Building Smart, Equitable, and Sustainable 21st Century Cities

A White House Summit for Democracy Year of Action Initiative
For the first time in history, cities and states have the opportunity to leapfrog into the future.

The American Rescue Plan and the Infrastructure Investment and Jobs Act provide a once in-a-generation opportunity to develop smart, equitable, and sustainable 21st century cities. They are catalysts for deploying inclusive and disruptive technology to bridge the racial wealth and equity gap.

From blockchain and cryptocurrency to urban air mobility, electrification, cybersecurity, next gen infrastructure, AI and edge technology, big data, climate resiliency, education equity, and the future of work, join us at Smart City Expo USA as we prepare cities for tomorrow while solving urgent issues of today.
## THE NUMBERS

### Building Smart Cities:

$1.2 Trillion Infrastructure Investment and Jobs Act

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Roads and Bridges</td>
<td>$110 Billion</td>
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<tr>
<td>Roadways</td>
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<tr>
<td>Broadband</td>
<td>$65 Billion</td>
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<tr>
<td>Power Grid</td>
<td>$65 Billion</td>
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<td>Water Infrastructure</td>
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<td>Cybersecurity and Climate Change</td>
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<td>Public Transit</td>
<td>$39 Billion</td>
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<td>Airports</td>
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<td>Environment</td>
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<td>Ports</td>
<td>$17 Billion</td>
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<td>Safety</td>
<td>$11 Billion</td>
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<tr>
<td>Electric Vehicle Charging Stations</td>
<td>$7.5 Billion</td>
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<td>Electric School Buses</td>
<td>$7.5 Billion</td>
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<tr>
<td>Western Water Infrastructure</td>
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</table>
Welcome to **Miami**, where the **Future is Now**.

Every company today—from cars and banks to governments—is now a tech company. Algorithms, sensors, blockchain, and cloud storage are foundations of the future, creating new efficiencies and accelerating the pace of innovation. While we must mitigate the risks involved, we must also harness the democratization, decentralization, and disruption that is leading to more access to capital, opportunities for empowerment, and the advancement of human progress.

We have an extraordinary opportunity to build generational prosperity. Combining low taxes, a $100 million SoftBank investment in Miami-based startups, the relocation of top Venture Capital firms such as Founders Fund and General Catalyst, millions of dollars to drive diverse tech talent, and a web3 ecosystem, it’s no wonder that Miami is building the country’s leading and most inclusive innovation economy. Connecting a top international airport, a vibrant arts and culture scene, and great weather with a commitment to combatting climate change, Miami shines bright as one of the top emerging tech cities in the U.S. and the ideal host of Smart City Expo USA.

As Mayor of Miami and the 80th President of the U.S. Conference of Mayors, I am honored to partner with Fira de Barcelona to host Smart City Expo USA and convene the most brilliant minds to build cities of the future. I invite all of you to bring your “moonshot” ideas, your transformative startups, your frontier technologies, and your desire to make a difference to Miami in September. We hope you join us in futureproofing our cities and building a hopeful and sustainable tomorrow—the time is now!

Francis X. Suarez  
Mayor, City of Miami  
President, U.S. Conference of Mayors
**OUR HOST**

**Miami: The Capital of Capital**

“It’s not a moment, it’s a movement.”

“How can I help?” tweet yields strong and sustained venture capital

- **First city to embrace cryptocurrency**
  MiamiCoin has raised $5.25MM for city resources

- **Tax-Friendly Environment**
  No personal income tax and low corporate taxes

- **Healthiest City in America**
  Year-round sunshine and beach access

- **Top International Airport**
  Gateway to the Americas

“There has never been a better time to be an entrepreneur than right now, or a better city to do it from than Miami.”

