



Fira Barcelona

29th November | 2nd December 2011

- ❖ Introduction
- ❖ Concept
- ❖ Cities
- ❖ Smart City World Congress
- ❖ Smart City Expo
- ❖ Offer

In November the world will meet in Barcelona to design smart & sustainable cities.

Barcelona, an innovative city that has been a pioneer in the implementation of Smart policies, is hosting the first **SmartCity Expo & World Congress**, a meeting point for companies, public administrations, entrepreneurs and research centers.



Smart City **World Congress**

A **unique worldwide congress** that brings together key speakers and representatives of the leaders of the most innovative initiatives around the world.

It is a place that fosters **learning, sharing, networking** and **inspiration** to support the development of future cities: key notes, round tables, parallel Sessions.



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Smart City **Expo**

The exhibition will offer space for innovative companies, cities and institutions that would like to display their reference projects, solutions and products.

- ❖ Energy & Sustainability
- ❖ Mobility & Transportation
- ❖ Environment & Recycling
- ❖ IT & Research
- ❖ Urban Planning
- ❖ Cities

Smart Cities, the key to get a better quality of life in a sustainable cities.

- ❖ Population density in cities requires action in order to **develop economic and environmentally sustainable growth, which will improve the quality of life for all.** This is the fundamental challenge and the reason why society is demanding smarter cities.

“The 19th century was a century of empires, the 20th century was a century of nation states. The 21st century will be the century of cities.”

Wellington E. Webb, the former Mayor of Denver

- ❖ Innovation and technology are the drivers of a **smart society, of businesses, of people and of the governments** facing the well-known challenges of the 21st century: climate change; high consumption of non-renewable resources; economic development; growing populations; and ageing infrastructures.

Who should attend?

Leaders, managers, specialists...the people involved in the development of Smart Cities should be at the Congress joining senior decision-makers and innovative talent:

- ❖ **Companies:** Utility (Energy, water), Mobility, Transportation, Urban planning, ICT, Consulting, Environmental, Construction, Engineering, Sensorization.
- ❖ **Cities & Governments**
- ❖ **Universities and Research & Tech Centers**
- ❖ **Entrepreneurs**
- ❖ **Urban & City Labs**
- ❖ **Associations**

Smart City **Guest Cities**

The guest cities, examples of best practice & smart projects around the world, will have available space at Expo and special participation at Congress.



Smart City

World Congress



Smart City World Congress

Through **keynote conferences, round tables and side sessions**, the congress will be inspiring debate on the different issues raised in the various themed areas around which the programme has been structured:



Speakers of **recognized prestige** and representatives of the **leaders** of the most innovative Smart City initiatives around the world will be attending the SmartCity World Congress.

Tuesday Nov. 29 th	Wednesday Nov. 30 th	Thursday Dec.. 1st	Friday Dec.. 2nd
Liveable cities for peole	Integrate vision	Sustainable cities	Urban Mobility
ICT Basis Living & People	Urban Planning Governance & Funding	Environment Energy	Mobility

Congress Sessions & approach

The sessions are organized into:

- ❖ Plenary Sessions | Key note speaker
- ❖ Plenary Sessions | Round Table of 4-5 Key Speakers + Moderator (90')
- ❖ Parallel Sessions (4 at the same time) featuring 3 Speakers + Moderator (60')
- ❖ Expositors' Talks Sessions | Expo Area featuring Exhibitor's speeches/presentations. During its 30 minutes of duration will be no other sessions.

Additionally, side events will be available to sponsors and exhibitors in 3 different rooms.

