

# SMARTCITY

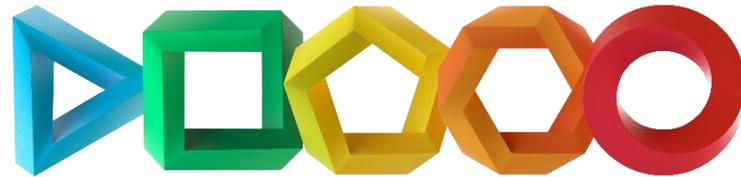
## EXPO WORLD CONGRESS



**SMARTMOBILITY**  
CONGRESS

# SMARTCITY

## EXPO WORLD CONGRESS



# Sales Folder

17 – 19 November 2020

BARCELONA



**Fira Barcelona**



# SMART CITY EXPO WORLD CONGRESS

## Our mission

Smart City Expo World Congress exists in order to empower cities and collectivize urban innovation across the globe. Through promoting social innovation, establishing partnerships and identifying business opportunities, the event is dedicated to creating a better future for cities and their citizens worldwide.

## Our vision

As the world's leading event for cities, Smart City Expo World Congress provides a unique meeting spot for smart city sectors and an innovative platform for urban action worldwide.

## Our values

The event is based around the values of social inclusion and empowerment and is dedicated to promoting awareness, understanding and critical reflection between inhabitants of different cities worldwide, all in a climate of mutual respect and caring. Sustainability is a top priority, with the Towards Zero Waste initiative aiming to reduce waste and increase efficient use of resources across the event.

# OUR NUMBERS IN 2019

There's no question: if you want to be seen as a smart city leader then you have to be at the Smart City Expo World Congress. Every year we get bigger and better, as our 2019 figures show:



24,399 VISITORS



1,010 EXHIBITORS



+700 CITIES



146 COUNTRIES



+400 SPEAKERS



+90 SIDE EVENTS

# WE STAND FOR SUSTAINABLE EVENT

We are committed to helping create efficient and sustainable cities, so our event leads by example. For the fourth year running, we prompted the Towards Zero Waste initiative, aimed at reducing waste, saving resources and ensuring maximum sustainability.



## LESS PAPER

- All information about the event is on the app and on QR codes instead of printed materials.
- We use electronic invoicing with our exhibitors.



## REDUCING & REUSING

- The carpet from corridors and Servifira stands is being reused each year.
- Other materials from common areas and stands of collaborating exhibitors are donated to local associations to be reused.
- Treated water stations are located throughout the venue. Reusable glass bottles are available to buy.



## NO SINGLE-USE PLASTICS

- All drinks for sale are in glass containers.
- There's no plastic cutlery and products packaged in plastic in our catering menus.
- Treated water stations and reusable glass bottles are available.



## ENVIRONMENTAL AWARENESS

- The event is carbon neutral. All CO<sub>2</sub> emissions generated by the organization are offset by buying Verified Emission Reduction Carbon Credits.
- All participants are informed on how to offset their participation at the event via the Clean CO<sub>2</sub> Platform.
- All money raised from merch sales goes to a reforestation project that uses drones and smart seeds.
- Solar panels on the roof of the venue, provide a high percentage of the energy used by the event.



## RECYCLING

- Recycling containers are available, with a team of volunteers helping attendees with waste selection.
- We facilitate recycling to all exhibitors with bins and bags, and we collect all their paper waste.
- We provide a return point for lanyards, pass and pass holders, which are all made from recycled materials.



ABOUT THE  
2020 EDITION

# 2020 TRACKS



DIGITAL  
TRANSFORMATION



URBAN  
ENVIRONMENT



MOBILITY



GOVERNANCE  
& FINANCE



INCLUSIVE &  
SHARING CITIES



# MEET THE WORLD'S TOP SMART CITY EXPERTS

Our three-day program sees more than 400 international thought-provoking voices coming together to share insights and learn best practices for a more sustainable urban world.

CHECK OUT THE DIVERSITY OF CONGRESS SESSIONS WE HOLD:

KEYNOTE SESSIONS

AGORA PANELS

SOLUTIONS TALKS

THEMES

PLENARY SESSIONS

DIALOGUE SESSIONS





# SHOWCASE YOUR CREDENTIALS IN OUR EXHIBITION AREA

If there's one place you can't miss being seen this year, it's in our 54,000 m<sup>2</sup> of exhibition space. In 2019, +1,000 companies and organizations wowed visitors with their groundbreaking projects and solutions in this unique global smart city marketplace.





# ENJOY A UNIQUE PLATFORM TO SPREAD YOUR MESSAGE

If you're looking to add that extra value to your presence at Smart City Expo World Congress, why not host your own side event and explore the industry-related issues that are most pressing to your audience?

