

TOMORROW. MOBILITY WORLD CONGRESS

TOMORROW. BUILDING WORLD CONGRESS

TOMORROW. **BLUE ECONOMY** WORLD CONGRESS







JOIN THE EDITION

4 - 6 NOVEMBER 2025 BARCELONA









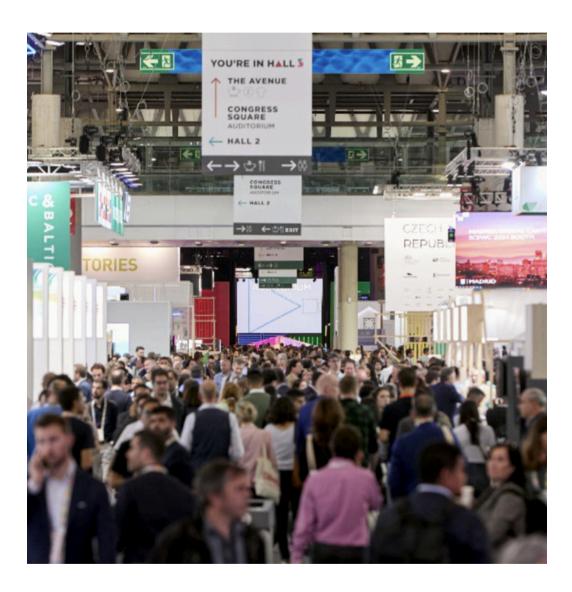
Organised by:

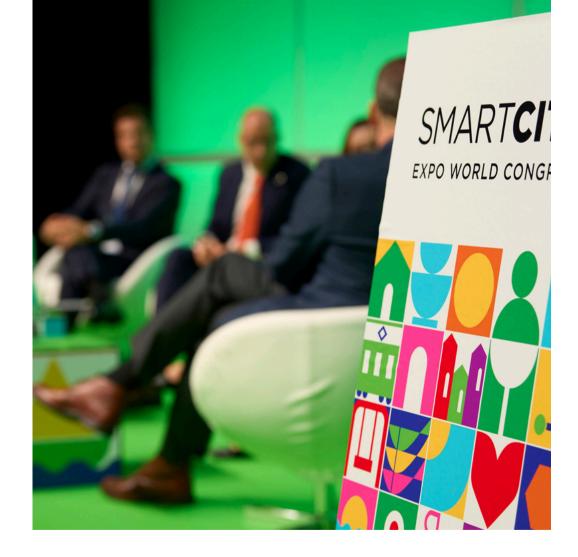


Hosted by:



WAYS TO PARTICIPATE



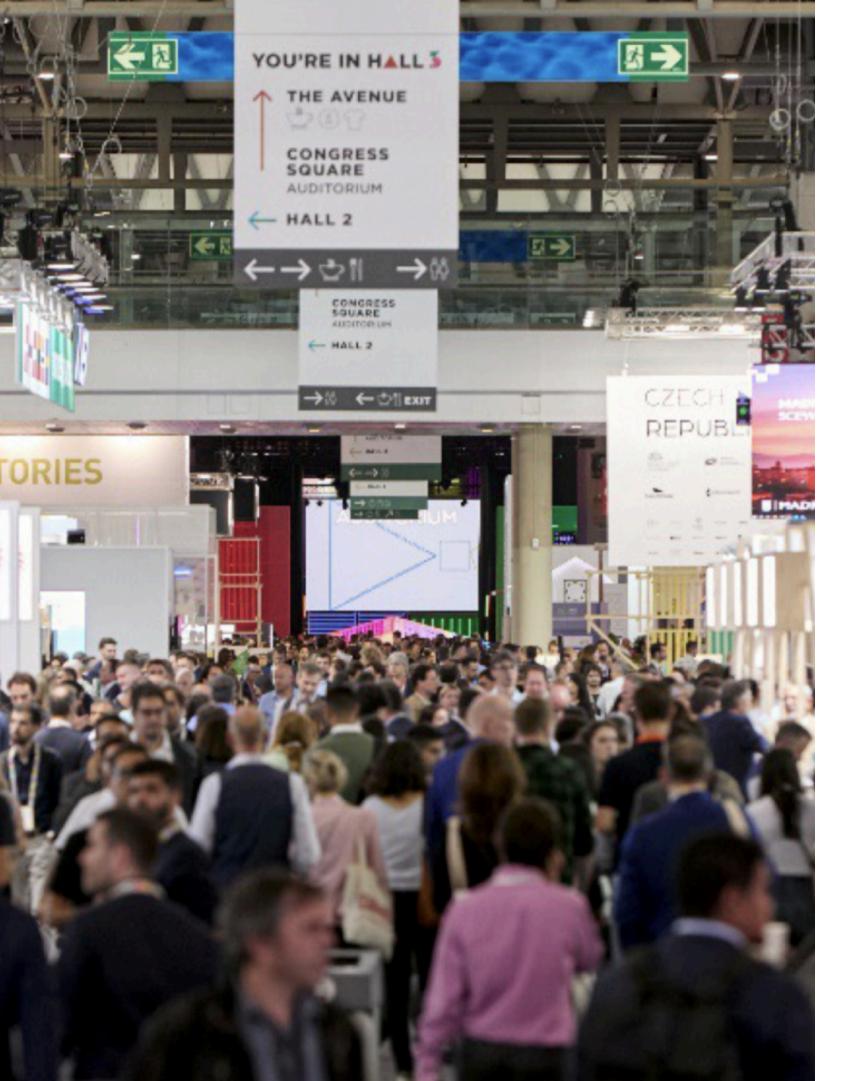




O2 PARTNER



O3 SPONSOR



Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners. The larger the space, the better your location will be and the more passes you will get.





Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners. The larger the space, the better your location will be and the more passes you will get.



Co-Exhibitor Fee

€525

Double Deck

€150/m2

Prices do not include VAT or participation fee (€550)





CHOOSE FROM OUR STAND PACKS





		SILVER PACK	BRONZE PACK
STAND	Space	16 sqm.	12 sqm.
	Open sides	2	1
	Full Congress passes	4	3
	Visitor passes	12	10
	Exhibitor passes	4	4
	Public Sector Invitations	2	2
INCLUDES	25% discount on extra passes	~	~
	Access to the networking activity:	~	~
	Brokerage event	~	~
	Stand and furniture	~	~
	Insurance	~	~
	uded: VAT or participation fee		
+ additi	onal sqm: €350	€6,250	€4,750

* Standpack subjected to the shape and location of the Floorplan. This render can be modified by the organization

ROIX ROIX

Connected solutions for Smart Lighting

t Cities! e-proof our estment!

Belgium

Contract your space <u>HERE</u>

CO-EXHIBITOR FEE

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
- **2 Full Congress Passes**
- **20 Visitor Passes**
- 2 Exhibitor Passes (access to the Congress included)

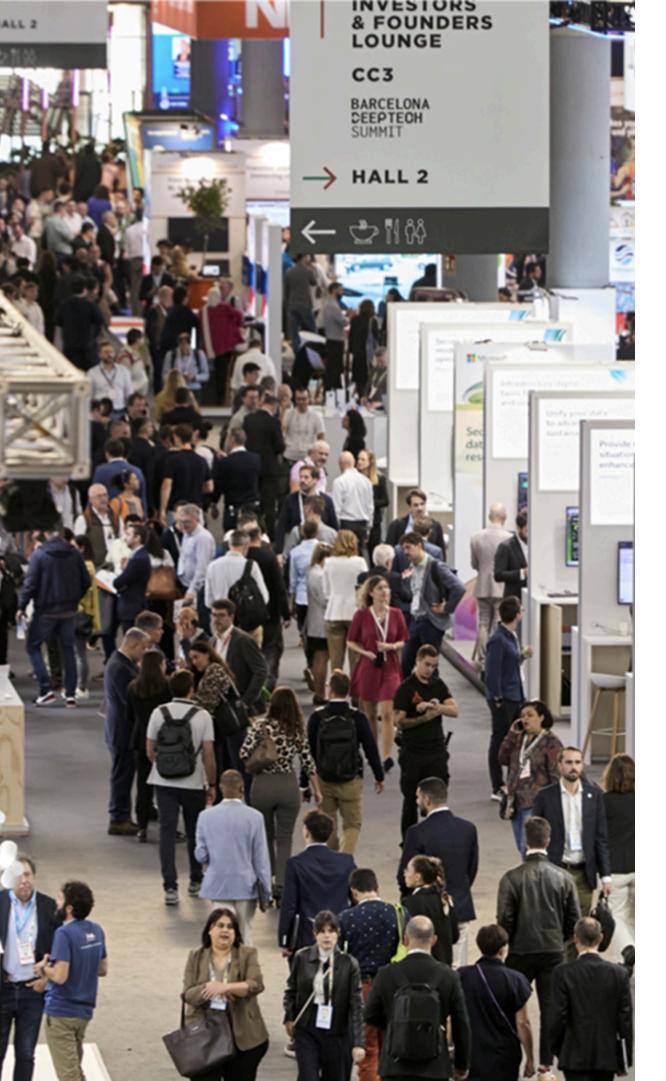
Access to the Exhibitor Area, so they can manage their participation:

- Use the Invitation Tool to send electronic invitations to their costumers
- Buy extra services (catering, rental of meeting rooms, hotels, etc.)
- Use the contact management
- Enjoy 25% discount for purchasing additional passes



€525

Contract your space HERE



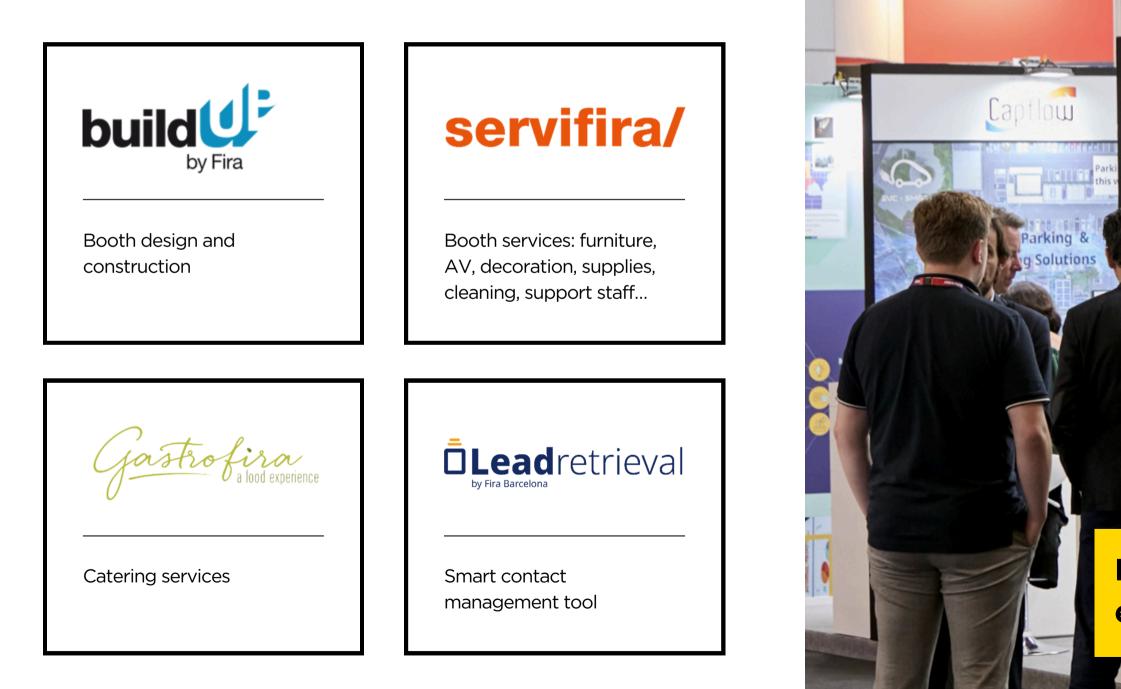
O1 TICKETS INCLUDED

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	3	10	4	2
16-18 sqm	4	12	4	2
19-24 sqm	5	14	6	2
25-30 sqm	6	18	6	3
31-40 sqm	7	25	6	4
41-50 sqm	8	30	6	4
51-60 sqm	9	40	8	4
61-70 sqm	10	50	10	5
71-80 sqm	11	60	10	5
80-100 sqm	13	70	12	6
101-120 sqm	15	90	15	7
121-150 sqm	17	120	20	7
151-200 sqm	20	140	25	10
201-300 sqm	25	150	30	12
301-400 sqm	30	250	35	15
401-500 sqm	35	300	40	17
501-600 sqm	40	350	45	20
601-700 sqm	45	400	50	22
701 -1000 sqm	50	500	55	25
CO-EXIHBITOR	2	20	2	0

WAYS TO PARTICIPATE / 01. EXHIBIT

O1 **EXHIBITOR SERVICIES**

We take care of everything.