The approach:

- ❖ Unlike most other events focused on a particular area of the Smart Cities, Smart City Expo & World Congress is aimed at a **global, integrated and multidisciplinary vision** of the city.
- ❖ To treat all the areas of Smart City, the sessions of Congress are more oriented towards the global vision, strategy, challenges, experiences, best practices and commitments to other areas of the Smart City, rather than technical issues in each area, which already have specific Congresses.
- ❖ Will be given special relevance to the **format and dynamics** of the sessions to provide a “smart” and differentiating factor: **encourage the discussions, drawing conclusions, etc.**
- ❖ The **conclusions** of the meetings will be issued immediately on screens located in the Congress and Exposition's Areas.

smart society for innovative
and sustainable cities



World Congress

Program



World Congress Program

Tuesday, Nov. 29th

Liveable cities for
people

ICT Basis Living & people

Wednesday, Nov. 30th

Integrated vision

Urban Planning Governance
& Funding

Thursday, Dec. 1st

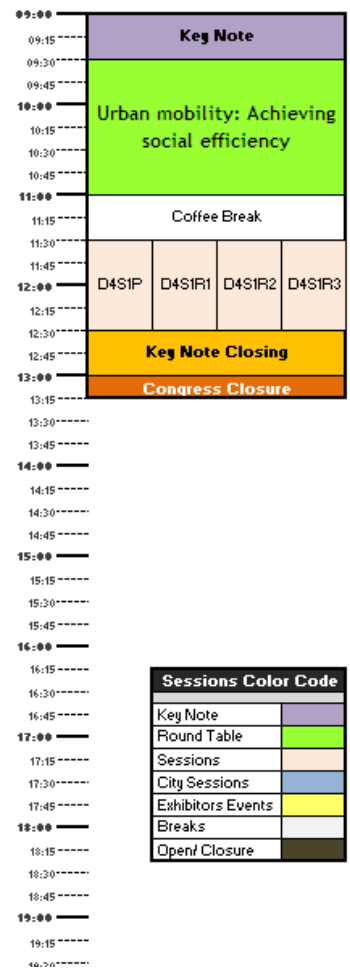
Sustainable Cities

Environment Energy

Friday, Dec. 2nd

Urban mobility

Mobility



Sessions Color Code	
Key Note	Light Purple
Round Table	Light Green
Sessions	Light Orange
City Sessions	Light Blue
Exhibitors Events	Light Yellow
Breaks	White
Open/ Closure	Dark Brown

Tuesday November 29st

Liveable cities for people

ICT Basis morning session

Plenary Session | Integrated vision

Parallel sessions:

- ❖ S1: Smart City models
- ❖ S2: Cloud & Connected city
- ❖ S3: Internet of things
- ❖ S4: Big Data & Strategic Data
- ❖ S5: Active Citizen: sensor + action

Living & People afternoon session

Plenary Session | Smart Cities, an opportunity for liveable cities

Parallel sessions:

- ❖ S1: Citizen Innovation
- ❖ S2: What's happening? Visualization
- ❖ S3: Urban Labs
- ❖ S4: Sensor to help people
- ❖ S5: Trends in participation approaches

Wednesday November 30th

Urban Planning morning session

Plenary Session | Challenges of designing and transforming a Smart City

Parallel sessions:

- ❖ S1: Cities from scratch
- ❖ S2: Transforming cities
- ❖ S3: Urbanization: rural to urban migration
- ❖ S4: Urban space
- ❖ S5: Housing & Urban Planning

Governance & Funding afternoon session

Plenary Session | Smart City Governance models

Parallel sessions:

- ❖ S1: Framework of governance models
- ❖ S2: Public Private Collaboration
- ❖ S3: Funding the transformation
- ❖ S4: Open Government - cultural changes
- ❖ S5: Business models. ROI & Social

Thursday December 1st

Environment morning session

Plenary Session | Achieving sustainable cities

Parallel sessions:

- ❖ S1: Smart water management
- ❖ S2: Smart waste management
- ❖ S3: Challenges to minimize pollution
- ❖ S4: Climate Change management
- ❖ S5: What do people demand

Energy afternoon session

Plenary Session | Urban energy

Parallel sessions:

- ❖ S1: Renewable energies
- ❖ S2: Smart grid
- ❖ S3: Infrastructure for the electric vehicle
- ❖ S4: Green building and sustainable housing
- ❖ S5: What is coming
- ❖ S6: Best practices (lighting, metering)

