALENT

Tomorrow.City is the 365-day digital cross-media platform for sustainable and inclusive cities

We offer our partners the chance to boost and mold the industry by training talented professionals and forming potential clients.

Our expert team works side by side with partners to release online courses and digital workshops focused on innovation and rigorously researched solutions. This feeds the desire for self-education on complex matters such as energy consumption, traffic congestion or affordable housing, while also tapping into a more useful and engaging approach to branding.

FOUR SPHERES OF ACTION

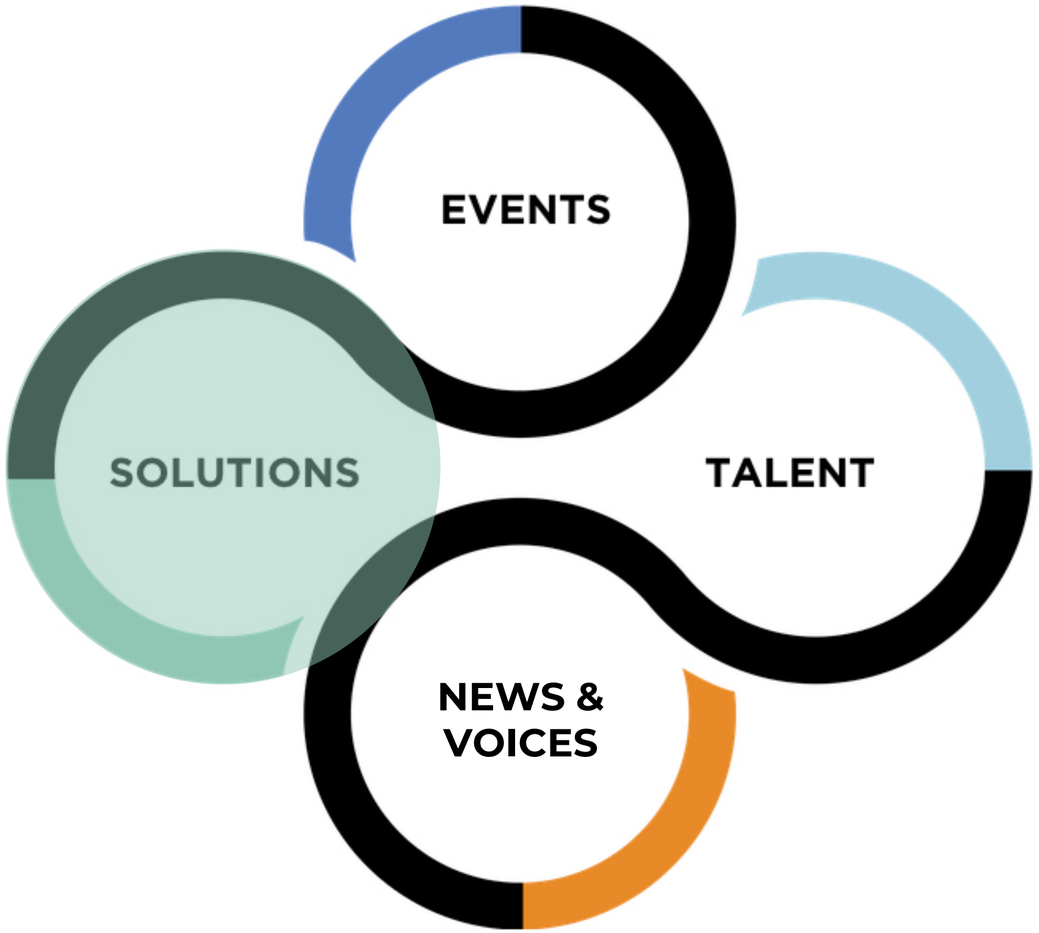
NEWS & VOICES

Tomorrow.City is the 365-day digital cross-media platform for sustainable and inclusive cities

Trends reports, solutions, presentations, insightful pieces on sustainability and inclusion and exclusive contents from selected renowned experts... On our new platform, we offer partners the opportunity to present new products and services that contribute to building our future cities, and to share actionable information to launch new projects.

Our journalistic team will regularly work with our partners to scan for, pick, create, produce and share content to empower sustainable businesses in the most relevant formats.