Marcelo Claure
Former COO, SoftBank
Smart City Expo World Congress (SCEWC) is the world’s leading event for cities. Hosted annually in Barcelona since 2011, SCEWC has globally expanded to Brazil, Chile, Qatar, Japan, Mexico, Argentina, and the U.S. In years past, Barcelona welcomed:

- Visitors: 24,000+
- Exhibitors: 1,000+
- Cities: 700+
- Speakers: 400+
Now and Next: We Are Solving Urgent Issues

From developing a skilled workforce of the future to financing 21st century infrastructure, advancing renewable energies, improving health outcomes, promoting civic engagement, and ensuring technological interoperability, we are building smart, equitable, and sustainable cities of tomorrow, today.

Infrastructure
- Broadband / Satellites
- 5G / 6G
- Airports / Ports
- Affordable Housing
- Electrification
- Digital Twins
- Waste and Water
- Urban Planning
- IoT / InfraTech
- Roads / Bridges
- Resiliency and Sustainability

Clean Energy & Sustainability
- Electrification
- Power Grids
- Circular Economy
- Renewable Energies
- Net Zero
- Decarbonization
- Storm Surge
- Energy Optimization
- Battery and Storage
- Land Use Policies

Mobility & Transportation
- Drones
- Traffic Management
- Public Transit
- Integrated Mobility
- Electric Vehicles
- MaaS
- Open Data
- Logistics
- Autonomous Transportation
- Aerial Transportation
- Hyperloop Technologies
- Supersonic Transportation

Frontier Technologies
- Cloud
- Big Data
- NFTs
- Blockchain
- Bitcoin
- A.I. / Edge
- Web3
- Cryptocurrency
- Cybersecurity
- Biometrics
- Robotics
- AR/VR
- eSports/Gaming
- Metaverse

Safety, Equity & Civic Engagement
- Digital Inclusion
- Future of Work
- STEAM
- Anti-Displacement
- Education Equity / HBCUs
- Public Art
- VC / Entrepreneurship
- Criminal Justice
- Ethics and Privacy
- Public Safety
- Procurement

Architecture, Culture & Design
- Vertical Forests
- Revitalization and Renewal
- Placemaking
- Anti-Displacement
- Public Art
- Justice by Design

Finance
- PPP
- FinTech
- Private Equity
- Venture Capital
- Municipal Finance
- Pension Funds
- Crypto / Bitcoin
- Blockchain
- ESG Investments
- Entrepreneurship

Health & Wellness
- AgTech
- Public Health
- Health Access
- Food Security
- Urban Farms
- Wearables
- Urban Planning
Join us for a week of activities across the City of Miami. From installations and tours to keynotes, plenaries, breakouts, and workshops, Smart City Expo USA will include 200+ of the world’s most brilliant minds building equitable and inclusive 21st century cities using AI, data analytics, edge technology, sensors, heat maps, broadband, the cloud, open data, and so much more. Interact with global entrepreneurs and companies deploying high-speed networks, supercomputers, blockchain, visualization models, drones, new mobility options, and tomorrow’s technologies to futureproof our cities today.
# Preliminary Agenda

**Sept 14–15, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<td>11:00 am</td>
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<td>Founders Forum: Lightning Talks</td>
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<td>Open Forum: Startup Pitches</td>
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<tr>
<td>12:00 am</td>
<td>Lunch Break / VIP Lunch</td>
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<td>4:00 pm</td>
<td>Keynote</td>
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<tr>
<td>4:30 pm</td>
<td>Plenary</td>
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<tr>
<td>5:15 pm</td>
<td>Happy Hour / VIP Reception</td>
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PAST SPEAKERS

Top Thought Leaders

Many of the world’s top government officials, CEOs, NGOs, and entrepreneurs have spoken at smart city events curated by our leadership.

