

26 – 27
August 2022

Sahara Star,
Mumbai

SM@RT URBANATION

CONVENTION AND EXPO 2022

Smart Cities 2.0

Altering priorities & adopting intelligent technologies
to deliver mandated outcomes

Digitalisation | Integrated Mobility | Energy | Waste Management
Air Quality | Urban Greening

www.SmartUrbanation.com

ABOUT US

The Smart Cities Mission completed seven years on 25th June 2022. Against the commitment of Rs 48,000 crore for 100 cities over five years and a matching equivalent amount to be released by the states, the centre has so far released a total of Rs 28,413.60 crore and 83 per cent of it has been utilised. The city development plans were designed around the budget with the assurance that finance would be available to this extent. And yet, the utilisation has not even crossed 50% of the amount committed and we are not even counting two extra years in which, one can assume, the pandemic took precedence. So with no money constraint the mission has been able to utilise only 49% of the committed amount across 100 cities. Considering that each city has been asked to confer with their citizens and plan an intervention which will improve liveability, workability and sustainability in their respective cities, this seems like a missed opportunity.

The 7th Smart Urbanation 2022 scheduled on August 26-27, 2022 brings together experts to debate and decode challenges and solutions for India's smart cities journey. The Smart Cities Mission is a Rs 2.11 trillion program of which projects with a value of 27.5% have been completed and therefore 72.5% of the work is in progress. This does not include the projects which are being planned by city municipalities after they have seen the success of such pilot projects within the Smart City SPV.

The two day event will bring discussions emerging on the back of a pandemic which has turned several legacy paradigms on their head. Innovation and lateral thinking now will dominate traditional approaches.

WHY ATTEND?

Meet the Municipal Authorities, Innovators and leaders who highlight latest developments and challenges affecting the cities of the future
Get inspired as the leading technologists who are shaping the market
Get valuable insights through exclusive case studies and deep dive conference sessions.

NETWORK

Visit the expo floor where over 50 companies will be demonstrating innovative and disruptive products.
Meet the industry peers face to face over guided networking events

CROSS DOMAIN BUSINESS OPPORTUNITIES

Be a part of the event where the focus is "Business Opportunities" Cross Business, et al B2B, B2G

WHO SHOULD ATTEND?

- Municipal Commissioners
- ULBs and related government agencies
- Policymakers and regulators
- Infrastructure developers
- Construction companies & contractors
- Architects, Designers & Engineers
- Builders & Developers
- State housing development agencies
- Realty heads of diversified corporate
- Utility companies (Energy, Water, Waste Management, Facility Management)
- IT solution providers and technology providers
- Financial institutions and investment agencies
- Fund Managers
- Consultants (Green, Structural, Urban Planning)
- Building Material Manufacturers
- Traffic Department
- Pollution Control Board
- Department head from police, water board, SPV CEOs, State government officials
- Construction Equipment Manufacturers
- Vendors (Automation, Security, HVAC, Traffic Management, Monorail, Metro, Lighting, Façade, Cladding, Elevators)



Municipalities



Administration officials



Technology Providers



Urban Planners



Architects



Engineering



Banks



Venture Capitalists



Investment Firms



Stakeholders



Consulting Firms

PARTICIPATED SMART CITIES

Ahemdabad
Akbarpur
Aligarh
Amravati
Aurangabad
Belagavi
Bengaluru
Bhopal
Bijapur
Bilaspur
Betul
Cuttack

Davanagere
Dharamshala
Etawah Nagar Palika
Parishad
Gwalior
Hathras Nagar Palika
Parishad
Hubli-Dharwad
Imphal
Jaipur
Jetpur
Hyderabad

Kakinada
Kalyan-Dombivali
Kavaratti
Kohima
Lalitpur Palika-
Parishad
Mainpuri Nagar Palika-
Parishad
Mangaluru
Mira-Bhayander
Nagar Palika Parishad
Rajkot

