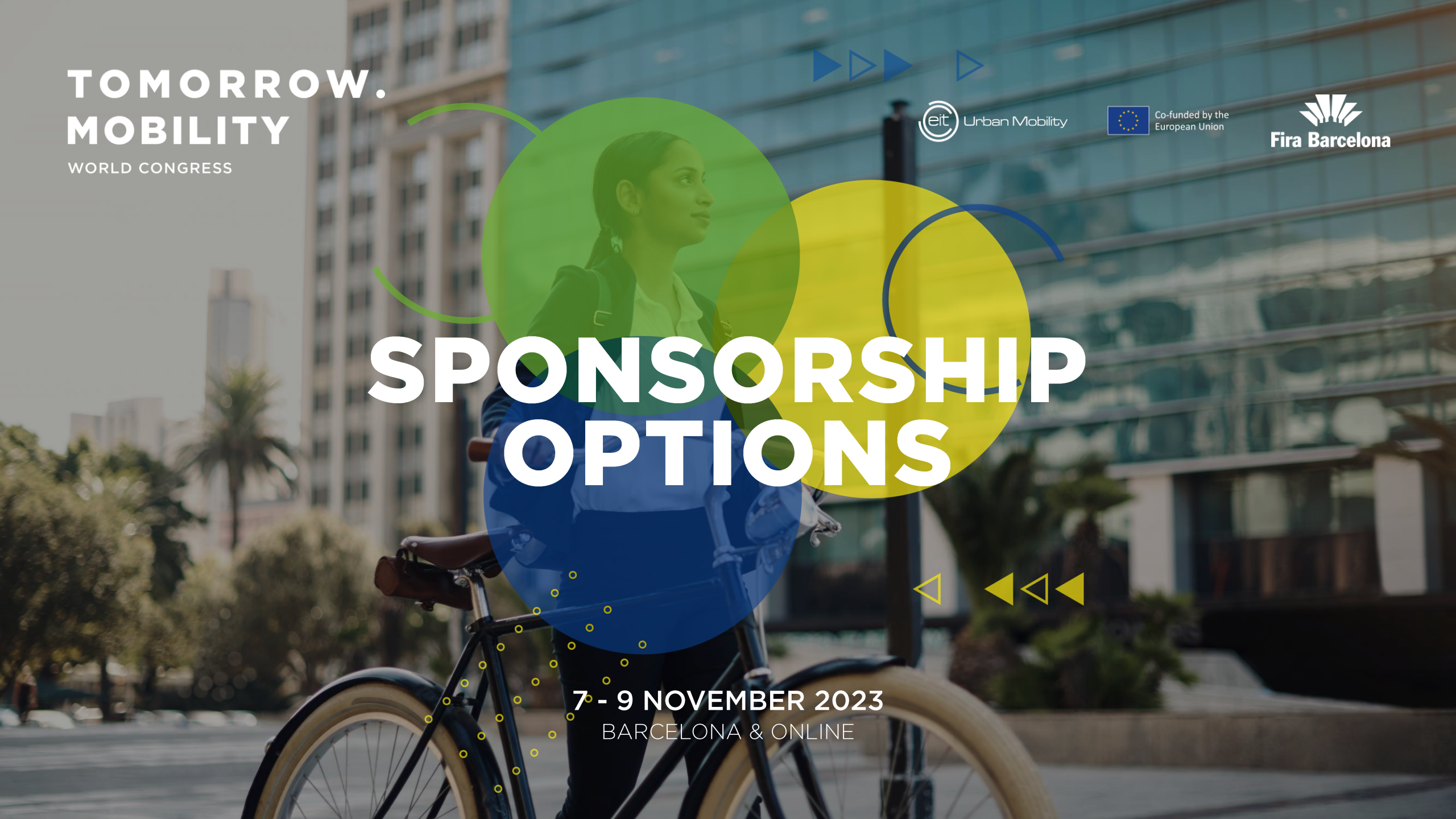
TOMORROW.
MOBILITY
WORLD CONGRESS

eit Urban Mobility

Co-funded by the European Union

Fira Barcelona



SPONSORSHIP OPTIONS

7 - 9 NOVEMBER 2023

BARCELONA & ONLINE

Tomorrow.Mobility & Smart City Expo in numbers

25,000+
ATTENDEES
56% INTERNATIONAL

1,000+
EXHIBITORS
80% INTERNATIONAL

300+
STARTUPS

30,000+
ONLINE ATTENDEES

150+
BREAKOUT SESSIONS

140+
COUNTRIES

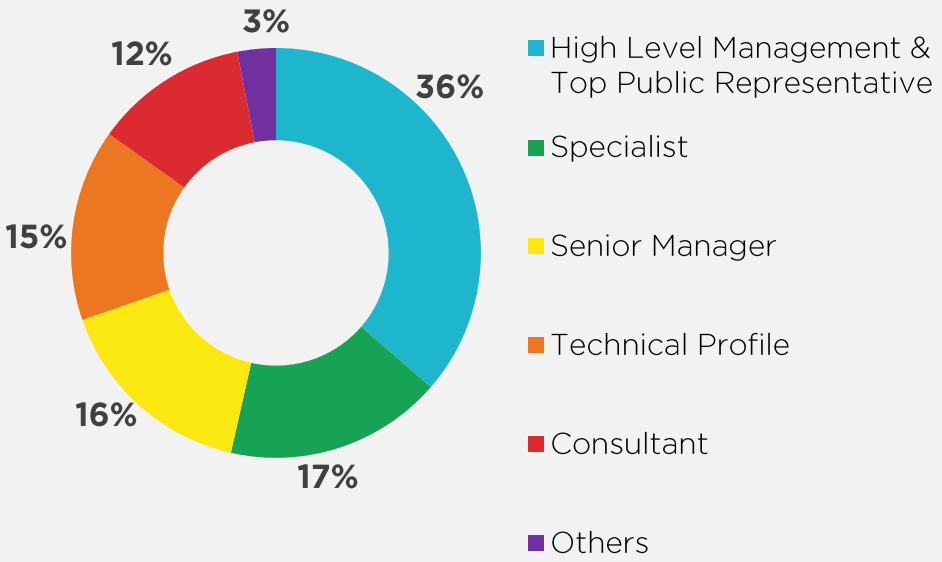
800+
CITIES

600+
SPEAKERS

5,000+
ATTENDEES HOLDING GOVERNMENT POSITIONS

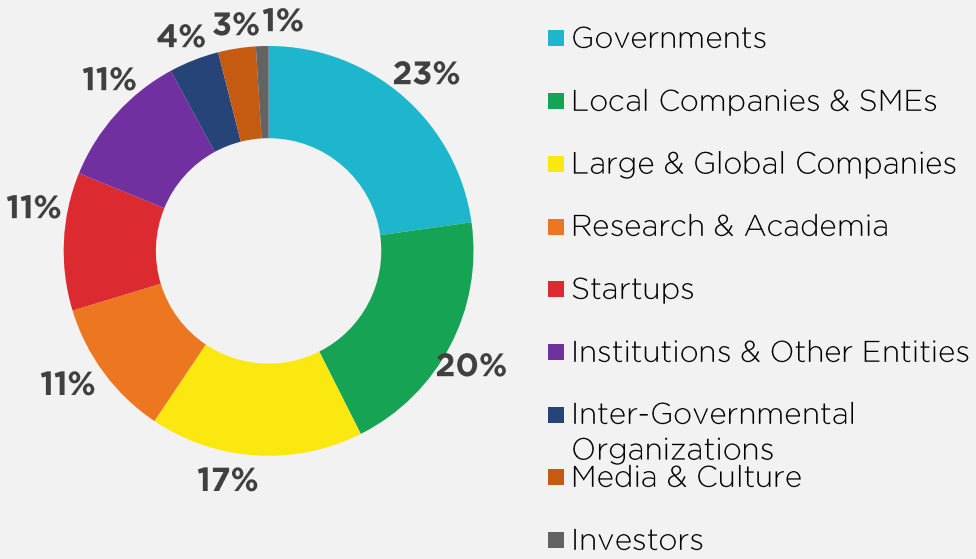
The place to connect with the global smart city ecosystem

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS



52% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS



40% OF GLOBAL COMPANIES AND GOVERNMENTS

WE KNOW THE TRENDS

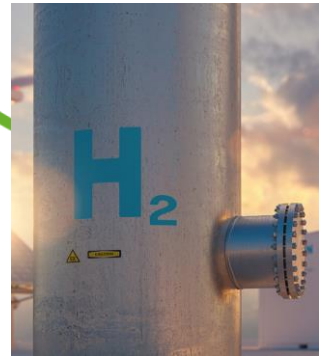
We understand the challenges.