*Title of speakers are at time of participation

INTERNATIONAL GOVERNMENT OFFICIALS

Guðni Th. Jóhannesson
President, Republic of Iceland

Kajsa Ollongren
Deputy Prime Minister, Kingdom of the Netherlands

Hon. Amarjeet Sohi
Minister of Infrastructure, Government of Canada

Giuseppe Sala
Mayor, City of Milan

Marianne Borgen
Mayor, City of Oslo

Jan Vapaavouri
Mayor, City of Helsinki

Ahmed Aboutaleb
Mayor, City of Rotterdam

Gregor Robertson
Mayor, City of Vancouver

Dr. Aisha Bin Bishr
Director General, Smart Dubai

Mirik Milan
Night Mayor, City of Amsterdam

Gerardo Pisarello Prados
First Deputy Mayor, City of Barcelona

Néjia Lanouar
CIO, City of Paris

Liora Shechter
CIO, City of Tel Aviv

Ger Baron
CTO, City of Amsterdam

Marijn Fraanje
CIO, City of The Hague

Rob Meikle
CIO, City of Toronto

U.S. GOVERNMENT OFFICIALS

Bill de Blasio
Mayor, City of New York

Rahm Emanuel
Mayor, City of Chicago

Michael J. Hancock
Mayor, City of Denver

Steve Benjamin
Mayor, City of Columbia

Keisha Lance Bottoms
Mayor, City of Atlanta

Hardie Davis, Jr.
Mayor, City of Augusta

Bryan Barrett
Mayor, City of Rochester Hills

Kirk Caldwell
Mayor, City of Honolulu

Andy Berke
Mayor, City of Chattanooga

Sly James
Mayor, Kansas City

Mark Stodola
Mayor, City of Little Rock

Karen Freeman-Wilson
Mayor, City of Gary

Gary McCarthy
Mayor, City of Schenectady

J. Phillip Thompson
Deputy Mayor, City of New York

Miguel Sangalang
Deputy Mayor, City of Los Angeles

Tishaura Jones
Treasurer, City of St. Louis

Michael Nutter
Fmr Mayor, City of Philadelphia

Michael Huerta
Fmr Administrator, FAA

Mark Dowd
Fmr Deputy Asst Secretary, U.S. Dept of Transportation

Suzanne Spaulding
Fmr Under Secretary, Dept of Homeland Security

Rick Cotton
Executive Director, The Port Authority of NY & NJ

Ali Chaudhry
Deputy Secretary for Transportation, State of NY

Kristen Titus
CIO, State of New York

Samir Saini
Commissioner, Dept of IT & Telecom, City of New York

Victor Calise
Commissioner, Mayor’s Office for People with Disabilities, City of New York