Neemuch
Nagarpalika
Nagpur
Navagadh
Naya Raipur
NDMC
Ranchi
Rourkela
Shimla
Shivamogga
Silvassa
Surat

Surendranagar-
Dudhrej Nagarpalika
Tadipatri
Tiruchirapalli
Municipal Corporation
Tumakuru
Ujjain
Vadodara
Valsad
Vijayawada

BECOME AN EVENT PARTNER

- If you are looking to heighten your brand exposure, demonstrate thought leadership or drive new business, PARTNER PACKAGES of SMART URBANATION offer you a unique and unrivalled opportunity to reach your core target audience.
- SMART URBANATION offers a wide variety of sponsorship packages designed to meet your company's objectives. These range from TITLE SPONSORSHIP to hospitality-based packages and exhibition stands. Our consultative approach also allows for more specific tailor-made packages to be designed to meet your precise needs and budget
- SMART URBANATION attracts senior decision makers eager to learn about market trends and new solutions as well as build new business relationships. Through sponsorship your organisation will be positioned above your competitors with the opportunity to engage with your target audience in a professional environment designed to maximise your return on investment.

Sponsorship will provide an excellent opportunity to build relationships with a high calibre group of potential customers and generate numerous new profitable business leads.

EVENT HIGHLIGHTS



48
hours

of networking,
business and
innovation



15+
Innovation Hub

Start up demonstrate
smart Solutions



50+

Exhibitors
from all over
the world



50+

High level
industry
speakers



20+

Dedicated lessons learned
and case studies from
smart city deployments
around the world



2000+

National and International, state and local
government officials, utilities, policymakers,
financiers, technologists, non-profit and
trade groups, business leaders, academics,
researchers and citizen organizations from
all over the world



100+

City and state
representatives



250+

Delegates

360 MARKETING SUPPORT

With our strong digital and print presence we have designed a comprehensive marketing campaign that will reach out to an extensive group of our existing database and new delegates. Involvement in this campaign will advertise your corporate presence and profile in prominent locations through various media.

- Electronic Marketing Campaign
- Website
- Brochure
- Advertising
- On Site Signage & Branding
- Key Account Management
- Be assured that wherever the event promotion goes, your company will be there!

Branded Event Banner: We can place your logo onto the banner letting your clients know that you're sponsoring. This makes the banner more personalised for your website.

Co-branded e-invite HTML with your logo: We can build you a co-branded e-invitation with your logo, message, some event details and send this out on your behalf to your client lists.

Press Releases & Wish List: Send us any latest press releases and we can add these to the event website. Send us a list of press you'd like to see at the event and we'll endeavour to get in touch with them for you.

Website links: We will link your logo on the sponsors or exhibitors page on the event website.

PAST PARTNERS



Ministry of Electronics and
Information Technology
Government of India
Ministry of Steel
Government of India
Department of Science and
Technology (DST)



Crompton

**UltraTech
CEMENT**
The Engineer's Choice

Buid
beautiful



ENGINEERING &
CONSTRUCTION

Western Digital

**Hewlett Packard
Enterprise**



Duradoor™
Fit it. Forget it.

Itron

CDE
A NEW WORLD OF RESOURCE

TOMTOM

TATA PROJECTS
Simplify.Create

HIKVISION®

acer

HYSEA

FLUENTGRID
economic transformation

sas

paytm

NELTA
Smarter. Greener. Together.

PHILIPS

xylem
Let's Solve Water

Microsoft

ACE

cisco

CCOMB
China Chamber of Commerce for Import
& Export of Machinery & Electronic Products

Deloitte.

