

SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

**TOMORROW.
BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

JOIN THE 2026 EDITION



3 - 5 NOVEMBER 2026
BARCELONA

Organised by:



Hosted by:



WAYS TO PARTICIPATE



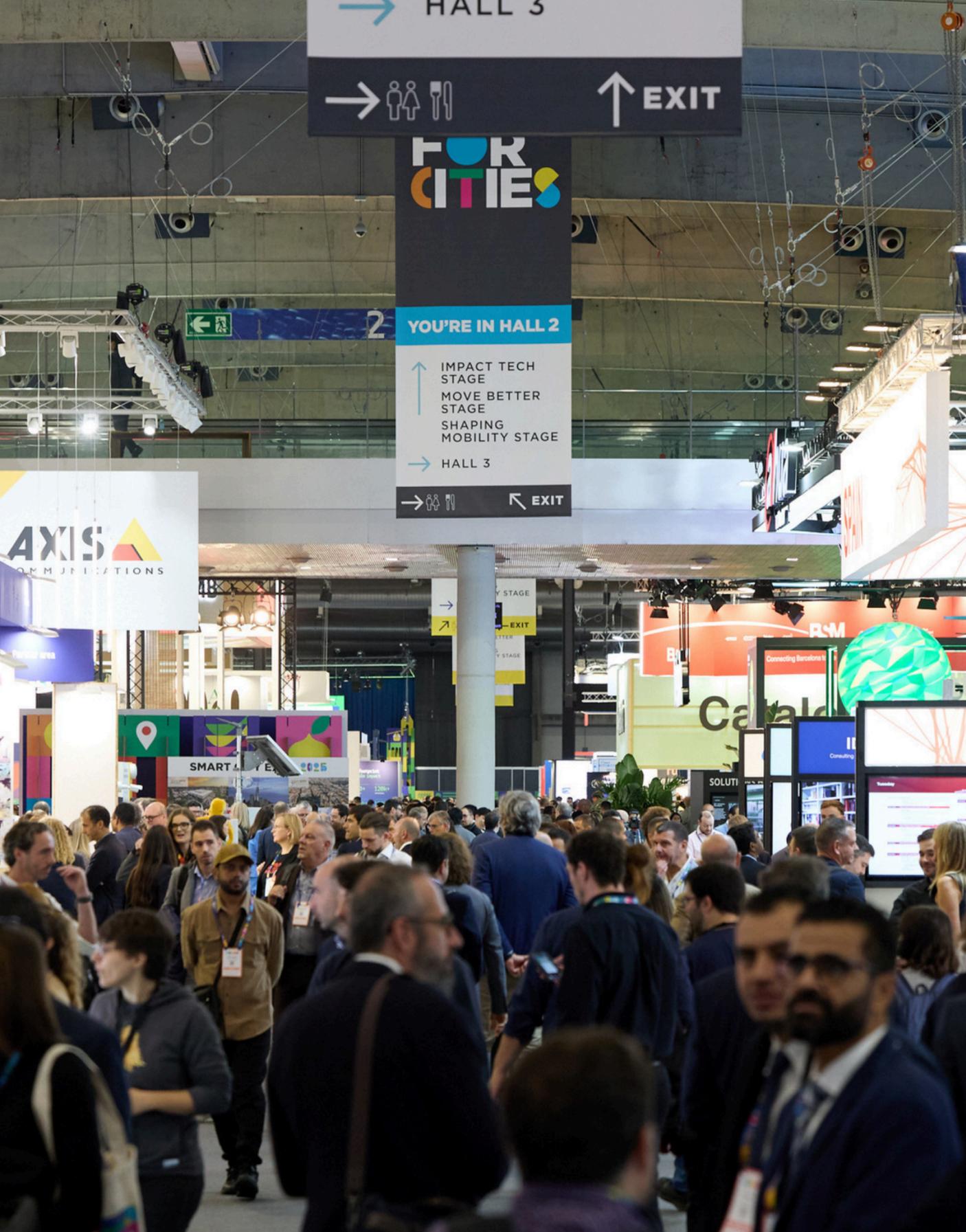
01. EXHIBIT



02. PARTNER



03. SPONSOR



01

EXHIBIT

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.