Kishia L. Powell
Commissioner, Dept of Watershed Management, City of Atlanta

Dan Zarrilli
Chief Resilience Officer, City of New York

Polly Trottenberg
Commissioner, Dept of Transportation, City of New York

Keith Kerman
Chief Fleet Officer, City of New York

Linda Lopez
Chief of Office of Immigrant Affairs, City of Los Angeles

Karina Hicks
Director, Dept of Mobility & Infrastructure, City of Pittsburgh

Jeff Merritt
Director of Innovation, City of New York

John Paul Farmer
CTO, City of New York

Archana Vemulapalli
CTO, District of Columbia

Michael Stevens
CIO, City of Columbus

Grace Simrall
CIO, City of Louisville

Denise Riedl
CIO, City of South Bend

Dr. Amen Ra Mashariki
Chief Analytics Officer, City of New York

Jeanethe Falvey
Chief Digital Officer, City of Boston

Joshua Schank
CIO, LA Metro

USA
SEPTEMBER 14–15, 2022
MIAMI BEACH CONVENTION CENTER

SMART CITY EXPO USA
<table>
<thead>
<tr>
<th>VISIONARY LEADERS</th>
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<tbody>
<tr>
<td>Dan Doctoroff                      CEO, Sidewalk Labs</td>
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<tr>
<td>Diane Hoskins                      Co-CEO, Gensler</td>
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<td>William H. Rogers, Jr.             CEO, SunTrust Banks</td>
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<td>Jay Walder                         CEO, Motivate</td>
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<td>Patrick Decker                     CEO, Xylem</td>
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<td>Scott Rechler                      CEO, RXR Realty</td>
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<td>Derek Schiller                     CEO, Atlanta Braves</td>
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<td>Alex Taylor                        CEO, Cox Enterprises</td>
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<td>L. Jay Cross                       President, Related Hudson Yards</td>
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<td>Don Katz                           CEO, Audible</td>
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<td>Jane Garvey                        North American Chairman, Meridiam</td>
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<td>Brenden Millstein                  CEO, Carbon Lighthouse</td>
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<td>Graeme Conway                      Senior Managing Director, Macquarie</td>
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<td>Bruce Hogg                         Senior Principal, Canada Pension Plan Investment Board</td>
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<td>Joe Lubin                          CEO, ConsenSys</td>
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<td>Jalak Jobanputra                   Founder, Future\Perfect Ventures</td>
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<tr>
<td>Sandra Ro                          CEO, Global Blockchain Business Council</td>
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<tr>
<td>Susan Gray                         Global Head of Corporate and Infrastructure Ratings, S&amp;P</td>
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<tr>
<td>Margaret Anadu                     Managing Director, Urban Investment Group, Goldman Sachs</td>
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<tr>
<td>Stefano Boeri                      Founder, Studio Stefano Boeri Architetti</td>
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<tr>
<td>Carlo Ratti                        Director, MIT Senseable City Lab</td>
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<tr>
<td>Paul Antonelli                     Senior Curator, MoMA</td>
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<td>Katherine Oliver                   Principal, Bloomberg Associates</td>
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<td>Yolanda Daniel                     VP, Federal Reserve Bank of Chicago</td>
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<td>Alex Fischer                       CEO, Columbus Partnership</td>
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<td>Caryl Stern                        CEO, UNICEF USA</td>
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<td>Dr. Bernice A. King                CEO, The King Center</td>
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<td>Brandee McHale                     President, Citi Foundation</td>
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<tr>
<td>Alice Charles                      Urban Innovation Lead, World Economic Forum</td>
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<td>Lise Kingo                         CEO, UN Global Compact</td>
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<td>Wes Moore                          CEO, Robin Hood</td>
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<td>Jim Clark                          CEO, Boys &amp; Girls Club of America</td>
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<td>Jake Wood                          CEO, Team Rubicon</td>
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<td>Michael Berkowitz                  President, 100 Resilient Cities</td>
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<tr>
<td>Corinne Kisner                     Executive Director, NACTO</td>
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<td>Simone Brody                       Executive Director, What Works Cities</td>
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<tr>
<td>Lillian Coral                      Director, Knight Foundation</td>
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<tr>
<td>Jessica Baird                      VP, Social Impact, BlackRock</td>
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<tr>
<td>Bruce Katz                         Co-Founder, New Localism Advisors</td>
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<tr>
<td>Jon McNeill                        COO, Lyft</td>
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<tr>
<td>Tip “T.I.” Harris                   Artist, Entrepreneur &amp; Activist</td>
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<tr>
<td>Felecia Hatcher                    Co-Founder, Code Fever</td>
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<td>Ambassador Andrew J. Young         Chairman, Andrew J. Young Foundation</td>
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<tr>
<td>Toni Townes-Whitley                Corporate VP, Microsoft</td>
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<tr>
<td>Del White                          Global Managing Director, Cisco</td>
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<td>Rohan Patel                        Senior Director, Tesla</td>
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<tr>
<td>Dominic Vergine                    Head of Sustainability, ARM</td>
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<td>Donnel Baird                       CEO, BlocPower</td>
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<tr>
<td>Miguel Gamiño                      Head of Global Cities, Mastercard</td>
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<tr>
<td>Sarah Hunter                       Director, Public Policy, X</td>
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<td>Amrit Dhir                         Head of Startups, Google</td>
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<tr>
<td>Chris Heivy                        VP of Innovation, Techstars</td>
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<td>Jeffrey Sachs                      Professor, Columbia University</td>
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<td>Ralph Clark                        CEO, Shotspotter</td>
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<td>Stephen Pair                       CEO, BitPay</td>
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<td>Crystal Lassiter                   Sr. Director, Global Sustainability, UPS</td>
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<td>Martin Davis                       CIO, Southern Company</td>
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<tr>
<td>Liza Milagro                       Sustainability Manager, Hartsfield-Jackson Airport</td>
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<tr>
<td>Derrick Morgan                     Managing Partner, KNGDM Group</td>
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<tr>
<td>Eric Tenenblatt                    Global Chair of Public Policy &amp; Regulation, Dentons</td>
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<td>Cassie Roach                       Managing Director, Cisco</td>
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<tr>
<td>Juliet Scott-Croxford              CEO, Worth</td>
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<tr>
<td>Joanna Smith Ramani                Managing Director, Financial Security, Aspen Institute</td>
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<tr>
<td>Ryan Wilson                        CEO, The Gathering Spot</td>
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<tr>
<td>Justin Bean                        Director of Smart Spaces, Hitachi Vantara</td>
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<tr>
<td>Rebecca DeHart                     CEO, Fair Count</td>
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<tr>
<td>John Forté                         Artist and Activist</td>
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<tr>
<td>David Hopping                      CEO, Smart Infrastructure USA, Siemens</td>
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Our past sponsors and partners have led the charge on equitably and sustainably futureproofing our cities through leading technologies, cutting-edge innovations, and best-in-class services.
Presenting Sponsor