FOUR SPHERES OF ACTION



SOLUTIONS

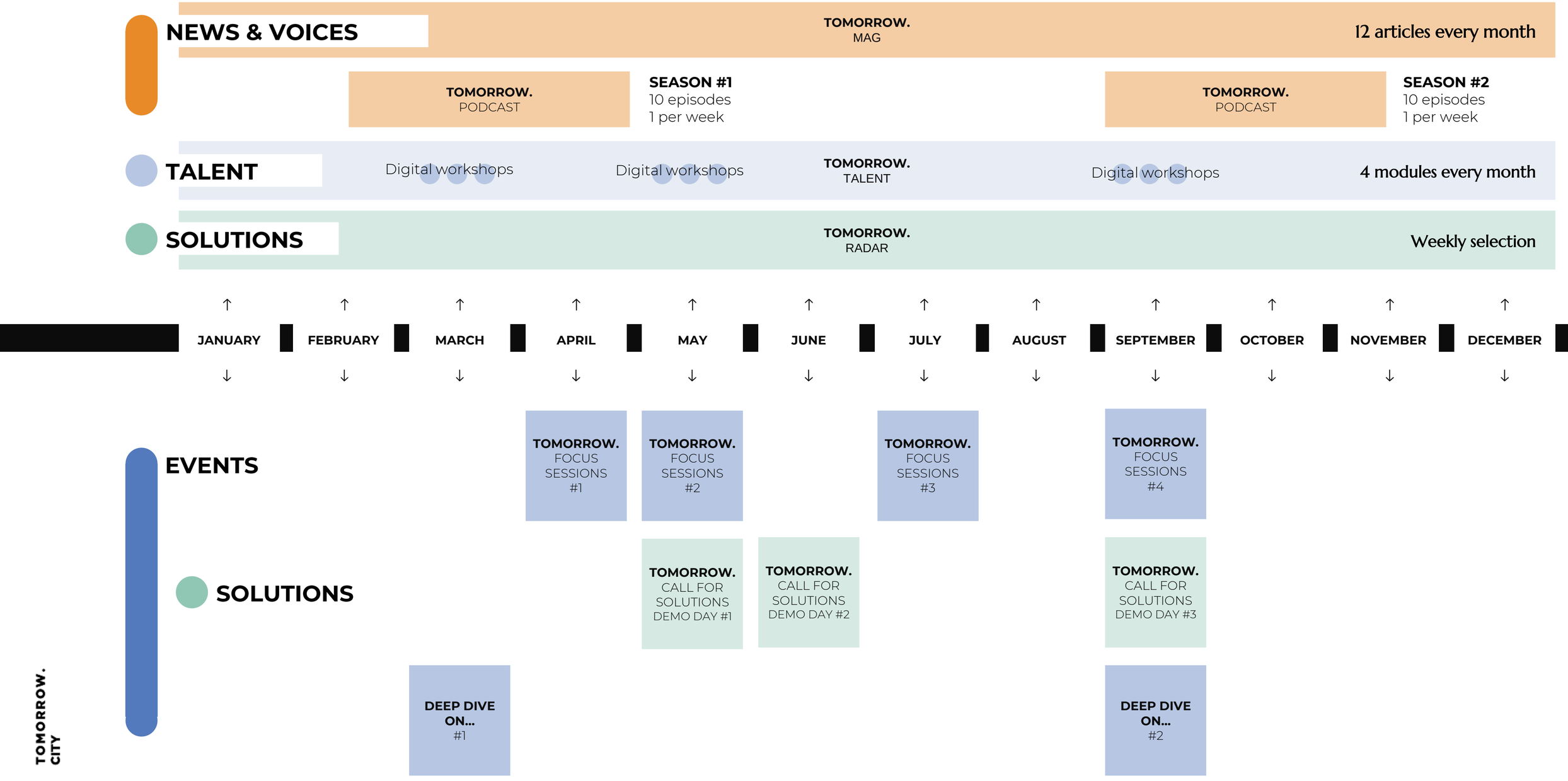
Tomorrow.City is the 365-day digital cross-media platform for sustainable and inclusive cities

All year round, we launch different global calls for solutions to the entire innovation ecosystem to connect players and discover new solutions to the most pressing challenges.

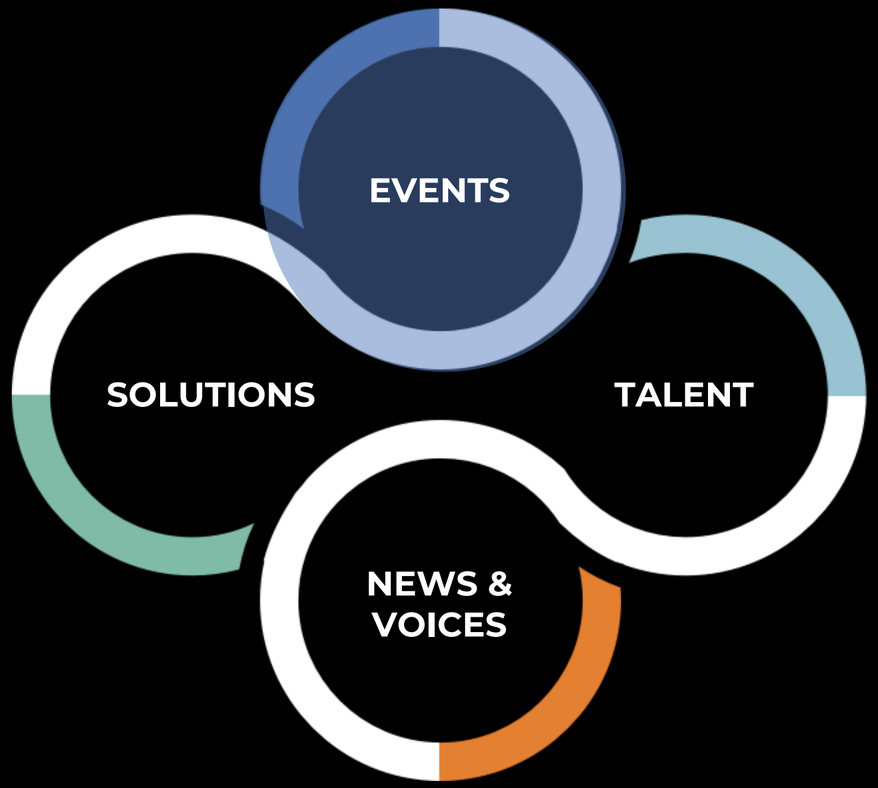
We're also constantly updating our digital portfolio to showcase the boldest technologies, prototypes, and market-ready solutions.

We offer partners the opportunity to lead innovation by identifying and showcasing the start-up solutions that are truly impactful, or to highlight the success cases they have developed themselves.

TENTATIVE CALENDAR



TOMORROW.
CITY



EVENTS

Focus Sessions:

- Expert Panel
- Digital Side Event

TOMORROW.
CITY

TOMORROW.**FOCUS SESSIONS**

We offer partners a yearly calendar with a series of specialized events that focus on one or two strategic topics. During 2021, Tomorrow.City will organize four Focus Sessions concentrated in Governance & Economy, Energy & Infrastructure, Mobility and Empowering Technologies.