INCLUSIVITY, AFFORDABILITY & FAIRNESS

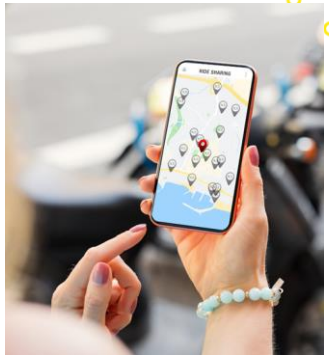
URBAN AIR MOBILITY

ACTIVE MOBILITY

CONNECTED, COOPERATIVE & AUTOMATED MOBILITY



ENERGY TRANSITION



MULTIMODALITY

SUSTAINABLE URBAN LOGISTICS

MOBILITY DATA SPACES

TOP 3 SPONSORSHIPS

GET MAXIMUM BRAND EXPOSURE

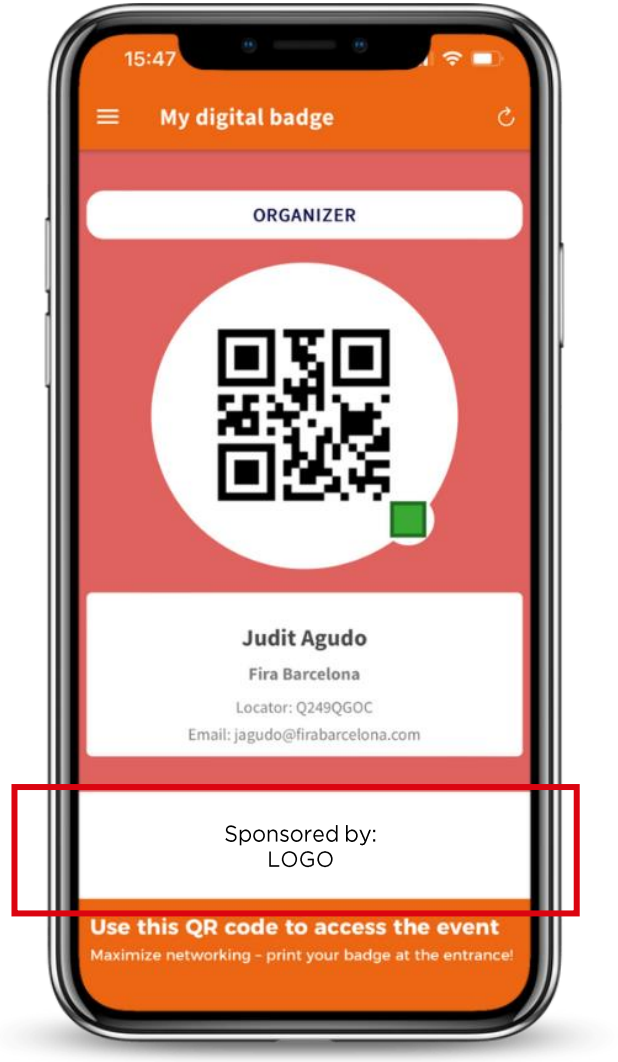
1. REGISTRATION

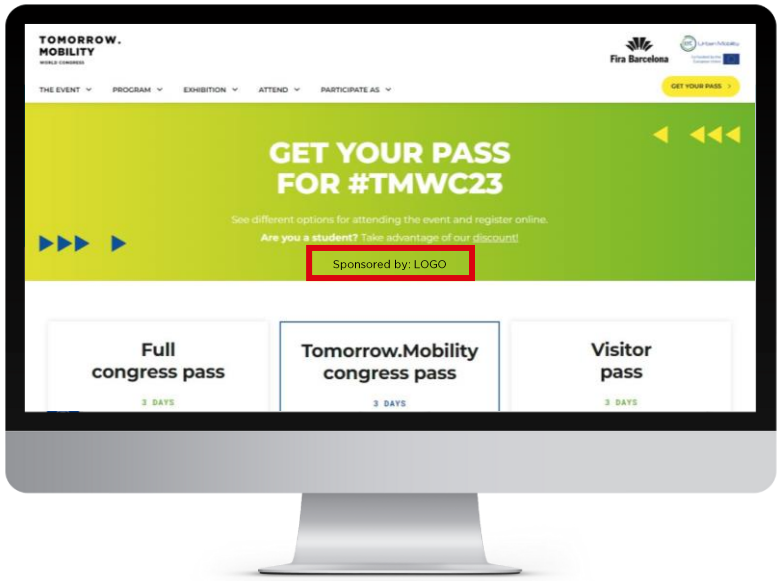
1. REGISTRATION

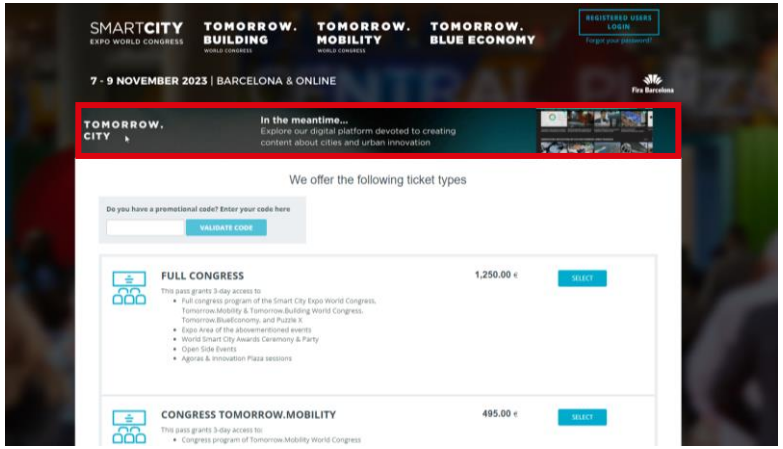
Become the registration sponsor, get the first-mover advantage!

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 you pass* page
- Banner in the accreditation page
- Social media channels
- Post-event report







1. REGISTRATION

IN-VENUE VISIBILITY

- Lanyards and printed passes (25,000)
- Accreditation desk
- Static venue signage
- Advertising screens
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*

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

2.
TOWARDS ZERO WASTE

2. TOWARDS ZERO WASTE

Prove your organization's contribution to a more sustainable future.

Since 2015, we are committed to working towards more efficient, inclusive, and sustainable cities.