Let us provide you the best possible experience at #SCEWC25





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

WAYS TO PARTICIPATE

PARTNER



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

- Speak to a targeted audience
- Take central stage at the Expo
- Enjoy high-level networking
- Gain premium visibility

GLOBAL PARTNER €100,000

Get unrivalled positioning

INDUSTRY PARTNER €50,000

Be recognized as a sector leader

EVENT PARTNER€18,000

Stand out from exhibitors





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

CONGRESS

- Speaking slot in 1 High-level Roundtable | Main Stage
- Speaking slot in 1 Thematic Roundtable or In Focus Session | Thematic Stage
- Speaking slot in 1 Solution Talk | Thematic Stage

TICKETS

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

NETWORKING

- Exclusive access to the VIP guests list
- Booth included in thematic tours through the Expo attended by international delegations
- Invitation to the Mayor's Dinner Day 1 (2 pax/partner)

VISIBILITY

- Website: Logo on the Homepage | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on Partners' page | Featured corporate activity (website and app) | Speaker highlighted in Featured Speakers page Company information in the Exhibitor catalogue (website and app)
- E-mailing: Announcement e-mail | E-mail Thanks to our partners: Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- Social Media: 1 announcement | 1 solution-focused post | 3 onsite coverage posts, including one live video interview in the partner's booth | Retweets & mentions
- Signage: Logo on exhibitor floorplan (central location) Logo on static signage & dynamic advertising (1st level) Logo on congress screens between sessions (all rooms)
- Post-event Report: Logo and description
- Testimonial video of the partner's onsite participation (post-event)

PRICE €100,000

PRESS

- Weekly update of registered press list (last weeks before the event)
- Press releases and media kit sent to the partner's team
- Press kit spot in the venue's press room
- Media invite group pre-registration
- Local key media outlet guidance

VALUE-ADDED BENEFITS

- Priority in booking hotel rooms & table at the Nuclo restaurant
- Tomorrow.City: Featured Partner page | Full congress sessions available | Possibility of submitting an article in the Mag (in adherence with our editorial standards)





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

CONGRESS

• Speaking slot in 1 Keynote Talk or Burning Debate

| Thematic Stage

• Speaking slot in 1 Solution Talk | Agora / Thematic Stage

TICKETS

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

VISIBILITY

- Website: Logo on specific Track page | Logo, description & link on Partners' web section | Company information in the Exhibitor catalogue (website and app)
- E-mailing: Logo on track-oriented e-mail | E-mail Thanks to our partners: Logo & link, 2nd level
- Social Media: 1 announcement | 2 onsite coverage posts Retweets & mentions
- Signage: Logo on static signage & dynamic advertising (2nd level) | Logo on congress screens between sessions (one room)
- Post-event Report: Logo and description

PRICE €50,000

PRESS

- Press releases and media kit sent to the partner's team
- Press kit spot in the venue's press room
- Media invite group pre-registration
- Local key media outlet guidance

VALUE-ADDED BENEFITS

- Priority in booking hotel rooms
- Priority in booking a table at the Nuclo restaurant
- Tomorrow.City: Full congress sessions available





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

CONGRESS

• Speaking slot in 1 Thematic Roundtable or In Focus Session | Thematic Stage

TICKETS

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

VISIBILITY

- Website: Logo, description & link on Partners' web section | Company information in the Exhibitor catalogue (website and app)
- E-mailing: E-mail Thanks to our partners: Logo & link, 3rd level
- Social Media: 1 joint announcement | 1 onsite coverage post | Retweets & mentions
- Signage: Logo on static signage & dynamic advertising (3rd level)
- Post-event Report: Logo and description

PRICE €18,000

PRESS

- Press releases and media kit sent to the partner's team
- Press kit spot in the venue's press room
- Media invite group pre-registration
- Local key media outlet guidance

VALUE-ADDED BENEFITS

- Priority in booking hotel rooms
- Priority in booking a table at the Nuclo restaurant
- Tomorrow.City: Full congress sessions available



PARTNERSHIP DEALS AT A GLANCE

Slot in a High-level Rountable

Slot in a Thematic Roundtable or In Focus Session

Slot in a SolutionTalk

Slot in a Thematic Keynote or Burning Debate

ES & TIONS	Full Congress + Visitor Pass
PASS INVITA	25% discount on additional passes