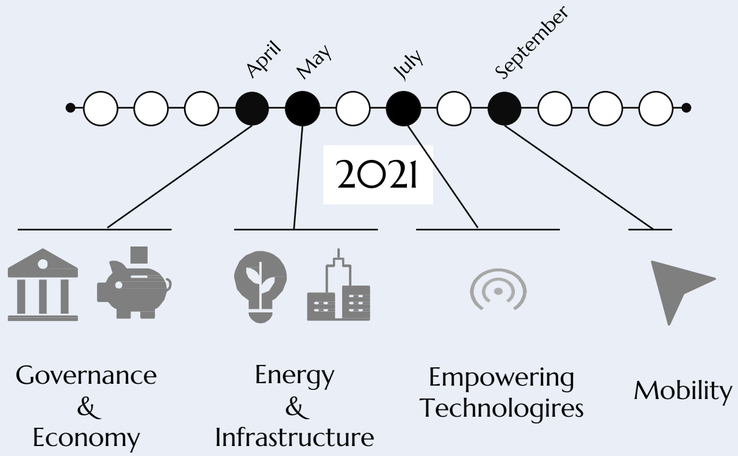
Each Focus Sessions will offer participants a virtual space to explore the topic selected for that date, a place to share knowledge, facilitate dialogue and inspire action. A draft structure would be as shown on the right of this text.

Focus Sessions include two **Expert Panels**, which consist of one-hour digital sessions with four speakers zooming in on the most critical issues cities are facing, aimed at discussing and presenting the latest innovations or developments for specific challenges associated with the industry. After each **Expert Panel**, we offer partners the possibility to organize their own virtual event (we name this format **Digital Side Event**) leveraging on our new interactive platform and inviting our community.

So, we offer partners two possible formulas of participation:

- Participate in an Expert Panel.
- Organize a Digital Side Event.

Tentative calendar



DRAFT FOCUS SESSIONS' STRUCTURE	
SLOT 1	Expert Panel
SLOT 2	Digital Side Event
SLOT 3	Digital Side Event
SLOT 4	Expert Panel
SLOT 5	Digital Side Event
SLOT 6	Digital Side Event

TOMORROW.**FOCUS SESSIONS**

Brand awareness	★★★
Network and business	★★★
Marketing leads	★★★
Talent acquisition	-

Expert Panel

In the 1-hour session (panel + Q&A) partners may select and invite a speaker on a panel made up of 1 chair and 3 more speakers relevant to the industry and provided by the organization.

Speaker proposed by the partner and approved by the organization. Session title and content defined by the organization. This product is not exclusive to one partner.

Price: €20,000

This proposal includes:

- Project management.
- Speakers' technical secretary
- Content curation specialist.
- Speakers and Networking coaching.
- Promotion and outreach:
  - 1 email to our general database.
  - 3 emails to our segmented database.
  - Posts on social media.
- Community activation actions
- Branding in all communications about the specific Expert Panel.
- Registration management.
- Attendee support.
- Tech platform, recording (all sessions will remain available online on our platform).

TOMORROW. **FOCUS SESSIONS**

Brand awareness	★★
Network and business	★★
Marketing leads	★★
Talent acquisition	-

Digital Side Event

Partners choose the content, title and speakers that will participate, as well as whether the session will be private or open to the participants of the Focus Sessions.

We provide a virtual space and platform for you to organize the activity that you need, with freedom of content and format according to the organization criteria.

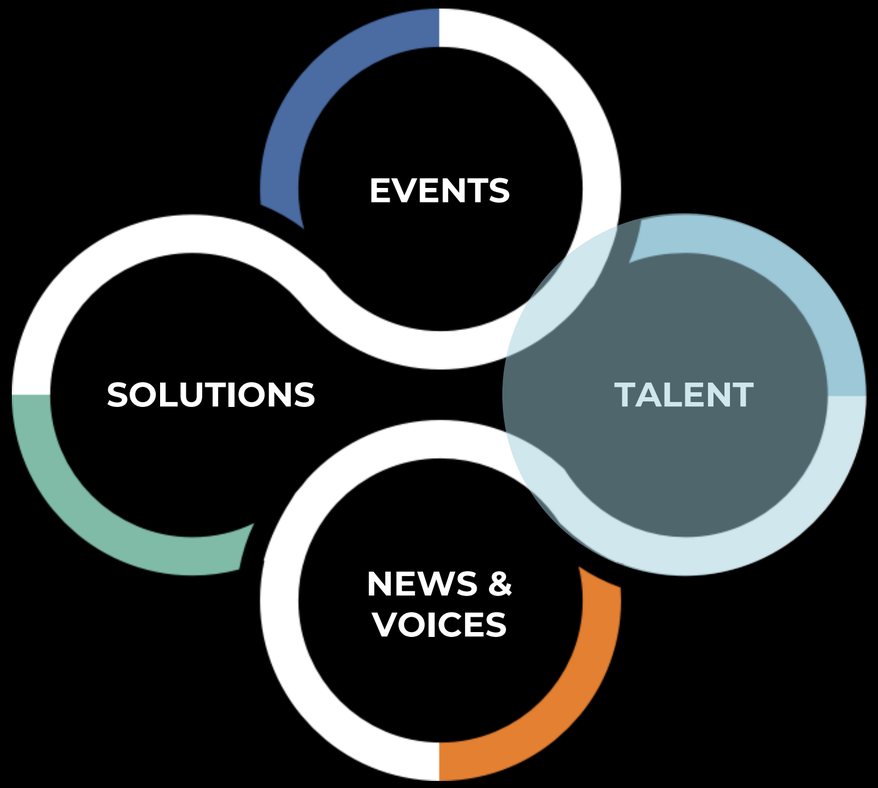
This is a 45-minutes virtual room in our platform, in order to impact your strategic stakeholders with your own message.

This proposal includes:

- Tech platform.
- Visibility in the Focus Sessions' official program.
- Reaching out to our community with a communication action.
- Possibility of converting qualified marketing leads.
- Branding in all communication about the specific Side Event.
- Registration management.
- Attendee support.
- Tech platform, recording (all sessions will remain available online on our platform).