To do so, we created a dedicated sustainability initiative called **Towards Zero Waste,** 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!

2. 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

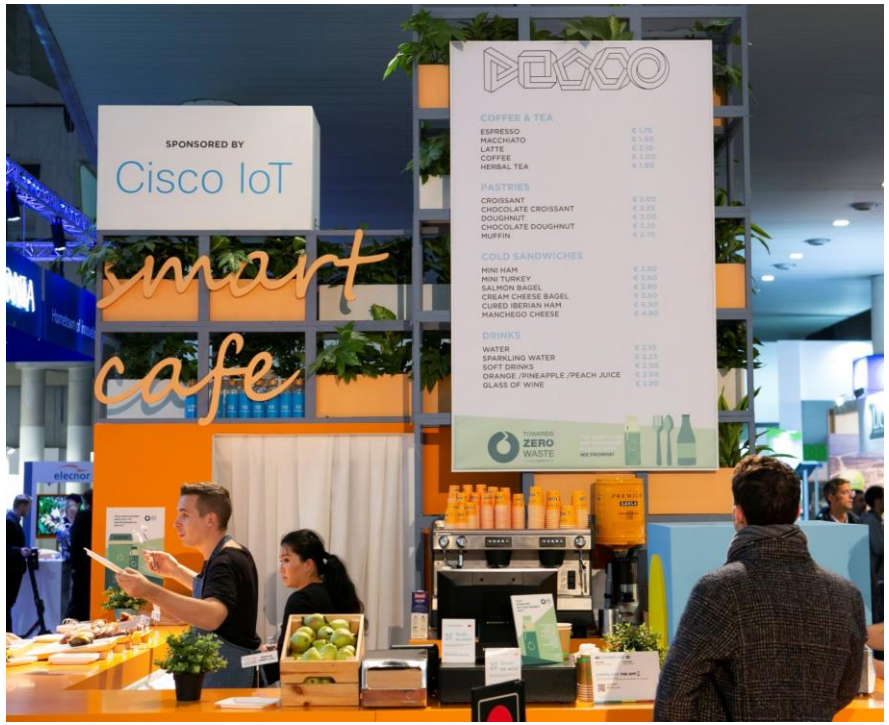
- 25,000 passes
- Towards Zero Waste signage:
  - *Entrance Hall*
  - *Signage elements at the Restaurants and Cafés*
  - *Bicycle parking lot*
  - *Recycling bins for lanyards and printed passes at the entrance of the venue*
  - *Waste recycling bins*
  - *Advertising signage*
  - *Billboard at the Central Plaza*
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*

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

2. TOWARDS ZERO WASTE

Stands made with recycled materials

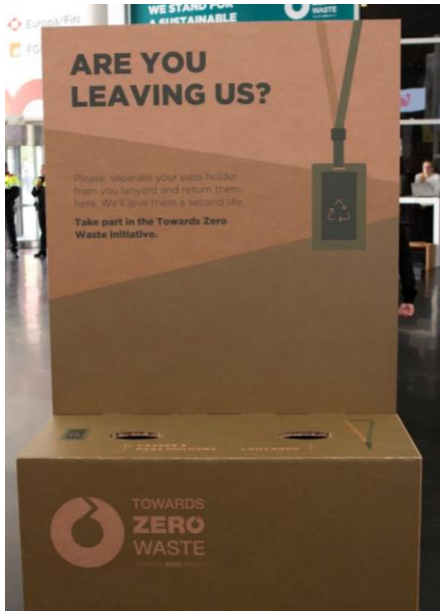
Towards Zero Waste entrance signage



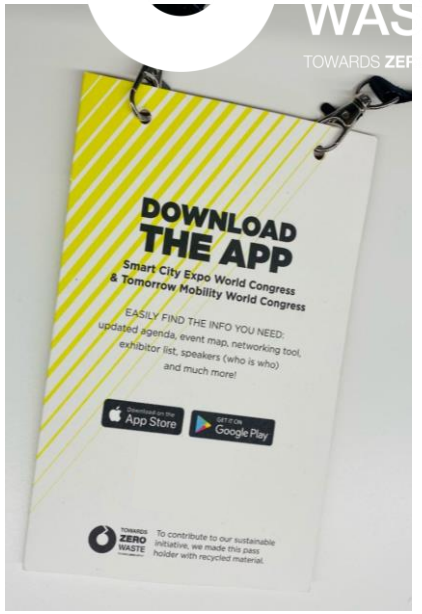
Cafes and Restaurants billboards

Towards Zero Waste big billboard

Guarded bicycle parking lot



Pass holder and lanyard recycling bin



Printed pass

Towards Zero Waste venue signage

Recycling signage

3.
MOBILITY AGORA

3. MOBILITY AGORA

Shine at the knowledge point.