## OUR 2019 SIDE EVENTS PROGRAM INCLUDED:

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How innovative tools are enhancing SDG11 performance monitoring in cities



Inaugural Convening of the G20 Global Smart City Alliance



"use" (Urban Sustainability Exchange): a global platform for and from citymakers



Making the Promise of Seamless Intermodal Mobility a Reality



The Role of Younger Generations in Future Proofing Cities



*Ingenuity for life*

Siemens Expo2020 Dubai presentation  
"Creating a blueprint for Smart Cities"



# GAIN GLOBAL RECOGNITION AS A SMART CITY LEADER

The World Smart City Awards honors pioneering ideas, projects and smart cities in front of an audience of +1,000 international attendees. In 2019, we received more than 453 proposals from 54 countries, with awards going to projects from Singapore, Qatar, China, South Africa, USA and the Netherlands. Why not put forward your project in 2020?

## 2020 CATEGORIES:



### **CITY AWARD**

For cities that demonstrate groundbreaking strategies, initiatives and policies for citizens.



### **INNOVATIVE IDEA AWARD**

For innovations and concepts that aim to achieve sustainable integrated development in cities.



### **DIGITAL TRANSFORMATION AWARD**

For digital projects that are up and running and already benefitting smart city citizens.



### **URBAN ENVIRONMENT AWARD**

For urban environment projects that are up and running and already benefitting smart city citizens.



### **MOBILITY AWARD**

For mobility projects that are up and running and already benefitting smart city citizens.



### **GOVERNANCE & FINANCE AWARD**

For governance and finance projects that are up and running and already benefitting smart city citizens.



### **INCLUSIVE & SHARING CITIES AWARD**

For inclusivity and shared economy projects that are up and running and already benefitting smart city citizens.



# WHY PARTICIPATE

at Smart City Expo  
World Congress



# IN OUR CLIENTS' WORDS

“

This is such a gathering of cities, governments and corporate partners that, for us, having a large presence establishes Mastercard as an orchestrator in the smart city industry. It's a chance to engage with cities and expose our solutions.

Maddie Callis  
Director, City Possible



”

“

For us, this is the prime smart city event in the world. We can meet customers, suppliers, technology partners and all sorts of people from the entire innovation ecosystem.

Mark Saunders  
Director, Center of Excellence for Cities

”



“

We consider the Smart City Expo World Congress one of our Tier1 events across the world. For us, it's a must-attend congress. It's the place where we can show the latest innovations from our community of partners to the cities around the world.

José Antonio Ondiviela  
Western Europe Smart Cities Director, Microsoft



”

“

The future of cities is all around us, making people happier, companies more profitable, and our ecosystem more sustainable. The Smart City Expo World Congress is the right place to go further in this journey and meet potential targets.

Miguel Eiras Antunes  
Global Leader for Smart Cities

”





# JOIN US AND STAND OUT

Whether you want to promote a project or gain exposure for your brand, at Smart City Expo 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 Smart City Expo World Congress.

## SPONSORSHIP OPPORTUNITIES

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

## EXHIBITION OPTIONS

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.



# OUR PARTNERS IN 2019

The world's leading innovation brands consider us a key platform for the promotion of their business.

## GLOBAL PARTNERS



## INDUSTRY PARTNERS



## EVENT PARTNERS





# GLOBAL PARTNER: GET UNRIVALLED POSITIONING

If you are a global leader, a driver of major industries making a worldwide difference, you will want to partner up with us: we guarantee a big spotlight in the congress, a premier stand location, top-level visibility and access to all our exclusive networking benefits and value-added services.

## Congress

- 1 Plenary Session
- 1 Theme Panel
- 1 Solutions Talk
- 100 Congress passes

## Expo

- 100 Expo passes

## Visibility

- Website:
  - Logo on the homepage footer
  - Logo and link on Partners page
- E-mailings:
  - Exclusive partner announcement e-mail
  - Logo on e-mailings' footer
- Social Media:
  - Collaboration announcement
  - Retweets and mentions
- Presence at the Smart.City\_Lab blog according to content strategy
- Signage:
  - Logo on visitor guide and exhibitor floorplan
  - Logo on static signage & dynamic advertising (1<sup>st</sup> level)
  - Logo on projections between congress sessions (all rooms)
- Corporate activity featured at the event's agenda (website and app)
- Testimonial video of the partner's onsite participation
- Logo and description in post-event report

## Value-added benefits

- Attendee list update on a weekly basis (last weeks before the event)\*
- 3 accesses to the VIP networking tool
- Invitation to Mayors' Dinner
- 5 parking bays
- Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- Priority in booking a table at Nuclo restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

## Press

- Registered press update on a weekly basis (last weeks before the event)\*
- Global Partner Media Display at the onsite press center
- 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

**PRICE - €70,000**



# INDUSTRY PARTNER: BE RECOGNIZED AS A SECTOR LEADER

Industry accelerators, strategic players and niche specialists who partner up with us will enjoy a dedicated congress session, a central stand location, high-level visibility and multiple networking benefits.