Price: €15,000

EVENTS



TALENT

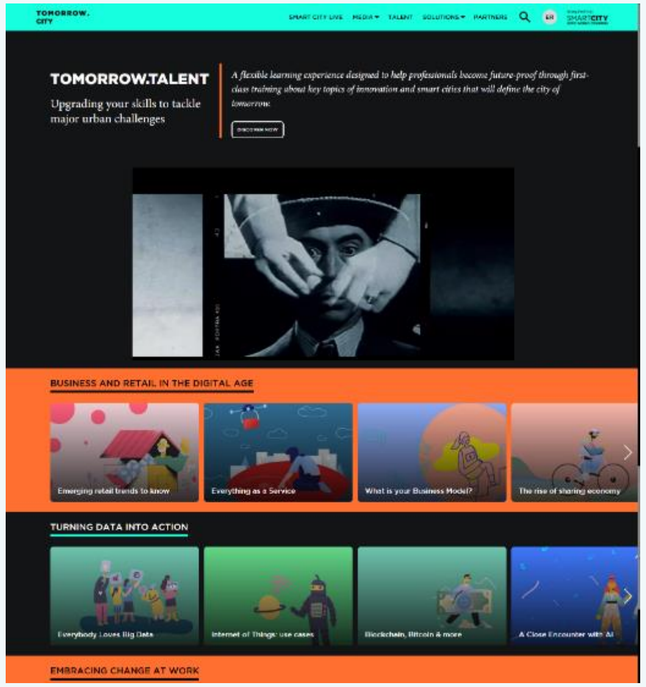
Tomorrow.Talent platform:

- Create a branded training module
- Patronage of an existing training module

Digital Workshop

TOMORROW.
CITY

TOMORROW.**TALENT MODULE**



Brand awareness	★★★	★★
Network and business	-	-
Marketing leads	★★	★★
Talent acquisition	★★★★	★★★

Mold the industry. Become a master.

Help professionals better understand challenges and opportunities in the future of our cities.

Tomorrow.Talent is a capacity-building digital platform providing on-demand access to expertly curated content, specially addressed to city experts, industry practitioners, and public servants.

The platform offers partners two ways to participate:

- **Create a branded training module**
- **Patronage of an existing training module**

The creation of a branded training module ensures the partner full approval of the contents. Each module consists of three courses (beginner, intermediate and advanced) and includes quizzes, dashboards, and related content to ensure an engaging experience for users.

This proposal includes:

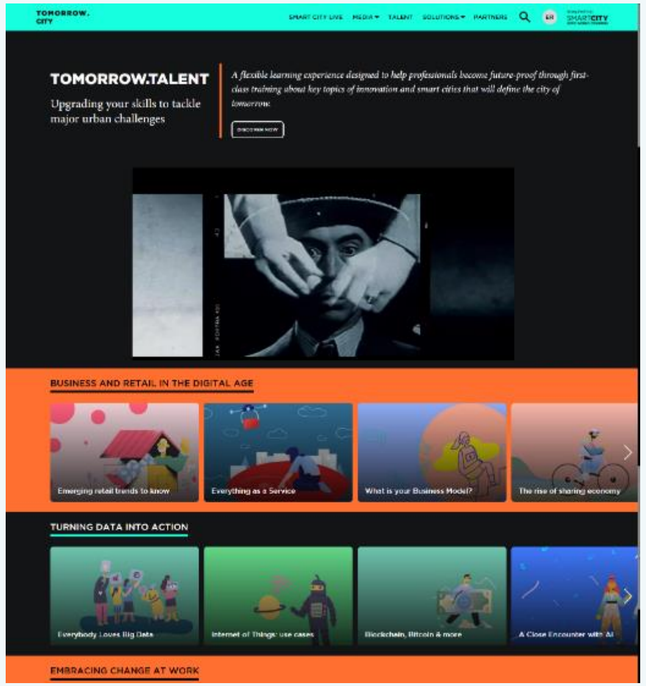
- Expert trainers work with partners to develop the personalized module based on previous materials provided by the partner.
- Publication on the Tomorrow.Talent platform.
- Reaching out to our community for participants.
- Possibility of converting qualified marketing leads.

Price: €25,000

TALENT

TOMORROW. CITY

TOMORROW.**TALENT MODULE**



Brand awareness	★★★	★★
Network and business	-	-
Marketing leads	★★	★★
Talent acquisition	★★★★	★★★

Mold the industry. Become a master.

Help professionals better understand challenges and opportunities in the future of our cities

Tomorrow.Talent is a capacity-building digital platform providing on-demand access to expertly curated content, specially addressed to city experts, industry practitioners, and public servants.

The platform offers partners two ways to participate:

- **Create a branded training module**
- **Patronage of an existing training module**

The patronage of an existing training module speeds up delivery and leverages on existing and successfully-proven contents to ensure a quick launch of the initiative. Each module consists of three courses and includes tools and activities to ensure an engaging experience for users.

This proposal includes:

- Publication on the Tomorrow.Talent platform.
- Reaching out to our community for participants.
- The possibility of converting qualified marketing leads.

TALENT

TOMORROW. CITY

Price: €12,000

TOMORROW. **DIGITAL WORKSHOP**

Tomorrow.City proposes partners team up and organize digital workshops directed to different strategic stakeholders such as researchers, policy makers, high-level public servants and technology decision-makers, among others.

These digital workshops seek to build the technical understanding and skills of the participants and to generate collaboration and business opportunities for partners to develop future projects.

All workshops consist of a max. 3 hours virtual activity divided into three sections:

- A **theorical section**, including an analytical introduction with basic knowledge regarding the topic.
- A **practical session** that will work on the project plans, in which participants are involved.
- And a **mentorship section with the partner's experts**, including examples that will allow them to share lessons learned, innovative applications and recent methodological advances.