Invitation to Mayor's Dinner

Booth included in thematic tours through the Expo

Exclusive access to the VIP guests list

Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling

Priority in booking hotel rooms & table at the Nuclo restaurant

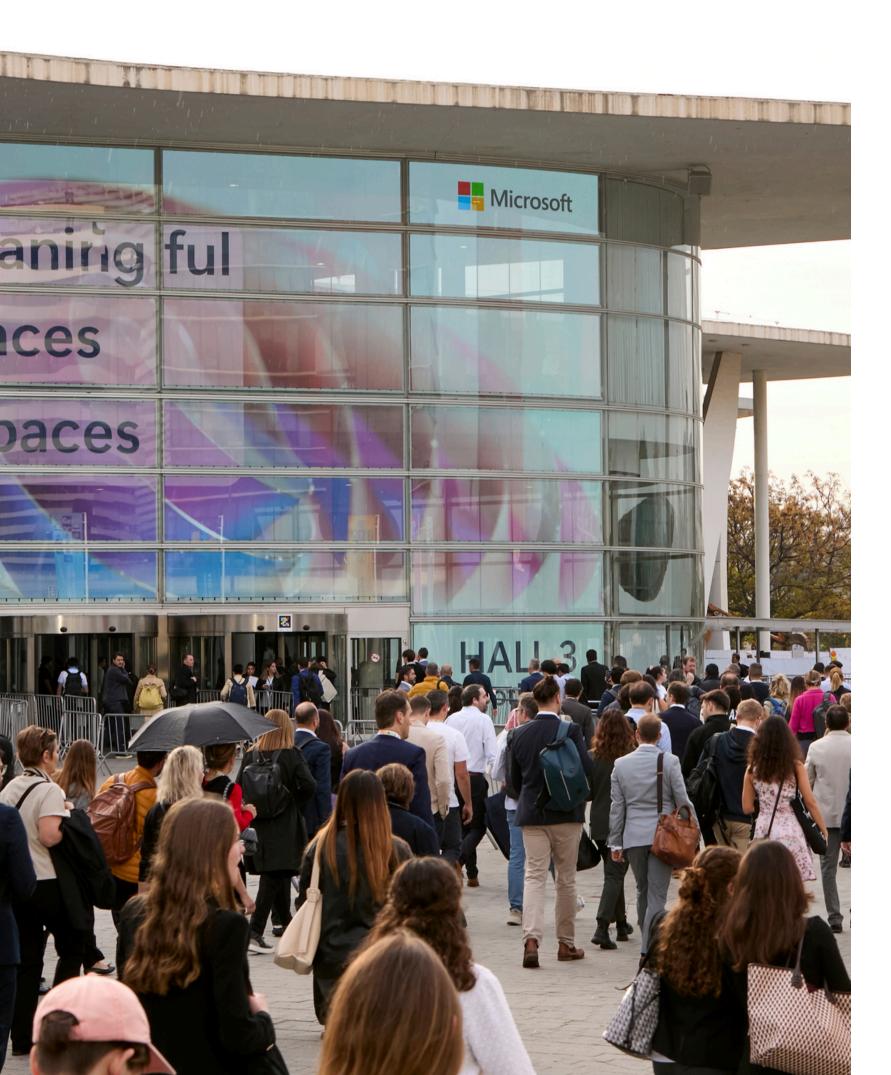
ADDITIONAL BENEFITS

CONGRESS

GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
~	×	×
~	×	\checkmark
~	~	×
×	~	×
100 + 100	50 + 60	50 + 50
~	\checkmark	✓
\checkmark	×	×
~	×	×
~	×	×
~	×	×
~	\checkmark	✓