## Congress

- 1 Theme Talk (Keynote or Dialogue)
- 1 Solutions Talk
- 50 Congress passes

## Expo

- Exhibition space of 70 sq. m.
- 50 Expo passes

## Visibility

- Website:
  - Logo on the specific track section
  - Logo and link on Partners page
- E-mailings: logo on targeted e-mailings (by track)
- Social Media:
  - Collaboration announcement
  - Retweets and mentions
- Signage:
  - Logo on static signage & dynamic advertising (2<sup>nd</sup> level)
  - Logo on projections between congress sessions (1 room)
- Logo and description in post-event report

## Value-added benefits

- 1 access to the VIP networking tool
- 2 parking bays
- Priority in booking a table at Nuclo restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

## 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

**PRICE - €52,000**



# EVENT PARTNER: STAND OUT FROM OTHER EXHIBITORS

To 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.

## Congress

- 1 Theme Panel
- 50 Congress passes

## Expo

- 50 Expo passes

## Visibility

- Website: logo and link on Partners page
- Social Media: retweets and mentions
- Signage: logo on static signage & dynamic advertising (3<sup>rd</sup> level)
- Logo and description in post-event report

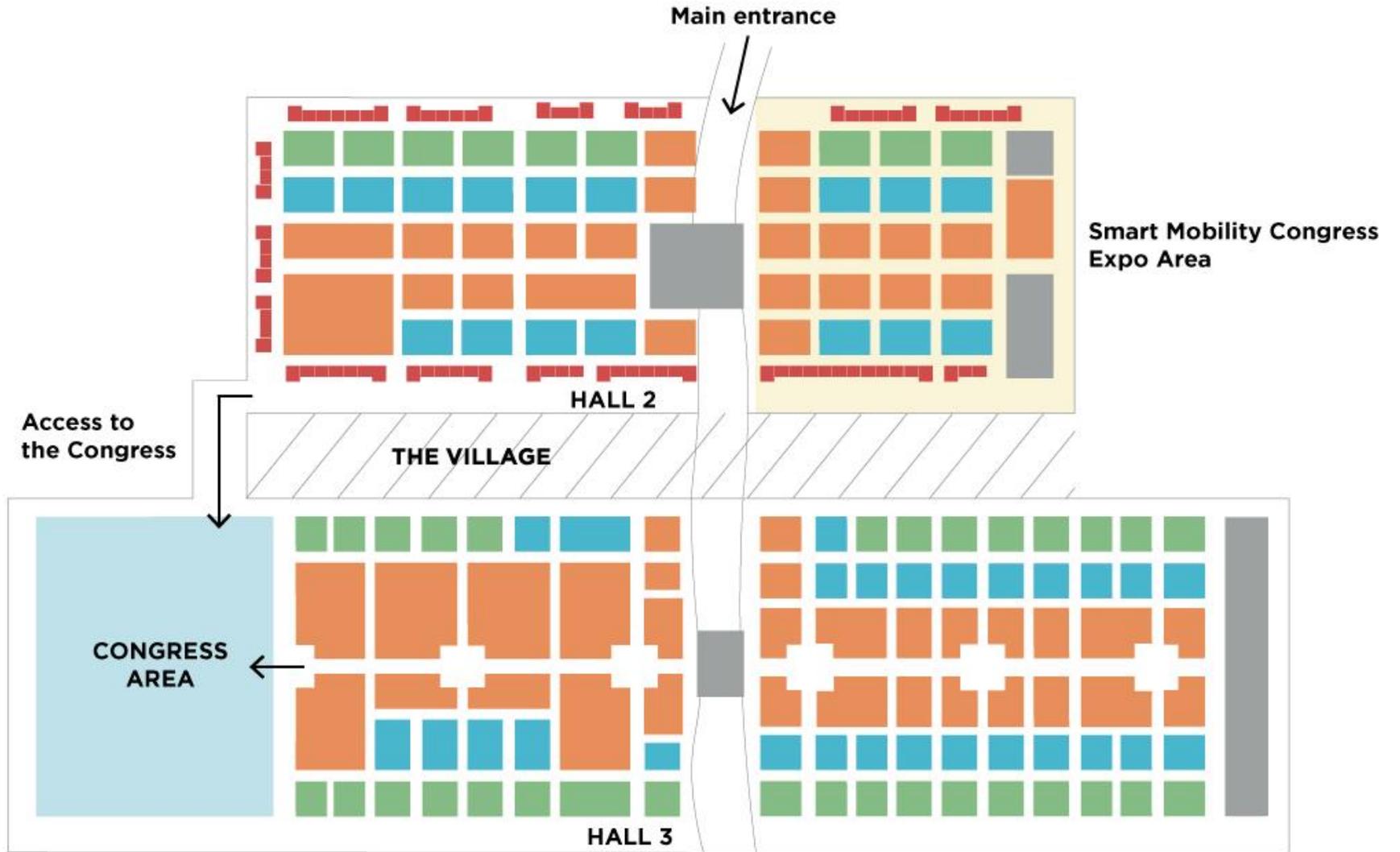
## Value-added benefits

- 1 access to the VIP networking tool
- 2 parking bays
- Priority in booking a table at Nucló restaurant
- Priority in blocking hotel rooms
- 25% discount on additional Congress and Expo passes

## 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

**PRICE - €18,000**



■ ZONE 1 - Partners with 140 sq.m. stands or larger

■ ZONE 2 - Partners with 100 to 140 sq.m. stands

■ ZONE 3 - 30 to 100 sq.m. stands

■ ZONE 4 - 12 to 24 sq.m. stands

■ DISTRICTS

■ CONGRESS AREA

# CHOOSE YOUR PARTNERSHIP

	GLOBAL PARTNERS	INDUSTRY PARTNERS	EVENT PARTNERS
Plenary Session	1		
Theme Talk (Keynote or Debate)		1	
Theme Panel	1		1
Solutions Talk	1	1	
Congress Passes	100	50	50
Exhibition Space		70 sqm	
Expo Passes	100	50	50
Logo on the Homepage footer	✓		
Logo on the Topic's web section		✓	
Logo & link on Partners' web section	✓	✓	✓
Collaboration announcement on social media	✓	✓	
Retweets & mentions on social media	✓	✓	✓