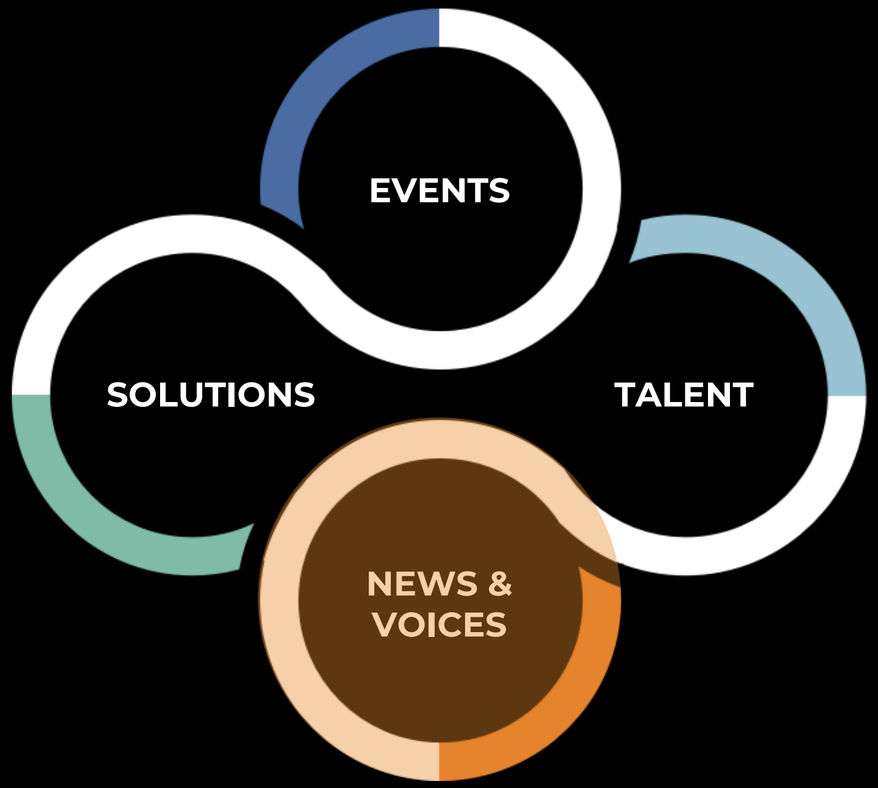
Brand awareness	★★★
Network and business	★★★
Marketing leads	★★★
Talent acquisition	★★

Price: €20,000

This proposal includes:

- Expert moderators to dynamize the entire session and help configure the program based on previous materials provided by the partner.
- Reaching out to our community for participants.
- Possibility of converting qualified marketing leads.
- Video recording. Our production team will record the session; the final video goes online after the partner's validation.
- Video session highlighted on the Talent section of our platform.
- Presence in one "Picks of the Week" newsletter.
- Dynamization on Tomorrow.City social media channels and our own global network of collaborating partners.

TALENT



NEWS & VOICES

Tomorrow.Mag

Tomorrow.Podcast:

- Full season partnership
- Single episode partnership

TOMORROW.
CITY

TOMORROW. MAG

Spreading the word on the new urban reality

Our future city intelligence section holds cross-media contents combining an online magazine and a series of podcasts exploring ideas and initiatives that are transforming our urban landscape.

A media platform sparking expert insights provided by our partners and guest contributors from around the globe.

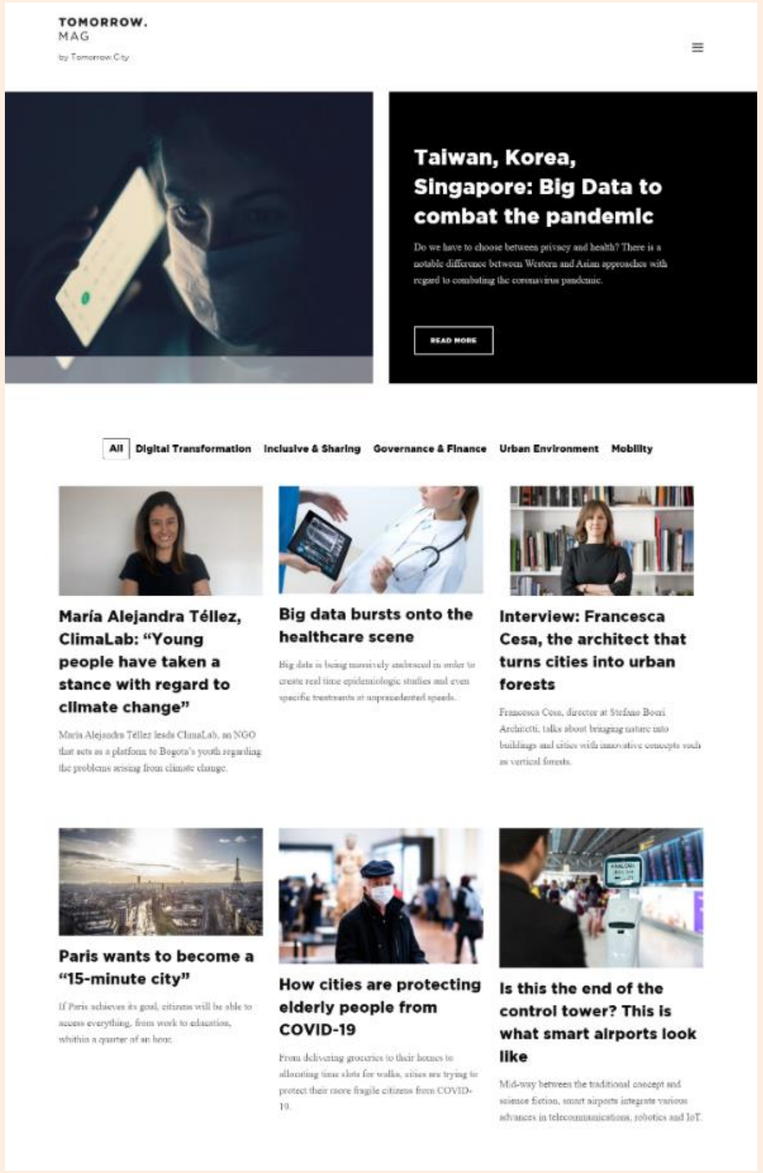
Brand awareness	★★★
Network and business	-
Marketing leads	-
Talent acquisition	-

Tomorrow.City offers partners the opportunity to publish a branded content report that includes actionable data, graphics, expert insights and projections on one of the most relevant urban challenges. Our expert journalists will work with partners to ensure the focus of the entire content remains on their brand.