Includes a 1-hour slot at the sponsored agora

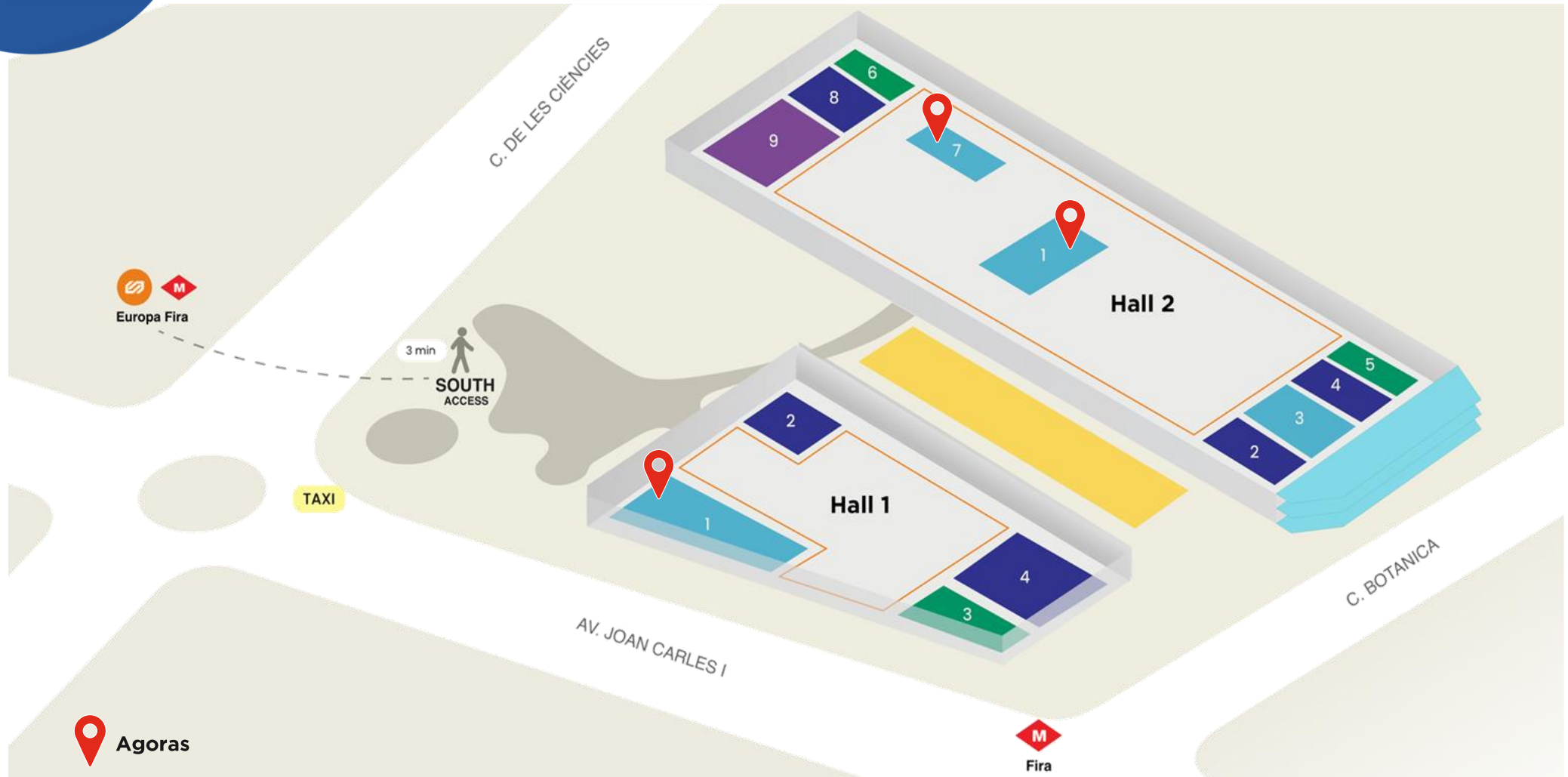
DIGITAL VISIBILITY

- Email:
  - *Thank you partners*
- Event Website:
  - *Agenda*
  - *Partners* page
- Social Media channels
- Post-event report

IN-VENUE VISIBILITY

- Logo in the Agora – *High visibility*
- Agenda screens (both in the Agora and the Entrance Hall)
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*
- Static venue signage
- Advertising screens

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



Agoras

- Expo Area
- Outdoor Area
- Plazas
- Congress Area
- Speakers Room

Hall 1

1. Innovation plaza
2. Red room
3. Speakers Room 1 & VIP Lounge
4. Auditorium

Hall 2

1. Central plaza
2. Tomorrow.Building Room
3. Tomorrow.BlueEconomy Plaza
4. Green Room
5. Speakers room 2A
6. Speakers room 2B
7. Mobility Plaza
8. Tomorrow.Mobility Room
9. Puzzle X

MOBILITY AGORA

MOBILITY PLAZA
AGORA
SMARTCITY

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 during the party)
- Static venue signage
- Advertising screens

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

360º CIRCULAR LED

CAFÉ CORNER

Cozy up to a relaxed public at the café corner.

DIGITAL VISIBILITY

- Email:
  - *Thank you partners*
- Event Website:
  - *Partners* page
  - *Where to eat* 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

VILLAGE

Do serious business in a relaxed atmosphere.

Get a tailored-made proposal.

DIGITAL VISIBILITY

- Event Website:
  - *Partners* page
  - *Plan your visit* page
  - *Where to eat* page
- Email:
  - *Thank you partners*
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Village decoration
- Static venue signage
- Advertising screens

Passes included: 30 Full Congress,
50 Visitor & 30 Public Sector Passes

VILLAGE

VILLAGE

NETWORKING AREA

Accommodate visitors where they sit and make connections.