Exclusive Partner announcement e-mailing	✓		
Possibility of sharing your Pre-event partner video on our Social Media	✓	✓	✓
Logo on e-mailings' footer	✓		
Logo on targeted e-mailings (by Topic)		✓	
Logo on Visitor Guide & Exhibition Floor plan in the center of the Expo	✓		
Logo on static signage & dynamic advertising screens	1st level	2nd level	3rd level
Logo on room projections between Congress sessions	All rooms	One room	
Corporate activity featured at the event's Agenda (website & app)	✓		
Testimonial video of the partner's onsite participation (post-event)	✓		
Logo & description in the post-event Report	✓	✓	✓
VIP Networking Tool	3 accesses	1 access	1 access
Invitation to Mayors' Dinner	1		
Parking bays	5	2	2
Extra 3h per day of free access to the bading/unbading zone during assembly & dismantling	✓		
Priority to book a table at Nucb Restaurant	✓	✓	✓
Priority to book hotel rooms	✓	✓	✓
Discount on additional Congress & Expo passes	25%	25%	25%
Presence at the SmartCity Lab bbq, according to the content strategy	✓		
Weekly update of the attendee list (mid Oct & Nov) - according to GDPR	✓		
Weekly update of the registered press list (mid Oct & Nov) - according to GDPR	✓		
Global Partners Media Display at the onsite press room	✓		
Press releases & media kit sent to the Partner's communications team	✓	✓	✓
Press kit space in the SCEW C press room	✓	✓	✓
Media invite group pre-registration	✓	✓	✓
Local key media outlet guidance	✓	✓	✓

# OUR PARTNERS IN 2019

The world's leading innovation brands consider us a key platform for the promotion of their business.

## GLOBAL PARTNERS



## INDUSTRY PARTNERS



## EVENT PARTNERS



# OUR PARTNERS IN 2019

## HOSTED BY



## ORGANIZED BY



## SUPPORTING INSTITUTIONS



## STRATEGIC ORGANIZATIONS



## COLLABORATING ORGANIZATIONS



# OUR PARTNERS IN 2019

## MEDIA PARTNERS





# BE SEEN BY THOUSANDS OF PROFESSIONAL ATTENDEES

Our sponsorship options are designed to bring you premium exposure  
and get your brand where you want it to be.



# THE VILLAGE

DO SERIOUS BUSINESS IN A RELAXED ATMOSPHERE

Gain brand visibility and engage with visitors while they're enjoying a break in the event's resting and eating area.