This proposal includes:

- Report creation (between 1,100 and 1,200 words). Our editorial team creates the text based on previous materials provided by the partner. The article goes live after partner's validation.
- Report highlighted in the contents section of our platform.
- Presence in one "Picks of the Week" newsletter.
- Dynamization on Tomorrow.City's social media channels and our own global network of collaborating partners.

Price: €12,000



NEWS & VOICES

TOMORROW. CITY

TOMORROW.
PODCAST

Spreading the word on the new urban reality

Our future city intelligence section hosts cross-media content combining an online magazine and a series of podcasts exploring ideas and initiatives that are transforming our urban landscape.

A media platform sparking expert insights provided by our partners and guest contributors from around the globe.

Our podcast series represents another opportunity for partners. Each season consists of 10 episodes, each one 45 minutes, taking listeners to explore a key topic from an open, kick-off question. Its storytelling approach is set to engage and surprise the audience.

Partners get two possible ways to participate:

- **Full season partnership**
- **Single episode partnership**

Full season partnership includes:

- Brand placement in all 10 episodes of the season.
- Participation as a guest expert in one episode (10-12 min slot for a chat/interview). Speaker proposed by the partner and approved by the organization. Topic suggested by the organization and approved by the partner. Episode title and script defined by the organization.
- High-level recording studio (possibility of participating in the studio or via call).
- Publication on different podcasting platforms (episodes will remain available there).
- Highlighted partnership in the contents section of our platform.
- Presence in one "Picks of the Week" newsletter.
- Dynamization on Tomorrow.City's social media channels and our own global network of collaborating partners.

Brand awareness	★★★★	★★★★
Network and business	-	-
Marketing leads	-	-
Talent acquisition	-	-

NEWS & VOICES

Price: €50,000

TOMORROW.
PODCAST

Spreading the word on the new urban reality

Our future city intelligence section hosts cross-media content combining an online magazine and a series of podcasts exploring ideas and initiatives that are transforming our urban landscape.

A media platform sparking expert insights provided by our partners and guest contributors from around the globe.

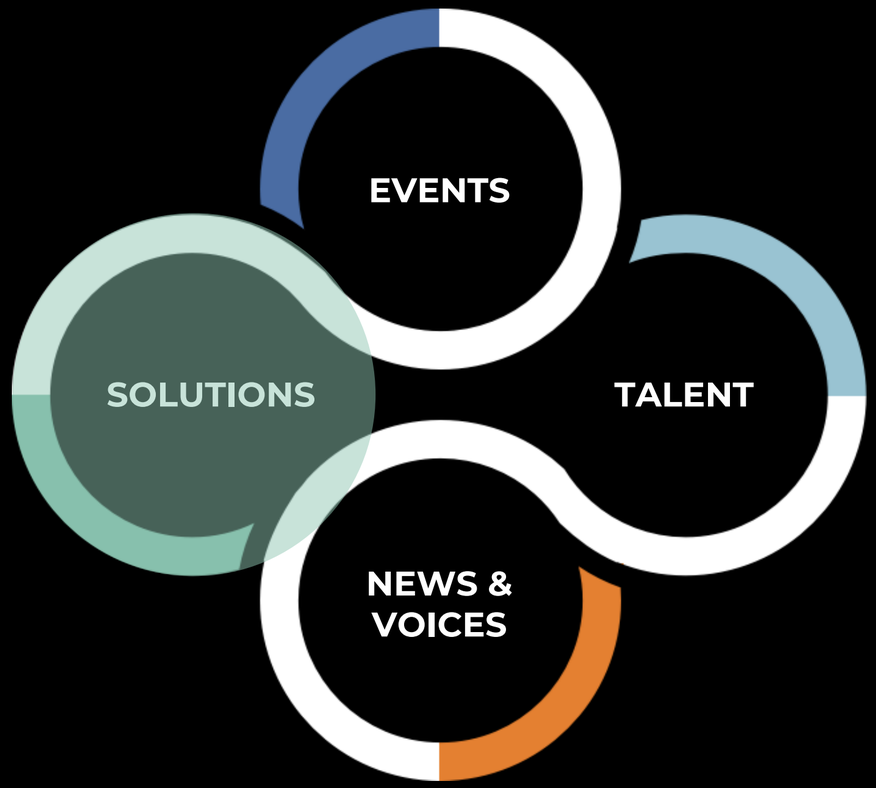
The second participation formula is a single episode partnership that includes:

- Participation as a guest expert in one episode (10-12 min slot for a chat/interview). Speaker proposed by the partner and approved by the organization. Topic suggested by the organization and approved by the partner. Episode title and script defined by the organization.
- High-level recording studio (possibility of participating in the studio or via call). Publication on different podcasting platforms (episodes will remain available there).
- Highlighted episode in the contents section of our platform.
- Presence in one "Picks of the Week" newsletter.
- Dynamization on Tomorrow.City's social media channels and our own global network of collaborating partners.