VISIBILITY		Logo in the Homepage	
	WEBSITE	Logo, link & description in the Partners' page	
		Dedicated page gathering relevant info about the partner's participation	
		Speaker highlighted in Featured Speakers page	
		Featured corporate activity (website & app) – Detailed info on the next page	
		Company information in the Exhibitor catalogue (website & app)	
	TOMORROW.CITY PLATFORM	Featured Partner page	
		Sessions available on demand after the event	
		Possibility of submitting an article in the Mag	
EMAILINGS		Announcement e-mail to our database	
		E-mail footer: Logo & link	
	Logo on track-oriented webpage and e-mailings		
		E-mail Thanks to our partners: Logo & link	
		Partnership announcement	
	SOCIAL MEDIA	Additional posts (pre and during the event) with partner-related content	
		Testimonial video of the partner's onsite participation	
		Retweets of posts using the event's official hashtag	
	POST-EVENT REPORT	Logo & description in post-event report	
		Weekly update of registered press list	
	PRESS	Press releases and media kit sent to the partner's team	
ONSITE SIGNAGE & SCREENS	Press kit spot in the venue's press room		
		Media invite group pre-registration	
		Local key media outlet guidance	
		Logo on the exhibitor floorplan	
	Logo on static signage & dynamic advertising screens		
		Logo on rooms projections between congress sessions onsite	

GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
\checkmark	×	×
1ST LEVEL	2ND LEVEL	3RD LEVEL
\checkmark	×	×
✓	×	×
✓	UPGRADE OPTION: €15,000	UPGRADE OPTION: €15,000
1ST LEVEL	\checkmark	\checkmark
✓	×	×
✓	\checkmark	\checkmark
✓	×	×
✓	×	×
✓	×	×
×	\checkmark	×
✓	\checkmark	\checkmark
1 EXCLUSIVE	1 EXCLUSIVE	1 COLLECTIVE
4	2	1
✓	×	×
✓	\checkmark	
1ST LEVEL	2ND LEVEL	3RD LEVEL
✓	×	×
✓	\checkmark	\checkmark
\checkmark	×	×
1ST LEVEL	2ND LEVEL	3RD LEVEL
ALL ROOMS	THEMATIC ROOMS	×



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

WAYS TO PARTICIPATE

SPONSOR

03 SPONSOR

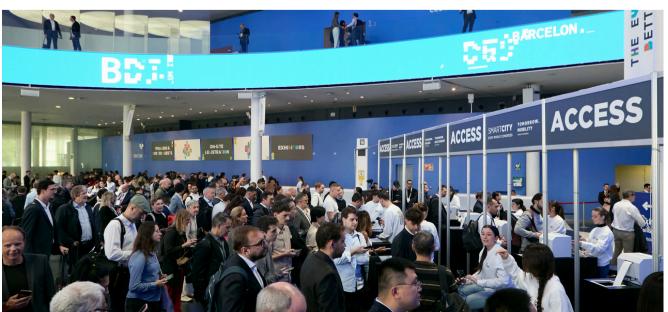
LOOKING FOR AN EVEN LARGER PRESENCE?

Our sponsorship deals offer a visibility boost in key areas and initiatives of the event.

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.









SPONSORSHIP AND ADVERTISEMENT OPTIONS

CONGRESS STAGE

Sponsorship of a thematic stage:

€75,000



REGISTRATION

Presence in the registration area (onsite & digital): Entrance screen & 360° circular led: €40,000 €60,000



Find the sponsorship or advertisement option that best suits your interests \rightarrow **SEE SPONSORSHIP DETAILS**



WELCOME

SPONSORSHIP AND ADVERTISEMENT OPTIONS

TOWARDS ZERO WASTE

Align your brand with sustainability initiatives:

€30,000



AWARDS PARTY

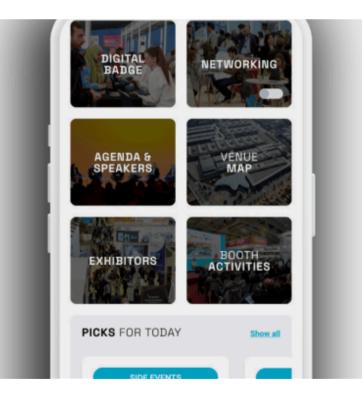
Visibility at the Awards & Afterparty: €30,000

LU-ECIONOTY ALE EXETTED

EVENT APP

Prominent branding in the official event app:

€30,000



Find the sponsorship or advertisement option that best suits your interests \rightarrow **SEE SPONSORSHIP DETAILS**



WATER BOTTLES

Impact in every eco-conscious refill:

€30,000



SPONSORSHIP AND ADVERTISEMENT OPTIONS

CAFÉ CORNER

Brand exposure in popular networking spaces:

€20,000

ESCALATORS

Visibility throughout the venue:

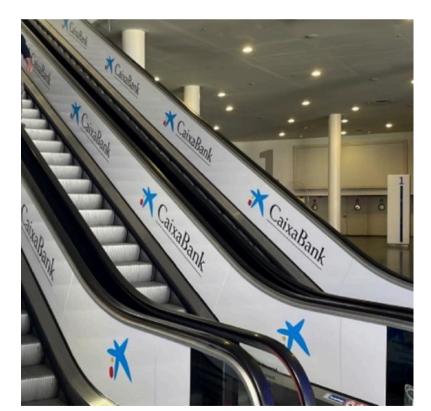
TRIPLE	DOUBLE
€25,000	€15,000

BILLBOARDS

Outdoor billboards to reach visitors:

BIG	SM
€15,000	€







Find the sponsorship or advertisement option that best suits your interests \rightarrow **SEE SPONSORSHIP DETAILS**

DROP BANNER

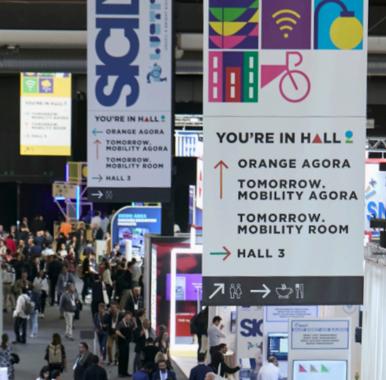
Brand exposure in corridors:

IALL

7,500

€10,000 €5,000

MAIN CORRIDOR SECONDARY CORRIDOR



DIGITAL SPONSORSHIP: TOMORROW.CITY

SPONSORED NEWSLETTER

Sponsor two editions of the biweekly newsletter:

FOR EXHIBITORS FOR NON-EXHIBITORS

€5,500 €7,000

TOMORROW. CITY

SMARTCITY

PICKS OF THE WEEK #116 BROUGHT TO YOU BY

• tomtom

Tackling the traffic problem

By 2050, around 70% of the world's population will live in urban areas. To keep up, cities are investing in smart technology and better infrastructure, as it's essential to minimize the environmental impacts of traffic to enhance sustainability. While newer places like Shenzhen and Dubai have quickly adopted these innovations, older European cities face more difficulties due to their aging systems. TomTom's traffic tools help improve flow, even in places with older setups.

In today's Picks:

- How TomTom is unlocking new solutions for smarter traffic management
- Release of 5th Edition: WW Observatory for Attractive Cities for Talent
- Smart airports: redefining travel with technology
- The role of smart technologies in city management
- · Seoul's self-cleaning roads and heat mitigation strategies



SPONSORED CONTENT

Create a branded content on the topic or use case you want:

FOR EXHIBITORS FOR NON-EXHIBITORS

€7,500 €9,000



CONNECTING URBAN ENVIRONMENTS WITH IOT AND DIGITAL TWINS

WEDNESDAY DECEMBER 02, 2020

十 山 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, acceleratin 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

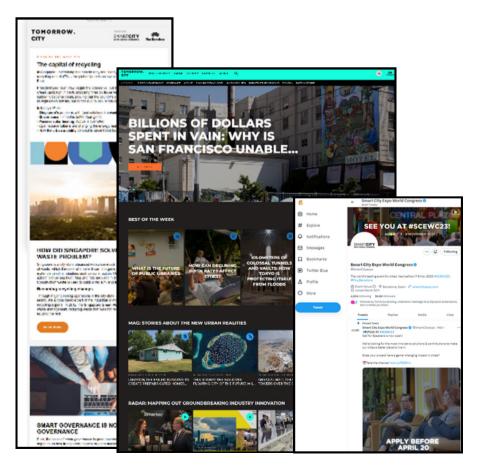
Microsoft, along with its partner ecosystem, continues to be deeply engaged with cities and communities around the world by providing capabilities and solutions that span the intelligent cloud and edge, advancing of AI driven by ethical principles, and continuing commitment to trust and security. Earlier 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.