EXHIBITOR SUCCESS AT SCEWC



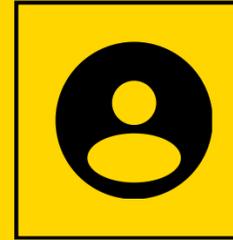
92%

consider SCEWC the benchmark event for cities



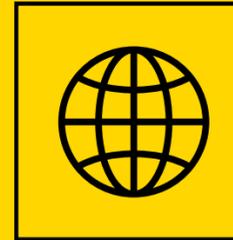
84%

achieve participation goals



90%

find expected visitor profile



76%

satisfied with international contacts



75%

satisfied with overall participation



4.25 out of 5

rating for our sustainability initiatives

01 EXHIBIT

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.

REGULAR RATE
€295/sqm

Co-Exhibitor Fee
€525

Double Deck
€150/m²

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

Payment terms:

- 50% deposit due on 1 March 2026.
- 50% balance due on or before 15 June 2026.



 **Contract your space [HERE](#)**

01 EXHIBIT

CHOOSE FROM OUR STAND PACKS



16 SQM PACK

12 SQM PACK

	16 sqm.	12 sqm.
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	✓	✓
*Not included: VAT or participation fee + additional sqm: €350	€6,250	€4,750



▶▶ Contract your space HERE

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

01 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



Co-Exhibitor Fee
€525

▶▶ **Contract your space [HERE](#)**



01 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

01 EXHIBITOR SERVICES

We take care of everything.



Booth design and construction



Booth services: furniture, AV, decoration, supplies, cleaning, support staff...



Catering services



Smart contact management tool



Let us provide you the best possible experience at #SCEWC26



02 PARTNER

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



02 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 and greatest impact.

INDUSTRY PARTNER

€50,000

Be recognized as a sector leader.

EVENT PARTNER

€18,000

Stand out from exhibitors.



▶ Partner with us [HERE](#)



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

PRICE
€100,000

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 program-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)

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)



Partner with us HERE

INDUSTRY PARTNER

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

PRICE
€50,000

CONGRESS

- Speaking slot in 1 Keynote Talk or Burning Debate | Thematic Stage
- Speaking slot in 1 Solution Talk | Thematic Stage

TICKETS

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

VISIBILITY

- Stages: Physical visibility of all Industry Partners on stage backdrops & screens.
- 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

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 Nuclio restaurant
- Tomorrow.City: Full congress sessions available



Partner with us HERE



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

PRICE
€18,000

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

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 Nuclio restaurant
- Tomorrow.City: Full congress sessions available



Partner with us [HERE](#)

PARTNERSHIP DEALS AT A GLANCE

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
CONGRESS	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	✗	✓	✗
PASSES & INVITATIONS	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
ADDITIONAL BENEFITS	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 Nuclio restaurant	✓	✓	✓

VISIBILITY



		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
WEBSITE	Logo in the Homepage	✓	✗	✗
	Logo, link & description in the Partners' page	1ST LEVEL	2ND LEVEL	3RD LEVEL
	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	✓	UPGRADE OPTION: €15,000	UPGRADE OPTION: €15,000
	Company information in the Exhibitor catalogue (website & app)	1ST LEVEL	✓	✓
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	✓	✓	✓
SOCIAL MEDIA	Partnership announcement	1 EXCLUSIVE	1 EXCLUSIVE	1 COLLECTIVE
	Additional posts (pre and during the event) with partner-related content	4	2	1
	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	1ST LEVEL	2ND LEVEL	3RD LEVEL
	Weekly update of registered press list	✓	✗	✗
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	✓	✓	✓
	Logo on the exhibitor floorplan	✓	✗	✗
ONSITE SIGNAGE & SCREENS	Logo on static signage & dynamic advertising screens	1ST LEVEL	2ND LEVEL	3RD LEVEL
	Logo on rooms projections between congress sessions onsite	ALL STAGES	THEMATIC STAGES	✗

03

SPONSOR

Position your brand at the center of the global urban innovation ecosystem.



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.

Contact with us [HERE](#)





Contract your sponsor [HERE](#)

SPONSORSHIP AND ADVERTISEMENT OPTIONS

REGISTRATION

Presence in the registration area (onsite & digital):

€60,000



WELCOME

Entrance screen & 360° circular led:

€40,000



Find the sponsorship or advertisement option that best suits your interests → [SEE SPONSORSHIP DETAILS](#)

▶▶ [Contract your sponsor HERE](#)

SPONSORSHIP AND ADVERTISEMENT OPTIONS

TOWARDS ZERO WASTE

Align your brand with sustainability initiatives:

€30,000



AWARDS PARTY

Visibility at the Awards & Afterparty:

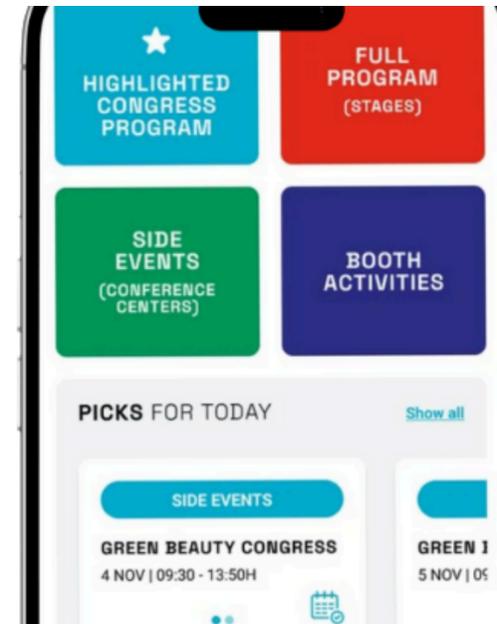
€30,000



EVENT APP

Prominent branding in the official event app:

€30,000



WATER BOTTLES

Impact in every eco-conscious refill:

€30,000



Find the sponsorship or advertisement option that best suits your interests → [SEE SPONSORSHIP DETAILS](#)

▶▶ [Contract your sponsor HERE](#)

SPONSORSHIP AND ADVERTISEMENT OPTIONS

CAFÉ CORNER

Brand exposure in popular networking spaces:

€20,000



ESCALATORS

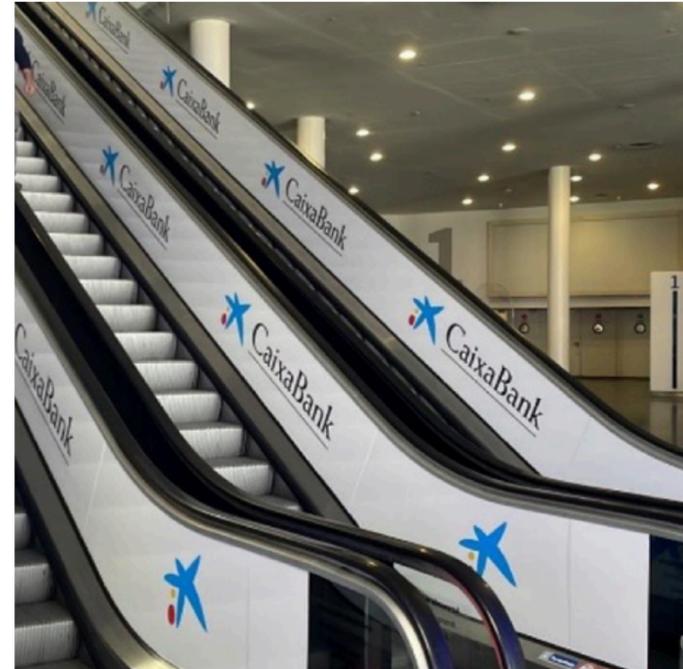
Visibility throughout the venue:

TRIPLE

€25,000

DOUBLE

€15,000



BILLBOARDS

Outdoor billboards to reach visitors:

BIG

€15,000

SMALL

€7,500



DROP BANNER

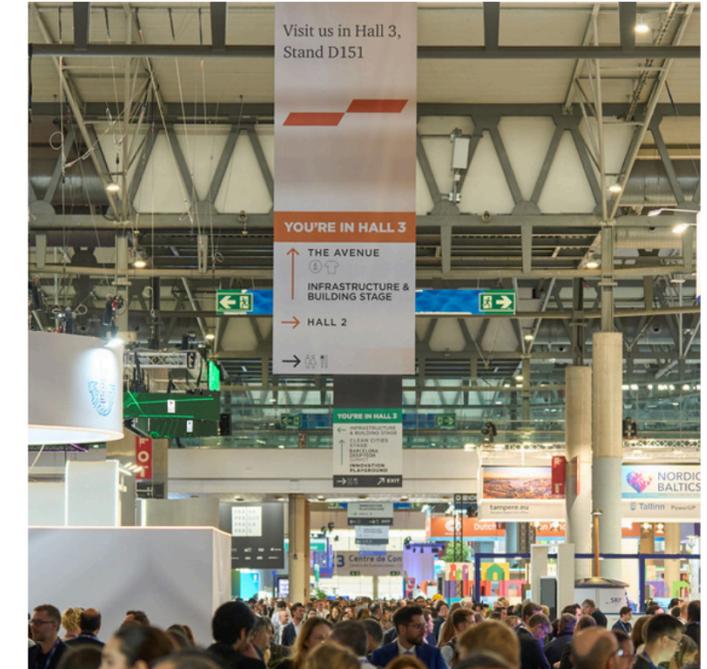
Brand exposure in corridors:

MAIN CORRIDOR

€10,000

SECONDARY CORRIDOR

€5,000



Find the sponsorship or advertisement option that best suits your interests → [SEE SPONSORSHIP DETAILS](#)

DIGITAL SPONSORSHIP: TOMORROW.CITY

Tomorrow.City is the world's biggest digital platform devoted to creating and spreading content about cities and innovation → [SEE SPONSORSHIP DETAILS](#)

SPONSORED NEWSLETTER

Sponsor two editions of the biweekly newsletter:

FOR EXHIBITORS **FOR NON-EXHIBITORS**

€5,500 €7,000

SPONSORED CONTENT

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

FOR EXHIBITORS **FOR NON-EXHIBITORS**

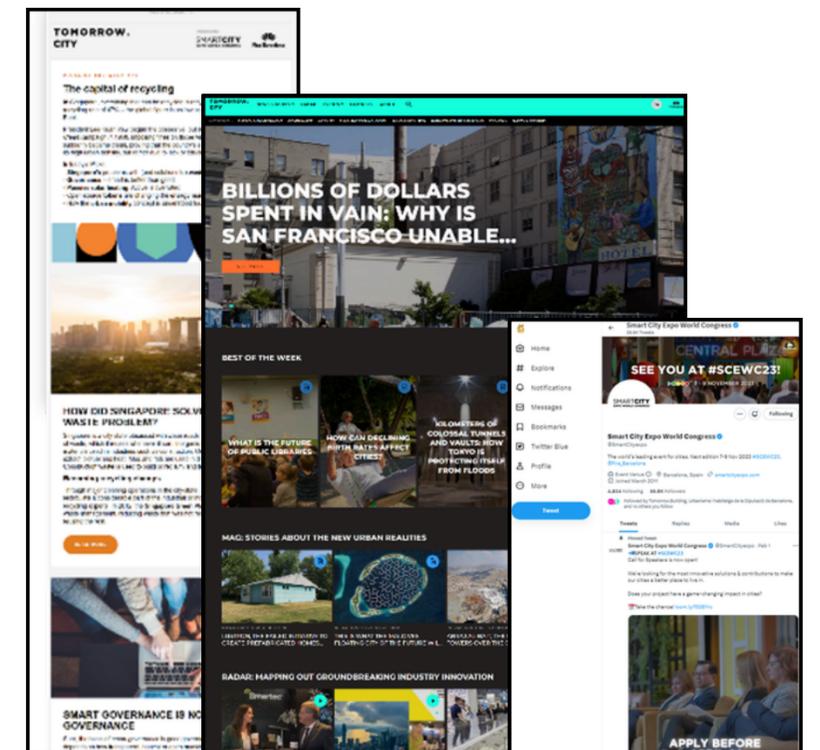
€7,500 €9,000

PACK

Sponsored Newsletter + Sponsored Content:

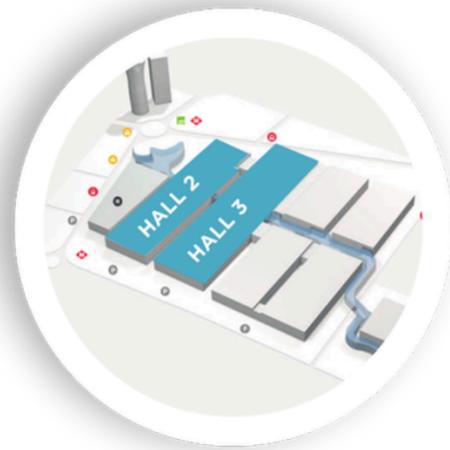
FOR EXHIBITORS **FOR NON-EXHIBITORS**

€12,000 €15,000



2026

EVENT MAP



SMARTCITY
EXPO WORLD CONGRESS

TOMORROW. MOBILITY
WORLD CONGRESS

TOMORROW. BUILDING
WORLD CONGRESS

TOMORROW. BLUE ECONOMY
WORLD CONGRESS



TOMORROW. MOBILITY
WORLD CONGRESS

- Thematic Stages
- Startups
- Investors Lounge

Exclusive access for Full Congress & Investor Passes



SAVE YOUR SPOT

Let's connect now!