BusinessLine



PRIDE of CHINA



ICEC
India China Economic and Cultural Council
印度中国经济文化促进会

**INCUBATE
INDIA**

#startupindia

TREDA
Telangana Real Estate
Developers Association

ISGF
India Smart Grid Forum

niu
National Institute of Urban Affairs

**10000
START-UPS**
A NASSCOM Initiative

CONTACT

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PRESENTING PARTNER (Highest Category Of Partnership) EXCLUSIVE with Integrated Logo Unit

INVESTMENT: RS. 50,00,000 | US \$ 70,000

Take your presence at this prestigious event to the top as the exclusive TITLE / PRESENTING Partner. As the event's main Partner, your brand will stand out as the innovator within the smart cities landscape - offering solutions that address every challenge from transportation to urban living, energy to infrastructure. As the PRESENTING Partner, your company will be positioned as a leader at a time when key decision-makers are eager to learn.

KEY ELEMENTS OF THE PRESENTINGPARTNER PACKAGE:

- 36 sq m raw space to exhibit their product & services*
- Expansive venue branding with logo integration with the Event "Smart Urbanation" above Powered by Partner
- Press Conference as Curtain Raiser along with Host State
- Logo presence in key communication to Jury, Nominees & Winners
- Senior Official would be a part of the Jury panel for joint discussion on Winners selection
- Acknowledgement in pre event editorial with content focus on Presenting Partner
- Placement of company logo wherever show name is positioned & branded
- Due to logo integration, all promotion via print, outdoor, on ground & broadcast would flash Presenting Partner Logo along with the Event "Smart Urbanation" above Powered by Partner
- Logo on Smart Urbanationwebsite with hyperlink to Presenting Partner website
- Senior Official to be on stage while 5 trophies are being given away to City Officials for Smart Cities
- Acknowledgement of the Partnership at the conference & awards through Emcee mentions& plug ins
- Extensive Branding in the registration area and entrance hall along with large sized logo Branding of visitor bags
- Extensive branding of "Smart Cities Innovation and Solution Hubs". The "Smart Cities Innovation and Solution Hubs" is a reserved platform on the exhibit floor where companies can demonstrate their products. Content to be approved by SCCI's content manager
- (20) Complimentary Invitation passes
- Networking meet with Chief Guest, Winners, Jury and VIPs in lounge during networking sessions
- (5) Stand-alone pull ups
- Opportunity to distribute corporate goodies / brochures to the participants in the kit
- (15) minutes Project Presentation for Senior Official at the Awards Night
- Inclusion of Senior Officials at the panel discussions on both days mapping relevant topics
- (3) minutes corporate video to be played (2) times
- Copy of the Final delegate list with complete contact details of Public & Private sector
- Exclusive Cocktail & Dinner on first evening for Presenting and all Government bodies & SPV CEO's of different smart cities project in India
- (15) 1-2-1 business meetings with different Smart Cities Project Team for future business
- Trophies carrying Presenting Partner branding (to be suggested by Presenting Partner)
- Inclusion of Video interview of Senior Official in website & Youtube
- Coverage on NDTV/BTV/Bloomberg
- Mention in all Press Releases & Media Coverage
- Post Event Coverage in ASAPP Publications
- Group Photograph with winners (framed photo shall be delivered post event)

NOTE: * any sq m above the offering would be charged at INR 10,000 per sq m over and above partnership value

Powered by PARTNER (2nd In Line Category Of Partnership) EXCLUSIVE with Integrated Logo Unit

INVESTMENT: RS. 35,00,000 | US \$ 50,000

The Powered by package guarantees your company stands head and shoulders above the crowd. As one of very few brands with this level of exposure it is the perfect way to grab attention and hold it pre, during and post show. This is an exclusive package available with many highly prominent elements that cut across the entire spectrum of SM@RT URBANATION attendees. This package is ideal for companies looking to show their both thought leaders and smart city innovators.