Friday December 30th

Mobility morning session

**Plenary Session | Urban Mobility:
Achieving social efficiency**

Parallel sessions:

- ❖ S1: Meeting people's demands
- ❖ S2: Driving in a smart city
- ❖ S3: Service for sharing resources
- ❖ S4: Electric vehicle

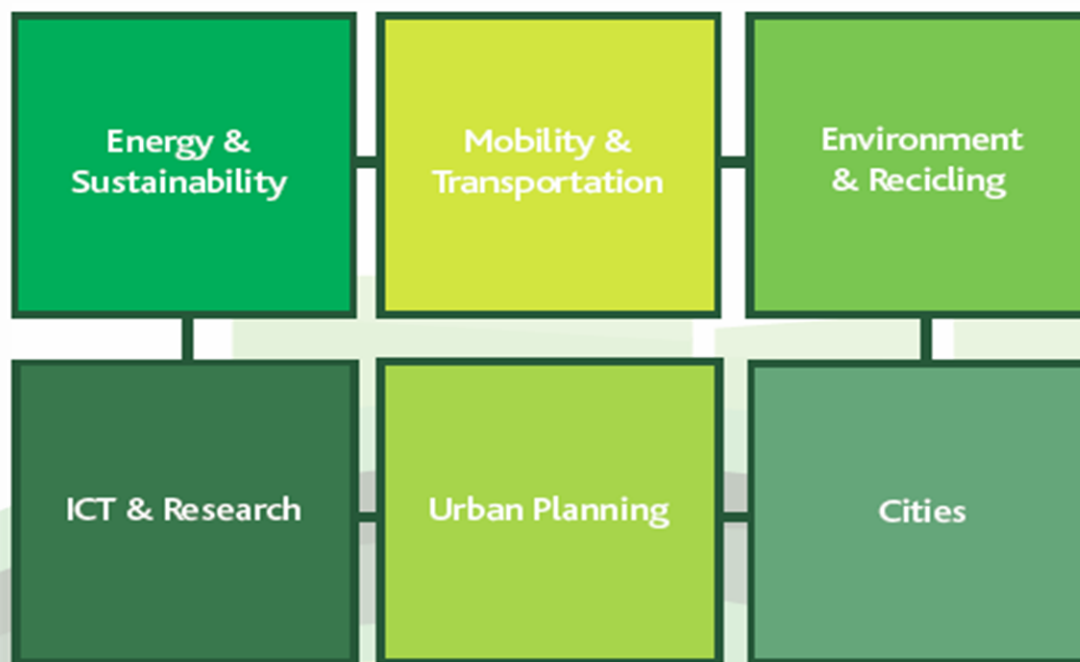
Smart City

Expo



Smart City Expo

The exhibition will offer space for the worldwide 200 best and innovative companies, cities and institutions that would like to display their reference projects, solutions and products.



Fira de barcelona

Leading organiser of industrial-professional trade shows.

- ❖ It is noteworthy that 15 of the shows are among the three leading events in their specialty in Europe.
- ❖ It has a portfolio of 80 trade shows (annual, biannual, biennial, triennial and quadrennial), brings together 40.000 companies (direct and represented) and receives 3.5 million visitors.
- ❖ Fira's contribution to the economy in the city and its surroundings is around 2.500 million €.

Gran Via Venue

- ❖ It is one of the **most modern and biggest venues in Europe**, and one of the most highly-rated by organizers, exhibitors and visitors from all over the world.
- ❖ Designed by Japanese architect Toyo Ito, it combines a spectacular appearance with respect for the environment and provides an efficient yet creative solution to the needs of exhibitors and visitors alike.
- ❖ The buildings are joined by an overhead walkway for maximum interaction between all the exhibiting spaces and the Convention Centre. It has eight halls, an a total area of over 200.000 sqm.

Fira de barcelona

History

Constituted officially in 1932, Fira de Barcelona plays an important strategic role for the Catalan and Spanish economy as a platform for economic promotion and international expansion of companies. It is an exceptional meeting and exchange framework for different economic sectors.