NEWS & VOICES

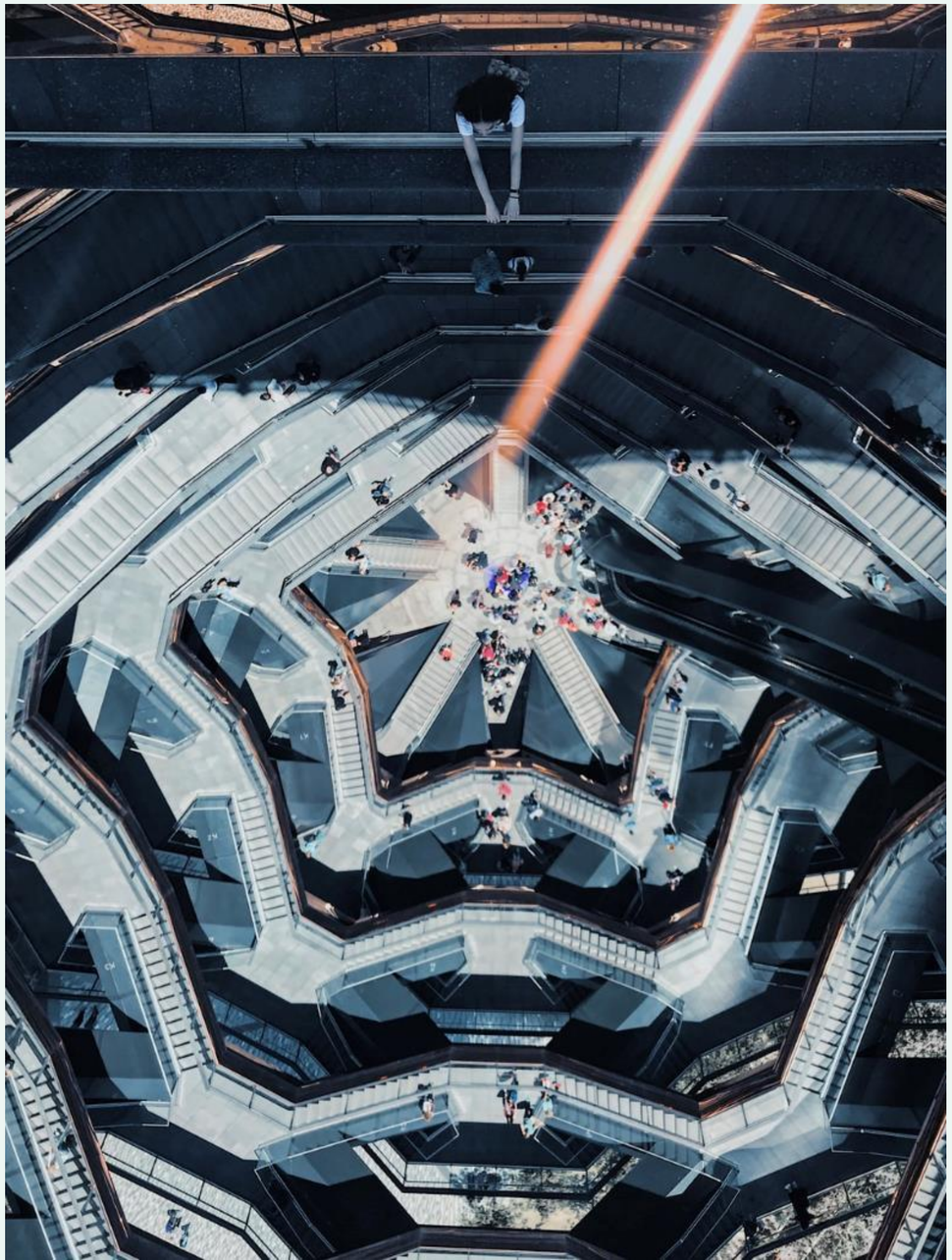
Price: €12,000

Brand awareness	★★★★	★★★
Network and business	-	-
Marketing leads	-	-
Talent acquisition	-	-



SOLUTIONS

Tomorrow.Radar
Tomorrow.Call for Solutions



TOMORROW. **RADAR**

New ideas for ending the old world

The *Tomorrow.Radar* works as a digital catalogue that displays solutions addressing the greatest challenges cities face.

This section aims to become a benchmark site by showcasing the main global players accelerating and supporting innovation.

Brand awareness	★
Network and business	★
Marketing leads	★★
Talent acquisition	-

Tomorrow.Radar is a branded journalistic article (500-700 words) featuring a product or service designed to positively impact cities. The article will be supported by sound evidence and rigorous research to prove its impact, while focusing on the benefits for society. This proposal includes:

- Content edition. Our editorial team will edit the text based on that provided by the partner. The article goes live after the partner's validation.
- Partner may include five images, three downloadable documents and one video per profile.
- Article published in the solutions section of our platform and classified in one of the main nine categories.
- Presence in one "Picks of the Week" newsletter.

Price: €2,500

SOLUTIONS

TOMORROW.
CALL FOR SOLUTIONS

Discovering new possibilities

Tomorow. Call for Solutions aims to implement a set of proven processes and tools to conduct an end-to-end search for solutions to the most pressing issues of our time.

We offer partners the perfect means to bring diverse institutions or entities close to a large pool of technological innovators (start-ups) that can solve the main challenges cities are facing

This proposal includes:

- Call to segmented profiles with 2 emails and post(s) on social networks.
- List of candidates and complete info on finalists.
- Virtual Demo Day session to be held online on our platform.