Investment
$1,000,000
Limited to 2

- Exclusive Conference and Expo Sponsor
- Official Sponsor of either Opening or Closing Night Reception
- Keynote Speaker Opportunity
- Expo Space (20x50)*
- On-Site Activation Opportunity (tech demonstration, installation, roundtables, or workshops)*
- 2 Private Meeting Rooms (20x20)
- Curated 1:1 Meetings
- Rights to provide branded products in VIP lounge
- Venue Signage Opportunities
- Off-Site Activation Opportunity (tours, workshops, living lab)
- Logo visibility across all physical, digital, and mobile platforms
- Exclusive social media and email marketing content
- Access to attendee list (name and title only)
- Priority in blocking hotel rooms
- 100 conference passes
- 20% discount on additional conference passes

*Cost of build out and insurance to be borne by Sponsor
Visionary Sponsor

**Investment**

$750,000

Limited to 4

- Official Sponsor of September 14 Evening Reception
- Participation in Mainstage Plenary Discussions
- Expo Space (20x40)*
- On-Site Activation Opportunity (tech demonstration, installation, roundtables, or workshops)*
- 2 Private Meeting Rooms (20x20)
- Curated 1:1 Meetings
- Venue Signage Opportunities
- Off-Site Activation Opportunity (tours, workshops, living lab)
- Logo visibility across all physical, digital, and mobile platforms
- Exclusive social media and email marketing content
- Access to attendee list (name and title only)
- 80 conference passes
- 20% discount on additional conference passes

*Cost of build out and insurance to be borne by Sponsor

Disruptor Sponsor

**Investment**

$500,000

Limited to 6

- Participation in Mainstage Plenary Discussions
- Expo Space (20x30)*
- On-Site Activation Opportunity (tech demonstration, installation, roundtables, or workshops)*
- 2 Private Meeting Rooms (20x20)
- Curated 1:1 Meetings
- Venue Signage Opportunities
- Off-Site Activation Opportunity (tours, workshops, living lab, happy hour)
- Logo visibility across all physical, digital, and mobile platforms
- Exclusive social media and email marketing content
- Access to attendee list (name and title only)
- 60 conference passes
- 20% discount on additional conference passes