Your brand will be on:

- Village signage
- Static venue signage and dynamic advertising screens
- *Plan your visit* email
- *Plan your visit* and *Partners* web pages
- Post-event report

Passes included: 25 Congress & 60 Expo

> €50,000



# REGISTRATION

## BE THE FIRST TO WELCOME OUR ATTENDEES

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.

Your brand will be on:

- Online accreditation form for exhibitors and attendees
- Event passes (+25,000 attendees)
- Onsite accreditation desk
- Static venue signage and dynamic advertising screens
- Automatic registration emails
- *Plan your visit* and *Partners* web pages
- Post-event report

Passes included: 25 Congress & 60 Expo

> €50,000





# TOWARDS ZERO WASTE



PROVE YOUR ORGANIZATION'S CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

Smart City Expo World Congress is committed to cleaner, greener cities. If your organization shares these values, then 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 signage
- Stage screens onsite in between Congress sessions
- Event's Visitor Guide (+22,000 units)
- *Towards Zero Waste and Partners* pages
- Social media posts (+110,000 followers)
- Post-event specific summary video
- Post-event general report

You can choose from three Towards Zero Waste programs:

## DRINK SUSTAINABLY



## REUSE & RECYCLE



## NO MORE SINGLE-USE PLASTIC



# TOWARDS ZERO WASTE

## DRINK SUSTAINABLY

Your brand exclusively on...

- 5,000 glass bottles given out and sold at the event
- 5 water stations spread around the venue
- Merchandising corner at the info point in the center of the exhibition area
- Bottle selling points in the café and lunch areas
- Signage announcing water stations and bottles at the entrance of the venue

Passes included:  
10 Congress & 20 Expo

> €20,000

## REUSE & RECYCLE

Your brand exclusively on...

- Recycling bins for lanyards and pass holders at the entrance of the venue
- General, paper, glass and plastic recycling bins in the exhibition area
- Organic, general, paper, glass and plastic recycling bins in The Village
- Stickers in the common areas regarding the donation of the materials used

Passes included:  
10 Congress & 20 Expo

> €20,000

## NO MORE SINGLE-USE PLASTIC

Your brand exclusively on...

- 25,000 carton pass holders
- Paper cups given out in The Village
- “Plastic free” sign in the restaurants and cafe fridges
- Towards Zero Waste initiative restaurant stickers
- “Plastic-free catering” signs in the networking and speakers’ room and sales office

Passes included:  
10 Congress & 20 Expo

> €20,000

Get full sponsorship and exclusive visibility for your brand for €50,000

Passes included: 25 Congress & 60 Expo

# 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
- Event's Visitor Guide
- 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 (+110,000 followers)
- Post-event Report

Passes included: 25 Congress & 60 Expo

> EXCLUSIVE SPONSORSHIP: €50,000

> SHARED SPONSORSHIP: €20,000



# AWARDS PARTY

BE SEEN AT THE SOCIAL EVENT EVERYONE WILL BE AT

The party after the prestigious World Smart City Awards ceremony is the place where you can make sure your brand stands above all others.

Your brand will be on:

- Awards party signage
- Email inviting the guests to attend the party
- Static venue signage and dynamic advertising screens
- *Partners* web page
- Post-event report