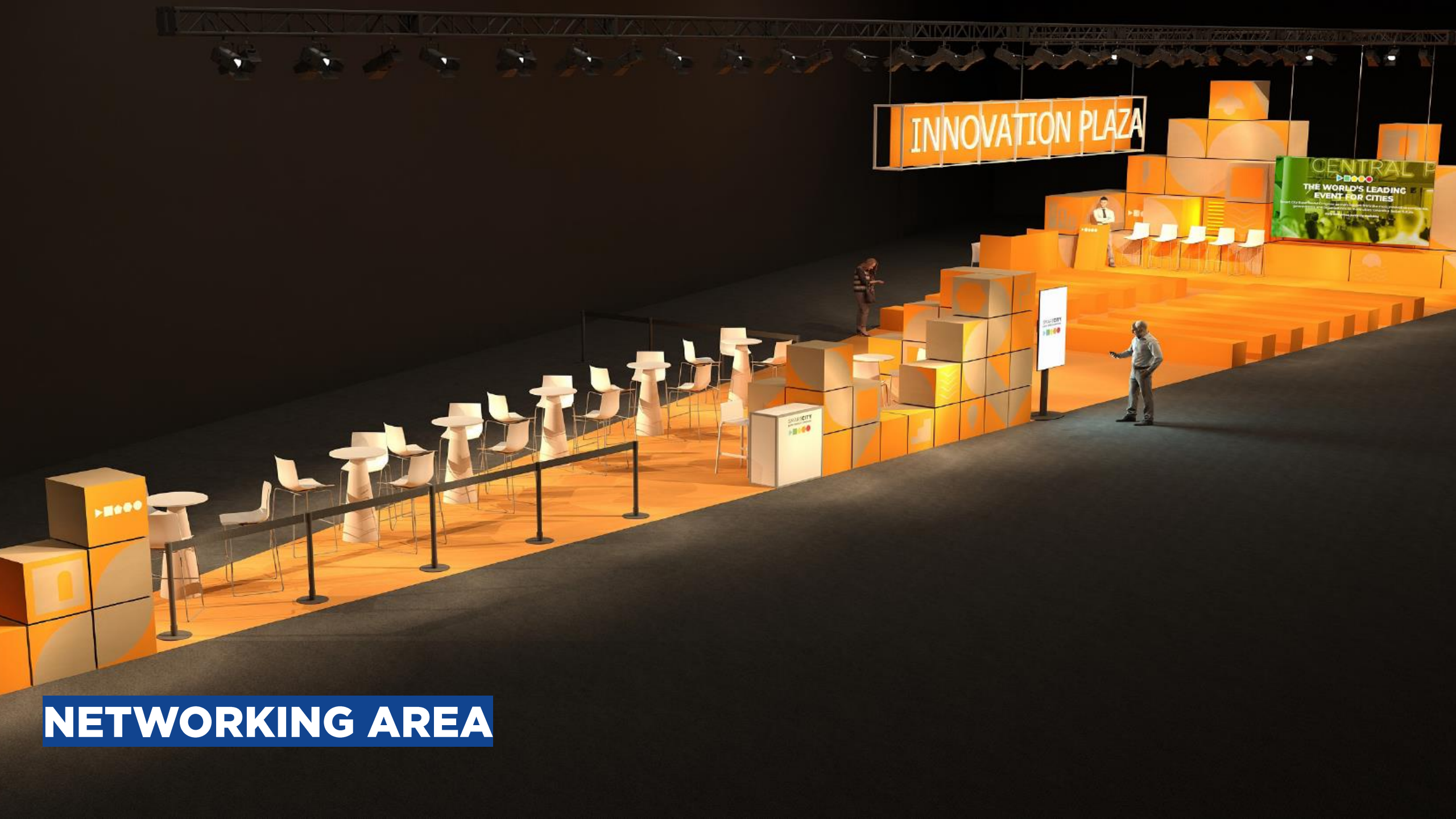
DIGITAL VISIBILITY

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

IN-VENUE VISIBILITY

- Networking Area decoration & Agenda screen
- Static venue signage
- Advertising screens

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



NETWORKING AREA

EVENT APP

Where everyone converges!

Last year's figures

270,000+
VIEWS

+263%
DOWNLOADS
VS 2019

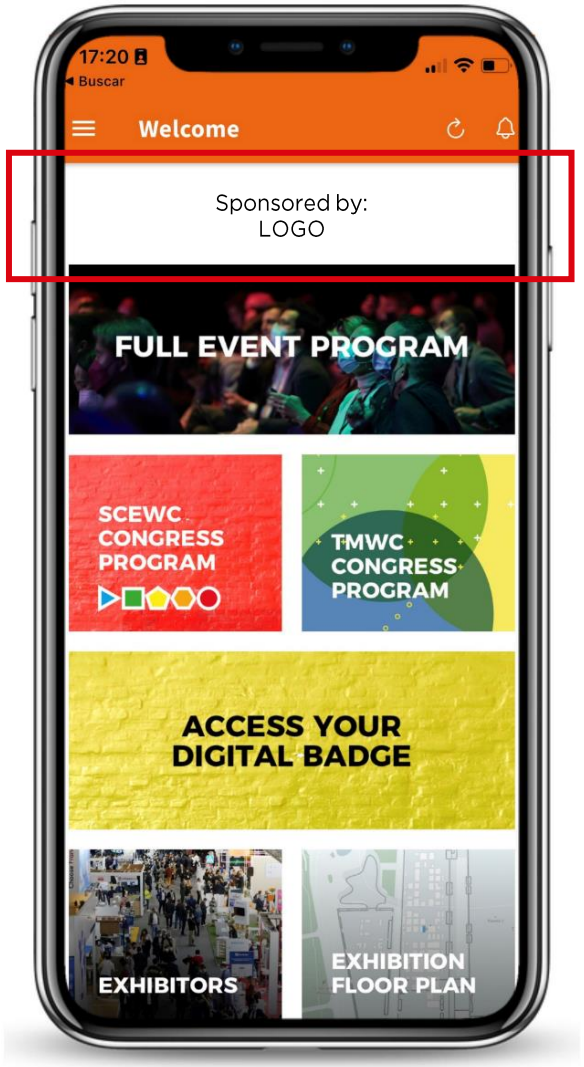
60,000+
NETWORKING
INTERACTIONS

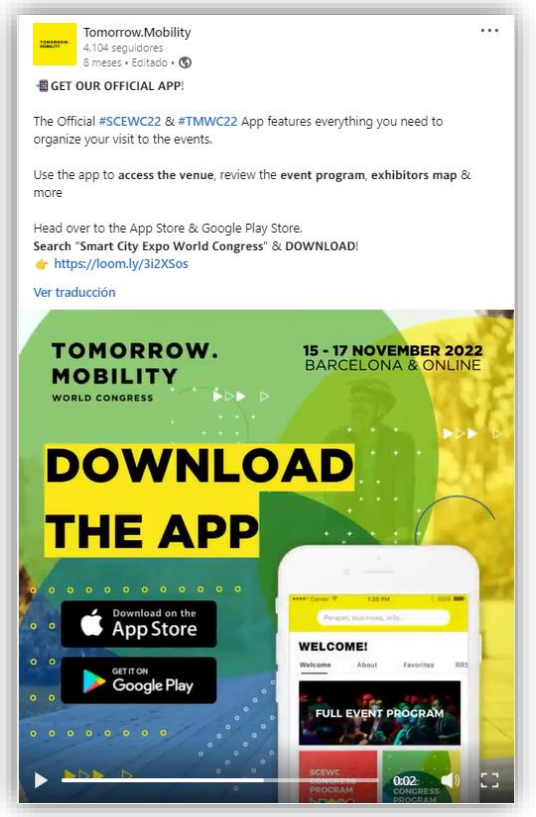
DIGITAL VISIBILITY

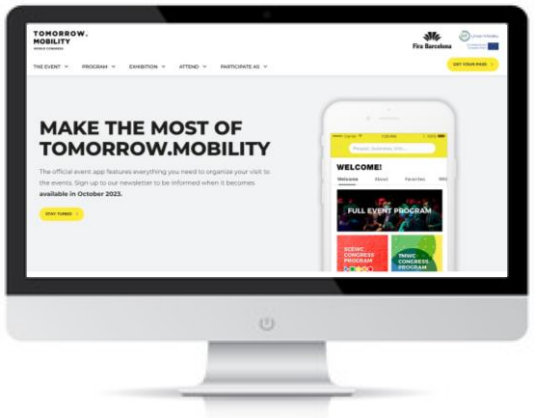
- App screens:
  - *Splash*
  - *Welcome*
  - *About*
- Emails
  - *Accreditation*
  - *Plan your visit*
  - *Download the App*
  - *Thank you partners*
- Event Website:
  - *Download the App* page
  - *Plan your visit* page
  - *Partners* page
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Static venue signage
- Advertising screens
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*







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

WIFI

Take center stage every time attendees log onto the net!