- ❖ The institution has full consensus in Catalan society which is aware of the importance of having a modern, agile and competitive trade fair adapted to the challenges of globalization.
- ❖ The history of Fira de Barcelona is a living example that trade fairs are continually transforming and evolving. This capacity is, precisely, one of their most solid values.

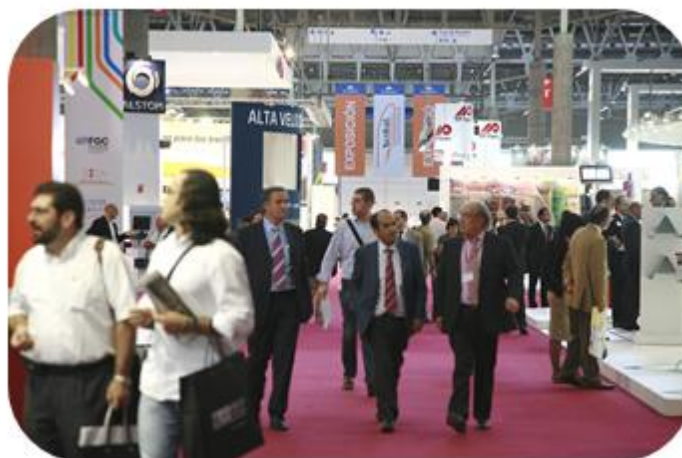
Management and growth

The Fira de Barcelona model - publicly owned with autonomous company management - has proven to be very effective.

Its expansion strategy is based on promoting the growth of trade shows and audiences, innovation by launching new shows, increasing the potential of new business lines, attracting major international events, ensuring excellence in service to exhibitors and visitors and committing to activities and products with added value.

Impact

Fira's contribution to the economy in the city and its surroundings is around 2.500 million €, generating 55.000 jobs.



Shows

Fira de Barcelona has a portfolio of 80 trade shows (annual, biannual, biennial, triennial and quadrennial), brings together 40.000 companies (direct and represented) and receives 3.5 million visitors.

- ❖ Fira de Barcelona is a leading organizer of Spanish industrial /professional trade shows, with a market share of over 30%.
- ❖ It is noteworthy that 15 of the shows are among the three leading events in their specialty in Europe.

Internationalism

Internationalism is a priority for Fira who makes a great effort to ensure the presence in its venues of large international shows and events, as well as of foreign exhibitors and visitors, thereby reinforcing its position as one of Europe's best platforms for major sector encounters.

- ❖ 41% of exhibitors and 25% of visitors at the trade shows are international.
- ❖ Fira is represented in 33 countries with a network of delegations abroad.

Current portfolio

Follow the link to see up to date calendar for exhibitions scheduled in the period 2010-2012:

<http://www.firabcn.com/showsCongresses/begin.do>



Venues and floor space

Fira de Barcelona, one of the largest fairgrounds in Europe, boasts 365.000 sqm. of exhibition floor space. It is divided into two exhibition centers: **Montjuïc** (115.000 sqm. of exhibition floor space + 50.000 outdoor exhibition space) and **Gran Via** (200.000 sqm. exhibition floor space).

Montjuïc

Located in the center of Barcelona and built in 1929 to house the Barcelona Universal Exposition, it is now fully restructured and equipped with the most modern infrastructures and services.

- ❖ It encompasses seven large exhibition halls and a Conference Centre.
- ❖ It is particularly suited for events involving huge visitor numbers due to its privileged position offering an easy and convenient access from anywhere in the city and the surrounding areas.



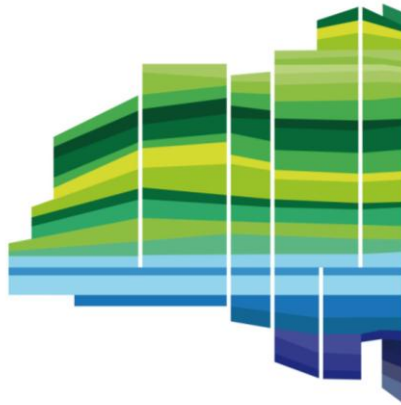
Gran Via

It is one of the most modern and biggest venues in Europe, and one of the most highly-rated by organizers, exhibitors and visitors from all over the world.