Passes included: 20 Congress & 40 Expo

> €25,000



# CAFE & LUNCH AREA

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

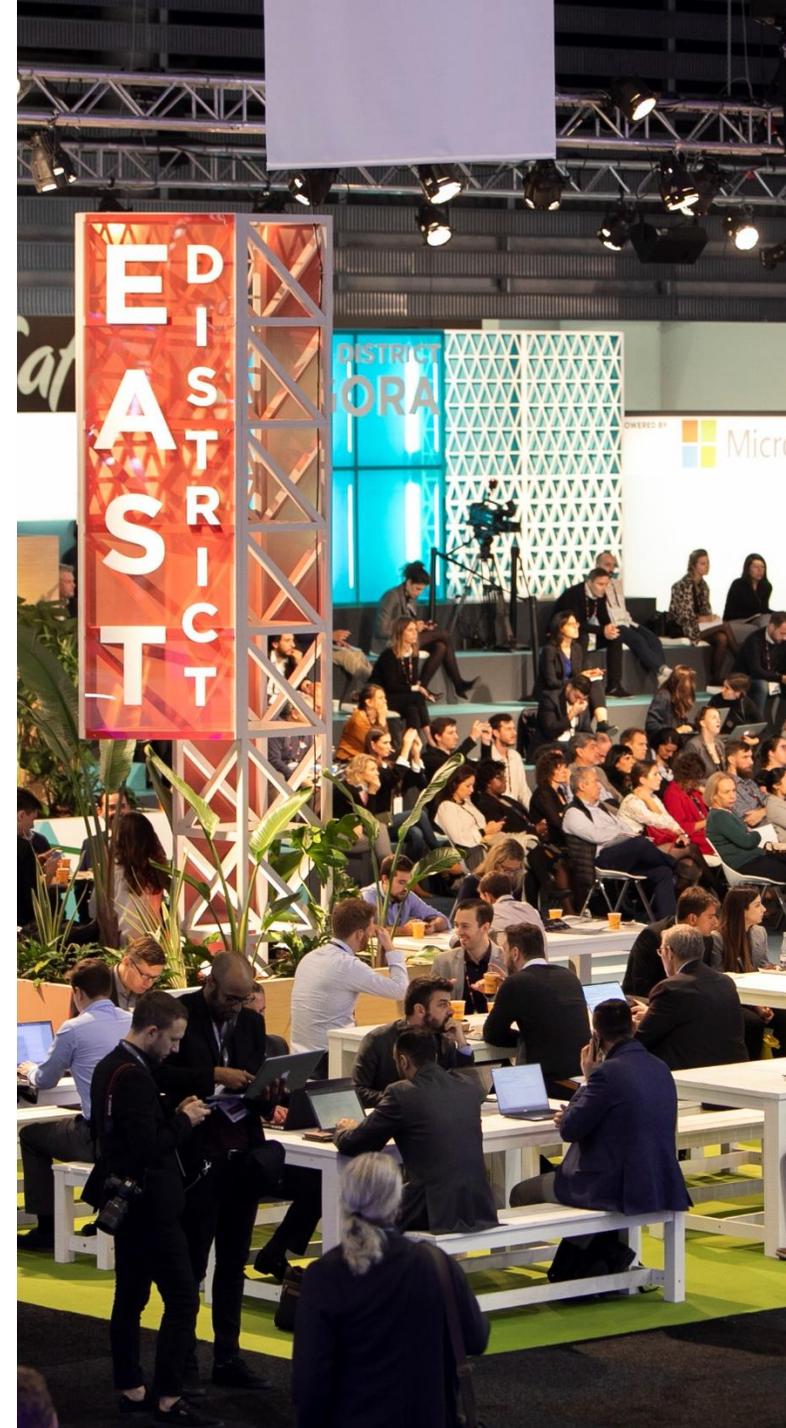
Looking to position your brand when people are at their most receptive? Then catch attendees in the cafe and lunch area, while they are relaxing and networking.

Your brand will be on:

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

Passes included: 20 Congress & 40 Expo

> ONE DISTRICT CAFE: €25,000



# DISTRICT AGORAS

## 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 brand will be on:

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

Includes a 3-hour slot at the sponsored Agora  
Either condensed in one day or distributed in 1-hour slots each day.

Passes included: 20 Congress & 40 Expo

> ONE DISTRICT AGORA: €25,000





# SMART SPONSORSHIPS TO STAND OUT FROM THE CROWD

## LANYARD



Embrace your target audience, literally, and make a lasting impression on more than 25,000 attendees.

Passes included: 20 Congress & 40 Expo

> €25,000

## FREE WI-FI



Internet connection is a must at any event. So why not take center stage every time attendees log onto the net? Your logo will be at:

- Wi-Fi signage
- Event passes (+25,000)
- Event's Visitor Guide
- Static venue signage and dynamic advertising screens
- *Prepare your Visit* web page
- *Prepare your Visit* email

Passes included: 20 Congress & 40 Expo

> €20,000

## MOBILE APP



One of our strongest tools for networking during the event could also be one of your strongest tools for branding. Increase awareness by placing your logo on:

- Static venue signage and dynamic advertising screens
- *App, Plan your visit* and *Partners* web pages
- App screens: *Splash, Welcome* and *About*
- *Accreditation* and *Plan your visit* emails
- Post-event Report