DIGITAL VISIBILITY

- Event Website
  - *Plan your visit* page
  - *Partners* page
- Email
  - *Thank you partners*
- Social media channels
- Post-event report

IN-VENUE VISIBILITY

- Static venue signage
- Advertising screens
- Stage screens between
  - *Congress sessions*
  - *Agora sessions*

ADVERTISING OPPORTUNITIES

BILLBOARDS

Outdoor billboards to reach visitors when they come and go.

GIANT

Size: 8x5x1,5 m

BIG

Size: 3x3x1 m

SMALL

Size: 1x4 m

GIANT BILLBOARD

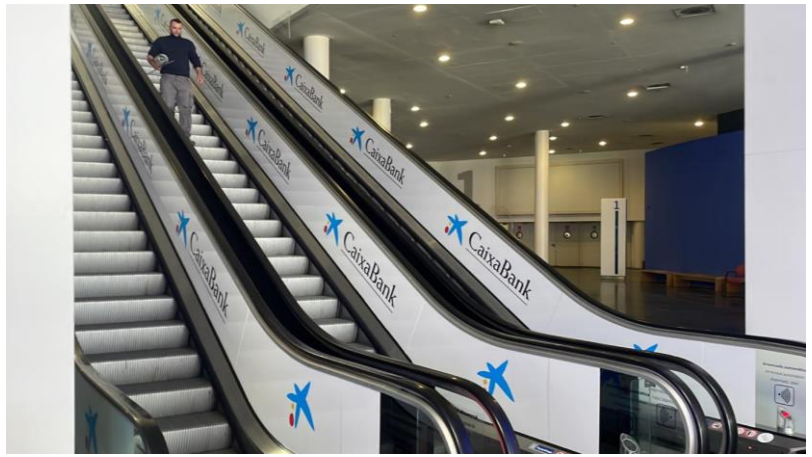
BIG BILLBOARD

SMALL BILLBOARD

ESCALATORS

Take your brand awareness to new heights.

MAIN ENTRANCE



TRIPLE

ENTRANCE FROM LEVEL -1

TRIPLE

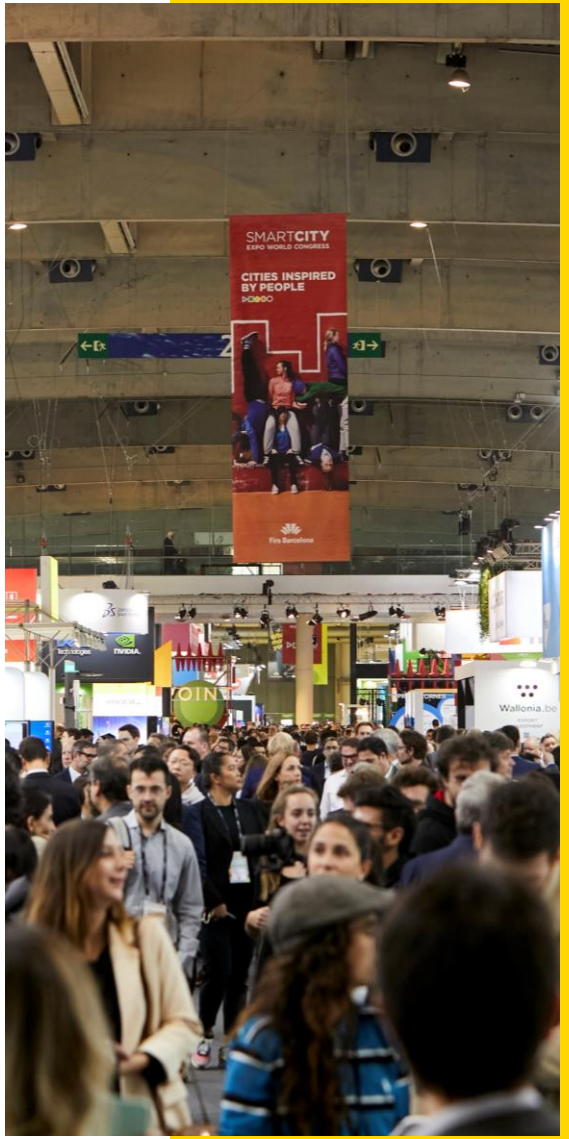
HALL 2 FROM CENTRAL PLAZA

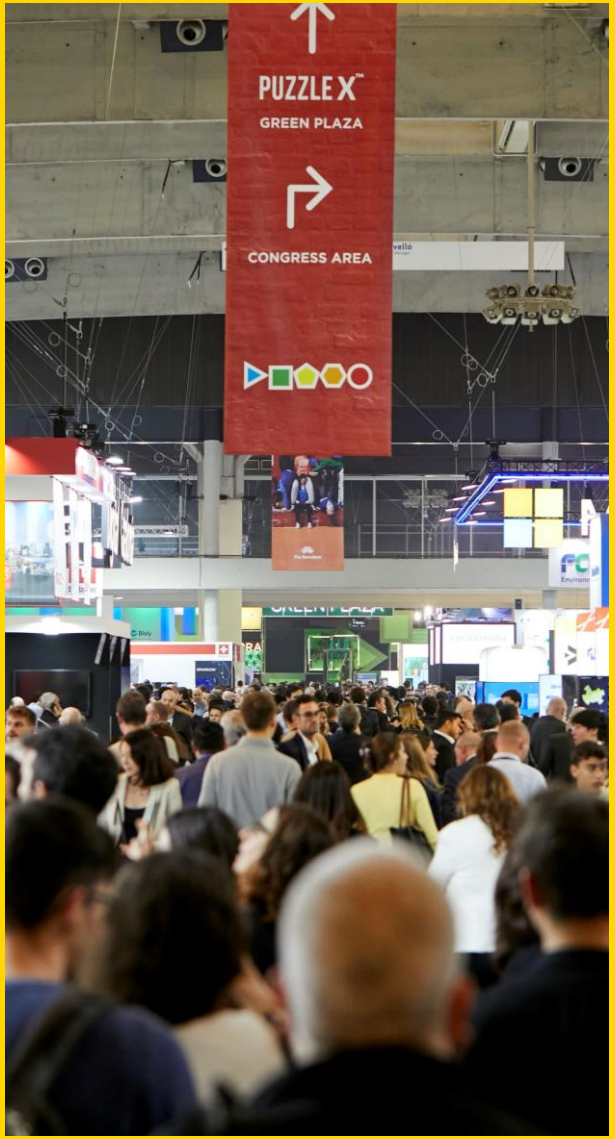
DOUBLE

DOUBLE-SIDED DROP BANNER

Take your brand awareness to even higher heights!