KEY ELEMENTS OF THE POWERED BY PACKAGE:

- 24sq m raw space to exhibit their product & services*
- Expansive venue branding with logo integration with the Event "Smart Urbanation" below Presenting Partner
- Logo presence in key communication to Jury, Nominees & Winners
- Senior Official would be a part of the Jury panel for joint discussion on Winners selection
- Acknowledgement in pre event editorial with content focus on Powered by Partner
- Placement of company logo wherever show name is positioned & branded
- Due to logo integration, all promotion via print, outdoor, on ground & broadcast would flash Powered by Partner Logo along with the Event "Smart Urbanation" below the Presenting Partner
- Logo on Smart Urbanation website with hyperlink to Powered by Partner website
- Senior Official to be on stage while 3 trophies are being given away to City Officials for Smart Cities
- Acknowledgement of the Partnership at the conference & awards through Emcee mentions & plug ins
- Branding in the registration area and entrance hall along with visible sized logo Branding of visitor bags
- (15) Complimentary Invitation passes
- Networking meet with Chief Guest, Winners, Jury and VIPs in lounge during networking sessions
- (3) Stand-alone pull ups
- Opportunity to distribute corporate brochures to the participants in the kit
- (10) minutes Project Presentation for Senior Official at the 6th Smart Cities Conference
- (2) minutes corporate video to be played (1) times
- Copy of the Final delegate list with complete contact details of Public & Private sector
- (10) 1-2-1 business meetings with different Smart Cities Project Team for future business
- Inclusion of Video interview of Senior Official in website & Youtube
- Mention in all Press Releases & Media Coverage
- Post Event Coverage in ASAPP Publications

NOTE: * any sq m above the offering would be charged at INR 10,000 per sq m over and above partnership value

Benefits	Platinum	Gold	Silver	Associate	Other**
Exclusivity	Category				✓
Built up space to exhibit their product & services* (sq m)	18	12	9		
Venue branding with logo presence in the Event "Smart Urbanation"	✓	✓	✓	✓	✓
Logo presence in key communication to Jury, Nominees & Winners	✓	✓			
Senior Official would be a part of the Jury panel for joint discussion on Winners selection	✓				
Round Table at Smart Project Awards	1				
Placement of company logo wherever show name is positioned & branded	✓	✓	✓	✓	✓
Logo on Smart Urbanation website with hyperlink to Partner website	✓	✓	✓	✓	✓
Senior Official to be on stage while trophies are being given away to City Officials for Smart Cities	3	1			
Acknowledgement of the Partnership at the conference & awards through Emcee mentions & plug ins	✓	✓	✓	✓	
Branding in the registration area and entrance hall along with visible sized logo Branding of visitor bags	✓	✓	✓	✓	✓
Complimentary Invitation passes	10	8	5	3	3
Networking meet with Chief Guest, Winners, Jury and VIPs in lounge during networking sessions	✓	✓	✓		
All lanyards during the 2 day event would have exclusive logo branding (1)					✓
Opportunity to come on stage before the Lunch break to invite all delegates & speakers (2)					✓
Opportunity to raise a toast for the evening cocktail and invite all delegation (3)					✓
Stand-alone pull ups	2	1			
Opportunity to distribute corporate brochures / Pamphlets to the participants in the kit	Brochure	Pamphlet (2)	Pamphlet (1)		
Inclusion of Senior Officials at the panel discussions mapping relevant topics	2 panels	1 panel	1 panel		
Corporate video to be played	120 secs	90 secs	60 secs		
Copy of the Final delegate list with complete contact details of Public & Private sector	✓				
1-2-1 business meetings with different Smart Cities Project Team for future business	8	5	3		
Inclusion of Video interview of Senior Official in website & Youtube	✓				
Mention in all Press Releases & Media Coverage	Yes				
Post Event Coverage in ASAPP Publications	Yes	Yes	Yes	Yes	Yes
Investment (₹)	₹25,00,000	₹15,00,000	₹7,50,000	₹5,00,000	₹6,00,000
Investment (USD)	\$35,000	\$21,000	\$10,000	\$7,000	\$8,500

NOTE: * any sq m above the offering would be charged at INR 10,000 per sq m over and above partnership value

** (1) Official Lanyard Partner, (2) Official Lunch Partner any 1 day, (3) Official Cocktail Partner any 1 evening

PARTNERSHIP AND ALLIANCES

Sponsorship/Exhibition opportunities: Deepti

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