*Cost of build out and insurance to be borne by Sponsor
**Innovator Sponsor**

**Investment**

$200,000  
Limited to 10

- Participation in Panel Discussion
- Expo Space (20x20) or On-Site Activation Opportunity (tech demonstration, installation, roundtables, or workshops)*
- 1 Private Meeting Room (10x10)
- Curated 1:1 Meetings
- Venue Signage Opportunities
- Logo visibility across all physical, digital, and mobile platforms
- Exclusive social media and email marketing content
- Access to attendee list (name and title only)
- 40 conference passes
- 20% discount on additional conference passes

*Cost of build out and insurance to be borne by Sponsor

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**Pioneer Sponsor**

**Investment**

$95,000

- Participation in Forum Discussion
- Expo Space (20x10) or On-Site Activation Opportunity (tech demonstration, installation, roundtables, or workshops)*
- Logo visibility across all physical, digital, and mobile platforms
- Social media and email marketing content
- 10 conference passes
- 20% discount on additional conference passes

*Cost of build out and insurance to be borne by Sponsor
Exhibitor

Join us an Exhibitor to showcase your technology and smart city solutions to our highly-curated audience. Customize your floor space or work with our production team to make your exciting visions come to life.

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<th>space</th>
<th>cost</th>
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<td>$58,800</td>
</tr>
<tr>
<td>20x70</td>
<td>$68,600</td>
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<tr>
<td>20x80</td>
<td>$78,400</td>
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<tr>
<td>50x50</td>
<td>$115,000</td>
</tr>
<tr>
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<td>$135,000</td>
</tr>
</tbody>
</table>

Additional Sponsorship Opportunities

Want to find other ways to get your brand or products noticed? Our team welcomes the opportunity to curate meaningful engagement opportunities for you.

- Cafés
- Lounges
- VIP Room
- Press Room
- Installations
- LED Screens
- Private Events
- Workshops / Living Labs
- Banners / Wraps / Window Tiles

*No pipe and drape permitted. Cost of build out, power, internet, furniture, and insurance to be borne by Sponsor.
OUR TEAM

Meet our Leadership

Our leadership consists of seasoned professionals at the intersection of technology, sustainability, sports, justice, and entertainment who have the trust of mayors, CEOs, NGOs and entrepreneurs and collaborate with the world’s brightest minds on the topics of tomorrow.

Ms. Tandon is a human rights lawyer and smart cities expert who has been deeply committed to building inclusive economies for the last twenty years. Prior to serving as the CEO of Smart City Expo USA, she served as Co-Founder and CEO of Smart City Expo Atlanta and Executive Director of Smart Cities New York. Ms. Tandon has convened 1000+ global leaders from presidents, ministers, mayors, NGOs, and CEOs, to leading policymakers and entrepreneurs on building smart, equitable, and sustainable 21st century communities by harnessing the $3T global smart city marketplace. She secured a Presidential Commutation in 2008, has produced feature documentaries ranging from human rights to clean energy, and is a global advisor to cities on issues of tech and equity. She is an Aspen/ADL Civil Society Fellow, member of the World Economic Forum’s G20 Global Smart City Alliance, and a frequent speaker on criminal justice reform, smart cities, and public policy.

Terry Cecil serves as the CEO and Chief Sustainability Officer for the International Sponsor Council, the world trade association for corporate sponsors. Mr. Cecil has extensive experience and leadership with the sales and marketing of global partnerships including having served as a vice president of IMG, senior vice president of Octagon, and vice president of marketing for HGTV and DIY television networks. He also served as global head of sponsorships for the XPRIZE Foundation which focuses on creating solutions for world challenges. Mr. Cecil served on the U.S. development team for the creation of ISO 20121, the world standard for sustainable event management.
Catapult provide full service, results focussed booth design and build. We provide an end to end service from brief design, renders, site services, fabrication & installation, booth management and staffing, post event report.

Thisiscatapult.com
Join us in Building Smart, Equitable, and Sustainable 21st Century Cities

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