MAIN CORRIDOR **&** SECONDARY CORRIDOR





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!

TOILET FRAMES

Eyes wide open when you take a toilet break

WC located at the Main Entrance, CIS, Hall 1 & 2

DIGITAL SPONSORSHIPS

TOMORROW.
CITY

SPONSORED NEWSLETTER

Your brand, right to their inbox.

Sponsor two editions of the Tomorrow.City biweekly newsletter.

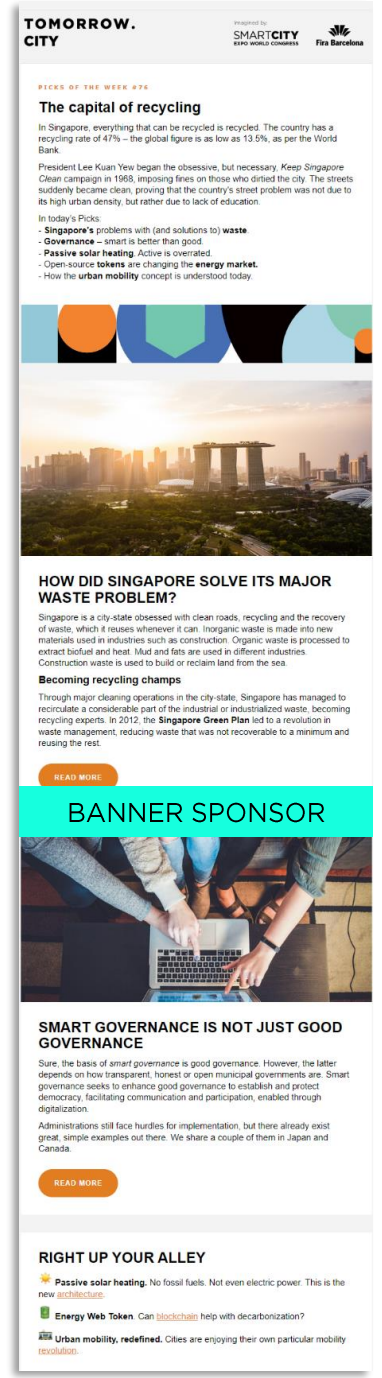
- Sponsor's mention at the start –

  Presented by [Name],

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

26.200+

REGISTERED USERS
78% International, 140 countries
28% Directors & Managers



TOMORROW.
CITY

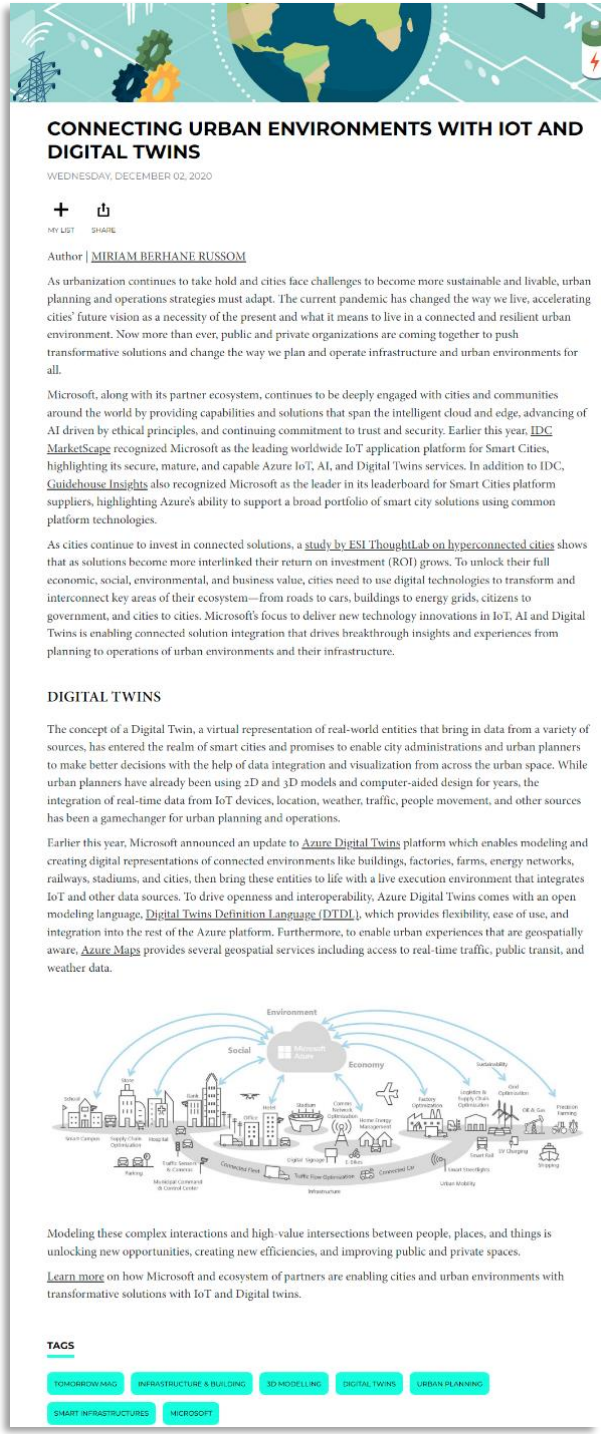
BRANDED CONTENT

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 (17,000+ followers) and SCEWC LinkedIn newsletter (7,000+ subscribers and 19,200+ followers)
- Linked from Smart City Expo homepage – 7,000 monthly unique visits.

86,000+ Monthly page views



CONNECTING URBAN ENVIRONMENTS WITH IOT AND DIGITAL TWINS

WEDNESDAY, DECEMBER 02, 2020

MY LIST SHARE

Author | MIRIAM BERHANE RUSSOM

As urbanization continues to take hold and cities face challenges to become more sustainable and livable, urban planning and operations strategies must adapt. The current pandemic has changed the way we live, accelerating cities' future vision as a necessity of the present and what it means to live in a connected and resilient urban environment. Now more than ever, public and private organizations are coming together to push transformative solutions and change the way we plan and operate infrastructure and urban environments for all.