Passes included: 20 Congress & 40 Expo

> €10,000

# YOUR BRAND, ON A GRAND SCALE

## 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.

> €25,000

## SMALL BILLBOARD

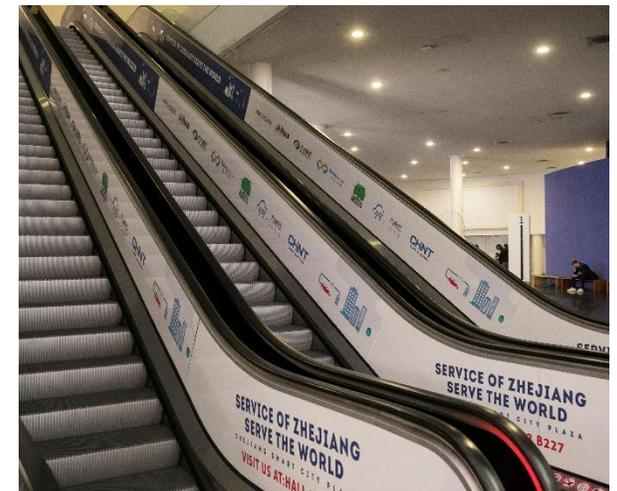


Be the first brand to be seen by all visitors each and every time they access the venue.

1 x 4,07 m.

> €7,500

## VENUE ESCALATORS



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

> €10,000

# CHOOSE YOUR BEST SPONSORSHIP OPTION

The Village				€50,000
Registration				€50,000
Towards Zero Waste	Drink Sustainably	€20,000	Exclusive sponsorship	€50,000
	Reuse & Recycle	€20,000		
	No more single-use plastic	€20,000		
Towards Inclusivity	Shared sponsorship	€20,000	Exclusive sponsorship	€50,000
Awards Party				€25,000
Cafe + Lunch Area	North District			€25,000
	Central District			€25,000
	South District			€25,000
District Agoras	North District			€25,000
	Central District			€25,000
	South District			€25,000
Lanyard				€25,000
Big billboard				€25,000
Free Wi-Fi				€20,000
Mobile App				€10,000
Venue escalators				€10,000
Small billboard				€7,500

# BE AT THE PLACE TO BE

Find your space in our 54,000 m<sup>2</sup> Expo Area, where companies and organizations show the world their latest products and services.



# YOUR EXHIBITION OPTIONS

## HIRE SPACE AND CUSTOMIZE YOUR OWN STAND

**EARLY BIRD  
PRICES**

**SPACE ONLY –  
€ 225/m<sup>2</sup>**

+ €448 of Participation Fee

\*Not included: VAT

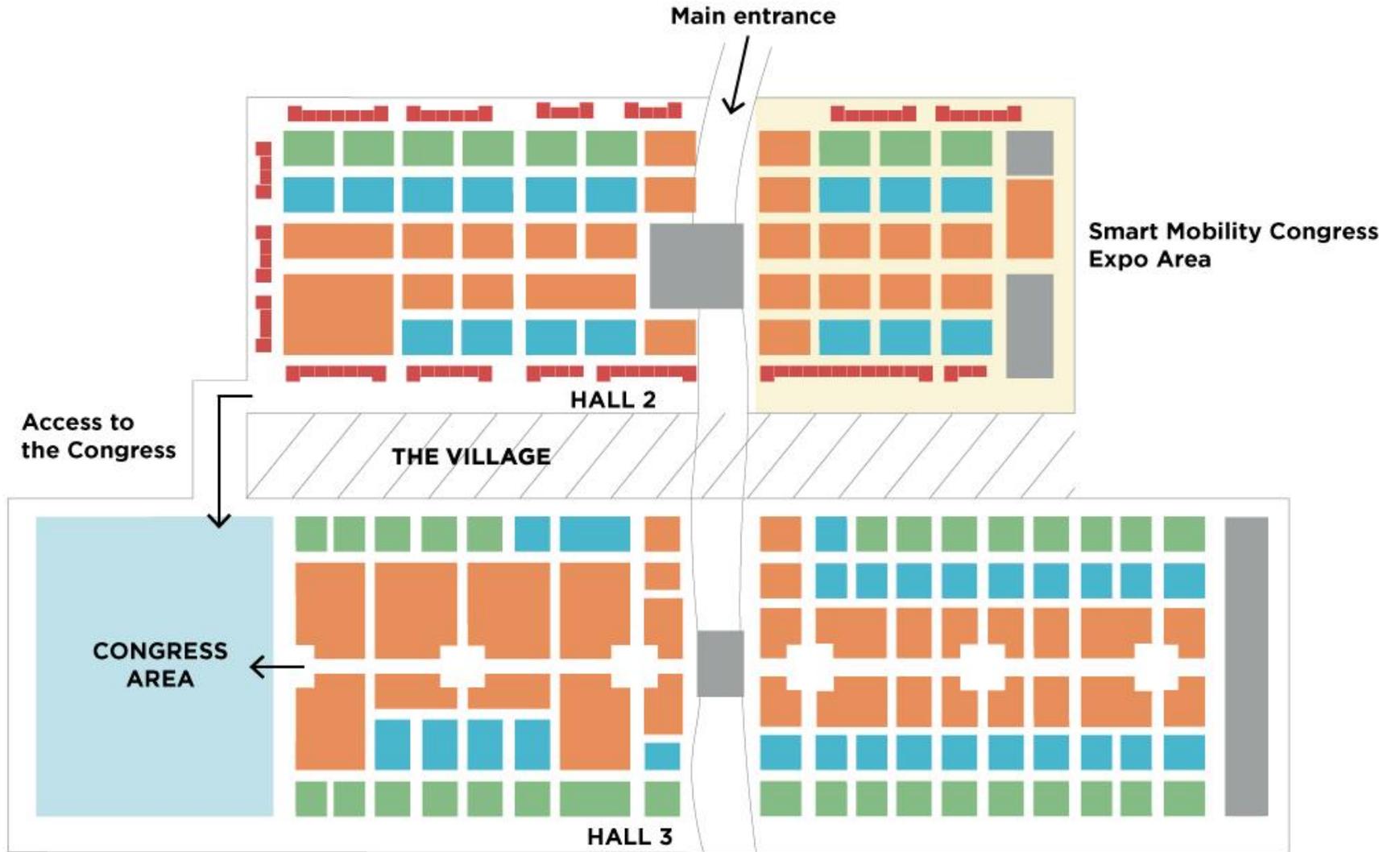
## SHARE YOUR EXHIBITION SPACE WITH YOUR PARTNERS