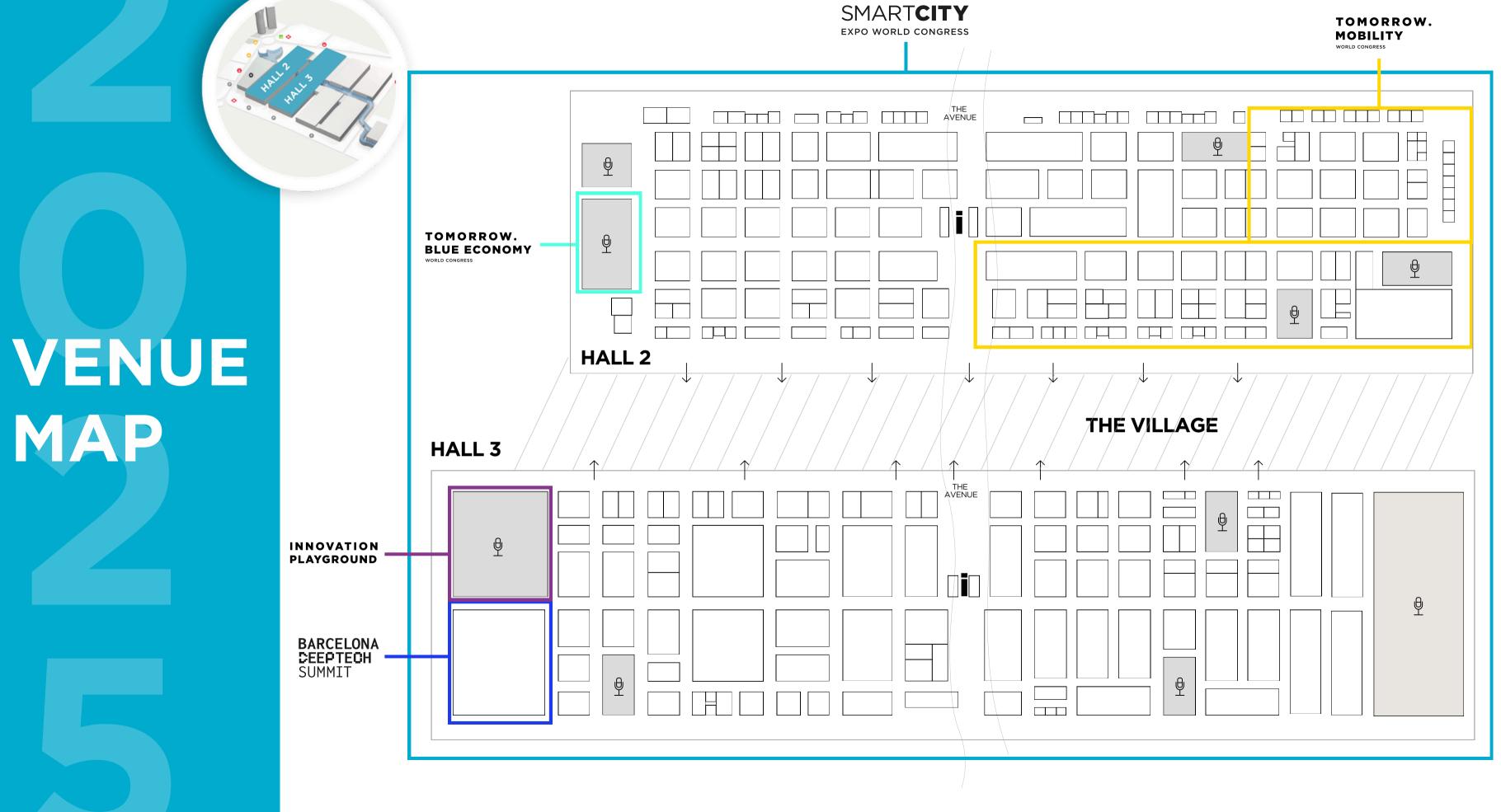
As cities continue to invest in connected solutions, a study by ESI ThoughtLab on hyperconnected cities show that as solutions become more interlinked their return on investment (ROI) grows. To unlock their full economic, social, environmental, and business value, cities need to use digital technologies to transform and interconnect key areas of their ecosystem-from roads to cars, buildings to energy grids, citizens to ent, and cities to cities. Microsoft's focus to deliver new technology innovations in IoT, AI an

Tomorrow.City is the world's biggest digital platform devoted to creating and spreading content about cities and innovation -> SEE SPONSORSHIP DETAILS



Sponsored Newsletter + Sponsored Content: FOR EXHIBITORS FOR NON-EXHIBITORS €12,000 €15,000









SAVE YOUR SPOT

Let's connect now!