Microsoft, along with its partner ecosystem, continues to be deeply engaged with cities and communities around the world by providing capabilities and solutions that span the intelligent cloud and edge, advancing of AI driven by ethical principles, and continuing commitment to trust and security. Earlier this year, IDC MarketScape recognized Microsoft as the leading worldwide IoT application platform for Smart Cities, highlighting its secure, mature, and capable Azure IoT, AI, and Digital Twins services. In addition to IDC, Guidehouse Insights also recognized Microsoft as the leader in its leaderboard for Smart Cities platform suppliers, highlighting Azure's ability to support a broad portfolio of smart city solutions using common platform technologies.

As cities continue to invest in connected solutions, a study by ESI ThoughtLab on hyperconnected cities shows that as solutions become more interlinked their return on investment (ROI) grows. To unlock their full economic, social, environmental, and business value, cities need to use digital technologies to transform and interconnect key areas of their ecosystem—from roads to cars, buildings to energy grids, citizens to government, and cities to cities. Microsoft's focus to deliver new technology innovations in IoT, AI and Digital Twins is enabling connected solution integration that drives breakthrough insights and experiences from planning to operations of urban environments and their infrastructure.

DIGITAL TWINS

The concept of a Digital Twin, a virtual representation of real-world entities that bring in data from a variety of sources, has entered the realm of smart cities and promises to enable city administrations and urban planners to make better decisions with the help of data integration and visualization from across the urban space. While urban planners have already been using 2D and 3D models and computer-aided design for years, the integration of real-time data from IoT devices, location, weather, traffic, people movement, and other sources has been a gamechanger for urban planning and operations.

Earlier this year, Microsoft announced an update to Azure Digital Twins platform which enables modeling and creating digital representations of connected environments like buildings, factories, farms, energy networks, railways, stadiums, and cities, then bring these entities to life with a live execution environment that integrates IoT and other data sources. To drive openness and interoperability, Azure Digital Twins comes with an open modeling language, Digital Twins Definition Language (DTDL), which provides flexibility, ease of use, and integration into the rest of the Azure platform. Furthermore, to enable urban experiences that are geospatially aware, Azure Maps provides several geospatial services including access to real-time traffic, public transit, and weather data.

Modeling these complex interactions and high-value intersections between people, places, and things is unlocking new opportunities, creating new efficiencies, and improving public and private spaces.

Learn more on how Microsoft and ecosystem of partners are enabling cities and urban environments with transformative solutions with IoT and Digital twins.

TAGS

TOMORROW.MAG | INFRASTRUCTURE & BUILDING | 3D MODELLING | DIGITAL TWINS | URBAN PLANNING | SMART INFRASTRUCTURES | MICROSOFT

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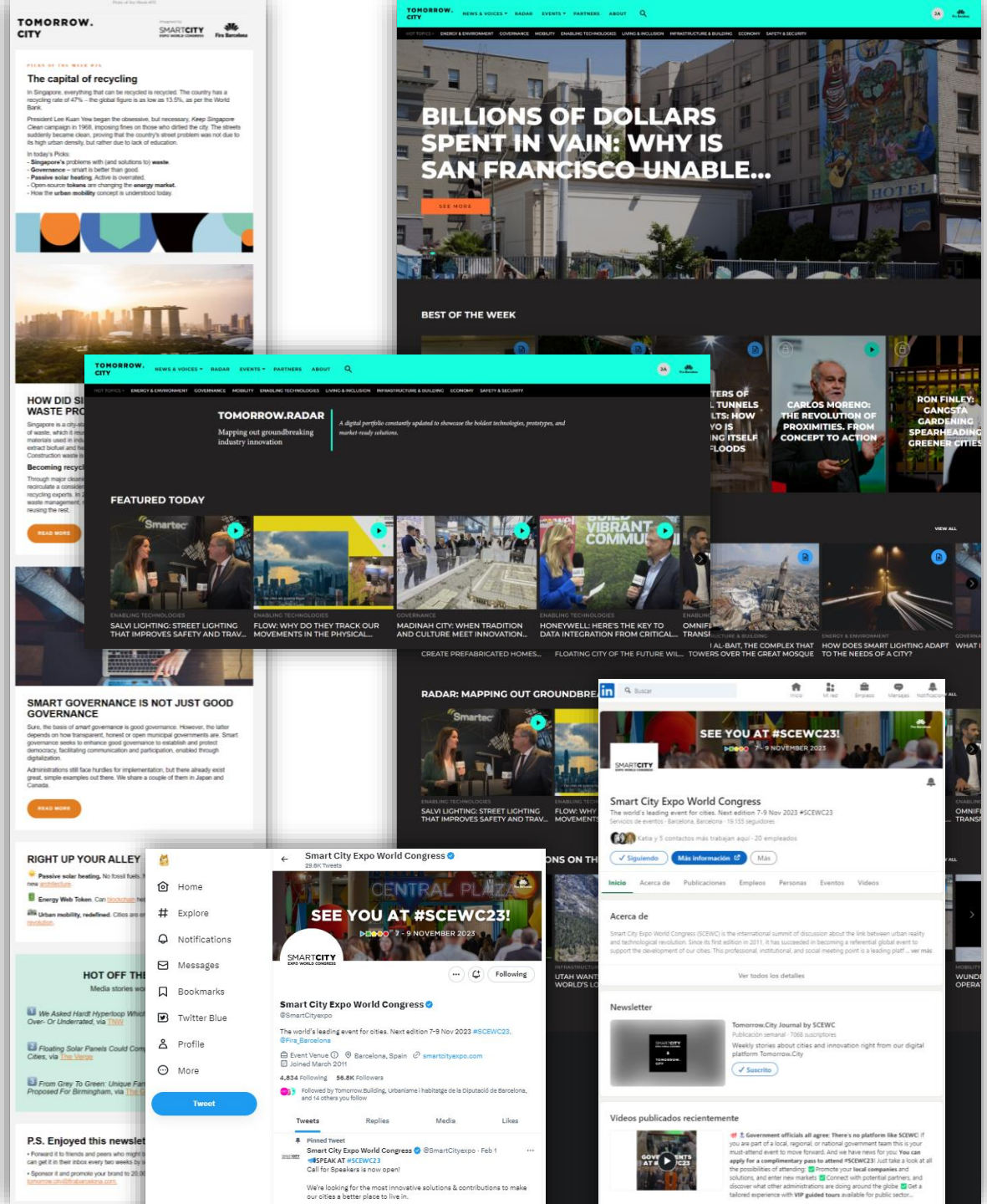
CITY

SPONSORED NEWS & CONTENT PACK

SPONSORED NEWSLETTER
Sponsor two editions of the Tomorrow.City newsletter

+

SPONSORED CONTENT
Let our team create a branded content for you



TOMORROW.
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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 bespoke offer, be it within digital content or in-venue assets.