As an exhibitor, you can bring other companies to exhibit in your own space. They will benefit from:

- Visibility in the Smart City Expo website and app, in the exhibitors list
- Visibility in the exhibitor floorplan onsite
- 1 invitation for a Congress Pass
- 3 invitations for Expo 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 Congress and Expo passes

**CO-EXHIBITOR FEE - € 350**





■ **ZONE 1** - Partners with 140 sq.m. stands or larger

■ **ZONE 2** - Partners with 100 to 140 sq.m. stands

■ **ZONE 3** - 30 to 100 sq.m. stands

■ **ZONE 4** - 12 to 24 sq.m. stands

■ **DISTRICTS**

■ **CONGRESS AREA**

The background of the image is a grid of red, 3D-rendered rings. Each ring is a torus shape, appearing as a thick band with a hole in the center. The rings are arranged in a regular, repeating pattern. In the upper right quadrant, one ring is replaced by a green diamond-shaped ring, which is also 3D-rendered and stands out from the rest of the red rings.

GET EVEN MORE  
OF THE EVENT



# LET US BUILD YOU A STUNNING STAND



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



The relationship has continued to grow with buildUP by Fira over the last few years. They have become a trusted partner to JMW and we look forward to this relationship growing in the future.



Chris Richards  
SVP, Director of Technical Services  
at Jack Morton Worldwide





# HOST YOUR OWN MEETING

Enjoy your own private meeting space to forge powerful connections with industry leaders and global media. The Smart City Expo World Congress offers 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



# DON'T MISS A SINGLE LEAD

What's the point of being at an event if you don't pick up leads? Our smart networking tool ensures that every customer contact is registered via scanner, maximizing your return on investment.

## HOW IT WORKS

You scan visitors' badges to save contact details and use advanced features to get more information, quickly and efficiently. We'll then export all captured data during or after the event and give it to you in an Excel file.

## CONTACT DETAILS

Tel.: +34 93 233 2773 | Email: leadretrieval@firabarcelona.com

## WHAT IT INCLUDES

- Mobile Scanner Rental
- 4G internet data connectivity
- Delivery on the first day of the event and pickup the last day of the event, directly from the stand
- Real-time synchronization of data and access to website
- Assistance via email, phone and onsite

You can rent as many scanners as you need:



Mobile Scanner



Website

Go to town with our customer data offering:



## SURVEYS

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Use the website and create your own surveys. Then use the contact scanner to send them to your scanned visitors.



## DOCUMENTS

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Send any document or link to your leads simply by previously uploading them to the website.



## TAGS

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Easily classify your contacts using tags created in advance through the website.



## NOTES

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Add notes to a scanned visitor profile to use them as reminders after the event.



MEET  
THE TEAM



# AROUND THE WORLD

## Argentina, Paraguay, Uruguay

Andrés Carpanzano  
+34 648 040 528  
[andres68@gmail.com](mailto:andres68@gmail.com)

## ASEAN

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[jmaluquer@catalonia.com](mailto:jmaluquer@catalonia.com)

## Austria, Germany & Switzerland

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+49 7071365595  
[germany@firabarcelona.com](mailto:germany@firabarcelona.com)

## Belgium, Luxemburg & Netherlands

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