Price: €25,000

Brand awareness	★★★
Network and business	★★★
Marketing leads	★★
Talent acquisition	★★★

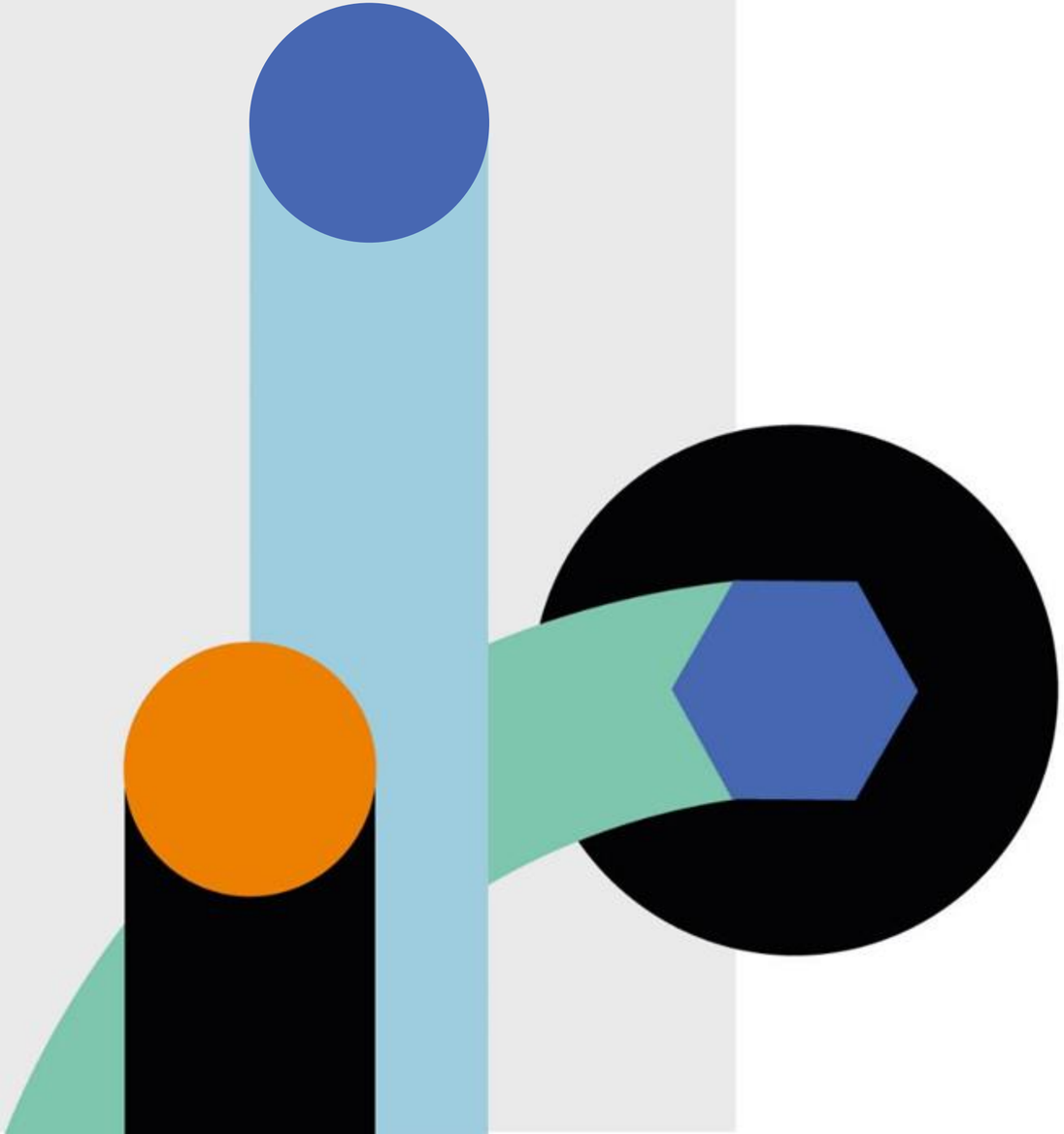
Our five-step methodology:

- **Industry challenge definition:** understanding the challenge.
- **Solution scouting:** using our global community of more than 5,000 innovation agents, most of them with extensive networks, to provide access to a global pool of solution leads.
- **Solution selection:** gathering a specific team of brilliant experts to evaluate the solutions in order to filter and select those proposals that best meet the specific criteria of the challenge.
- **Semifinal process:** you will be presented with 20 semifinalists, who will proceed to the final classification of proposals (considering their market proof, team, and financials).
- **Virtual Demo Day event:** this finishes with a virtual event with 5 finalists presenting, bringing together our entire community.
- **Coordinated partnership meetings:** organizing digital face-to-face meetings with the finalists to ignite potential collaboration formulas or joint ventures. We provide advisory services to corporations, including: Licensing, Investments / Due diligence, Acquisitions.

* Challenge defined according to event tracks and not exclusive, but shared among different industry players. Scouting and selection carried out by innovation experts. Virtual Demo Day session titles and content defined by the organization. Partnership meetings organized by innovation experts and agreed with partners.

PARTICIPATION **OPTIONS**

		PORTFOLIO	PRICE	BRAND AWARENESS	NETWORK AND BUSINESS	MARKETING LEADS	TALENT ADQUISITION
EVENTS	FOCUS SESSIONS	Expert Panel	€ 20,000	★★★	★★★	★★★	-
		Digital Side Event	€ 15,000	★★	★★	★★	-
TALENT	TALENT	Creation of Branded Training Module	€ 25,000	★★★	-	★★	★★★★
		Patronage of Existing Training Module	€ 12,000	★★	-	★★	★★★
	DIGITAL WORKSHOP		€ 20,000	★★★	★★★	★★★	★★
NEWS & VOICES	MAG		€ 12,000	★★★	-	-	-
	PODCAST	Full Season Partnership	€ 50,000	★★★★	-	-	-
		Single Episode Partnership	€ 12,000	★★★	-	-	-
SOLUTIONS	RADAR		€ 2,500	★	★	★★	-
	CALL FOR SOLUTIONS		€ 25,000	★★★	★★★	★★	★★★



TOMORROW. CITY

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tomorrow.city@firabarcelona.com

Imagined by SMARTCITY EXPO WORLD CONGRESS Fira Barcelona