- ❖ Designed by Japanese architect Toyo Ito, it combines a spectacular appearance with respect for the environment and provides an efficient yet creative solution to the needs of exhibitors and visitors alike.
- ❖ The venue is distributed in **eight halls**, including Gran Via Conference Centre, located in hall 8 and covering a total area of 14.000 sqm. featuring multipurpose meeting spaces divisible by soundproof sliding panels, and offering flexible meeting room capacities.



Offer



SPONSORSHIP Offer

GLOBAL EVENT PARTNER

CONGRESS

- ❖ Your logo on all plenary sessions.
- ❖ Your logo on the front of the main conference program.
- ❖ 100 free Platinum admission tickets for your partners/customers
(valid for Exhibition Area & Conference. Lunch included).
- ❖ Extra Platinum admission tickets for your partners/customers at a discounted
25% price. (Nominal Price=600 €. valid for Exhibition Area & Conference.
Lunch included).

EXHIBITION AREA

- ❖ Preferred space selection on Exhibition Area.
- ❖ Presentation of 30 min on your stand, included on the main conference
program.
- ❖ 100 free exhibition badges for your stand.
(valid for Exhibition Area & Open Sessions. Lunch NOT included).

SPONSORSHIP Offer

GLOBAL EVENT PARTNER

GALA DINNER & SMART AWARDS

- ❖ Your logo on Awards Presentation.
- ❖ Exclusive table for 10 pax.

SMART CITY ROADSHOWS

- ❖ Your logo on all Roadshows being held by the team of Fira de Barcelona:
London, Amsterdam, Frankfurt, Bologna, Paris, Bruxelles, New York City, San Francisco, Sao Paulo, Tokyo, Shanghai, Singapore, Dubai.

BARCELONA SITE VISIT

- ❖ Possibility to include the visit to your company solutions during the Delegate's site visits to Urban Labs.

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VISIBILITY

- ❖ Your logo on front page of www.smartcityexpo.com
- ❖ Your banner link to your website on www.smartcityexpo.com
- ❖ Your logo as Global Event Partner on all the materials for the event:
 - Front of Event Catalogue.
 - One full colored page on Event Catalogue.
 - Newsletters for Delegates & Exhibitors.
 - Promotional materials to be created by the organization.
 - Press insertions (technical & general press, online & offline).
 - Inclusion of your logo on welcome bag for Delegates.
- ❖ Inclusion of one gadget (to be delivered by sponsor) on the welcome pack for the visitor.
- ❖ One of the following:
 - Lanyards / Personalized Water Bottles / Coffee Breaks

SPECIAL DINNER

- ❖ We will arrange a meeting and a dinner with the most relevant people in the industry, to which your company will be invited to attend.

SPONSORSHIP Offer

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PRICE OF SPONSORSHIP

The total price of all the previous elements will amount to
50.000 € for the Smart City Expo & World Congress 2011 edition.

UPGRADES OPPORTUNITIES

❖ Upgrade of your logo to **PLATINUM PARTNER - UTILITIES**

including:

- Bigger logo & visibility as Platinum Partner - Utilities.
- Two full colored pages on Event Catalogue.
- Your name on one of the Auditoriums.
- Personalized Water Bottles and fridges on **main entrance** of the Exhibition Area.
- Site visit to your facilities of specifically designated delegates.

PRICE FOR UGRADE TO PLATINUM PARTNER - UTILITIES: 150.000 €

❖ Upgrade to **AWARDS SPONSOR**

- Your logo as sponsor of the Gala Dinner.
- Your logo as sponsor of one of the Smart Awards to be unveiled during the Awards Ceremony.

PRICE FOR UGRADE TO AWARDS SPONSOR: 150.000 €