

 ForumEurope

THE FUTURE CITY

The Core of the Green & Digital
Transitions in Europe

15 - 16 JUNE 2021

ONLINE EVENT



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 ForumEurope

Sponsorship Brochure

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[#futurecityconf](https://twitter.com/futurecityconf)

www.the-future-city.com

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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Introduction

As the closest level of governments to people and as centres of economic growth, cities have the potential to play a major role in dealing with many of the critical issues faced in Europe today, by becoming key drivers of the “twin green and digital transitions”.

This conference will explore the innovative tools as well as the policy and financial support available to cities to respond to existing and pressing challenges and ask what more is needed. It will discuss the impact that digital technologies, combined with a strong focus on sustainability and a human-centric approach, can have to facilitate the transformation of cities into agile, efficient, green and resilient places, to improve the quality of life of their inhabitants and promote social cohesion. Featuring examples of cities that have unlocked significant economic, environmental and social benefits thanks to successful transformation strategies with green and digital aspects at their core, it will analyse the lessons learnt and highlight the importance of cooperation amongst governments at different territorial levels, and of collaboration with industry, universities, local businesses and citizens. Finally, it will ask how new ways of thinking about the design and planning of cities can be further promoted to sustain urban growth and to embed urban resilience and adaptation in the recovery planning in line with the goals of the EU Urban Agenda, with the plans outlined in the European Industrial Strategy and the Green Deal, and in accordance with the Paris Agreement and the UN Sustainable Development Goals.

Themes covered over the two days will include:

- The role of tech and data for a human-centric and green digital transformation of the city;
- The computing power connectivity infrastructure needed for sustainable and resilient smart cities;
- Energy System Integration to lower emissions in the circular city;
- Smart and sustainable mobility, multimodality and the future city planning;
- The role of the Renovation Wave Strategy for a circular and smart urban transformation;
- Achieving Sustainable and resilient food systems in cities and strengthening the connection with peripheral rural communities;
- The future of urban development policies post Covid-19.

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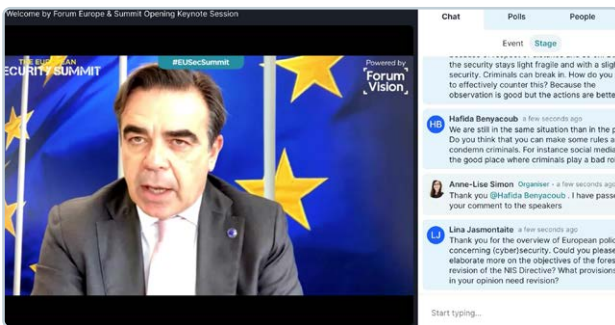
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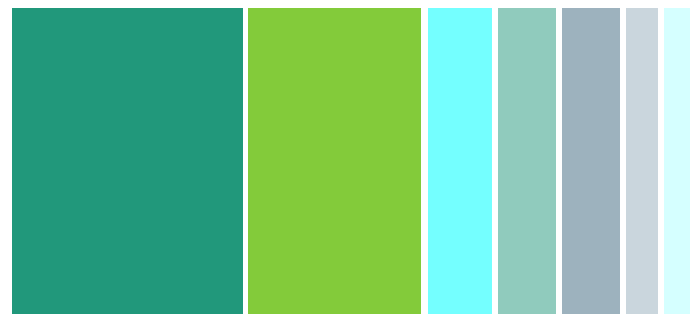
Why Sponsor The Future City Conference?

- Exclusive speaking positions | Your organisation can contribute to the discussion on the 'main stage'.
- Engaging and Interactive format | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- European and global outreach | Convey your message to a broad and international audience.
- Networking opportunities | The event will feature virtual networking for all interested participants. Private meeting rooms can also be booked.
- Visibility Opportunities | Ensure maximum visibility through branding on the event website and marketing activities.
- Exhibition and demos area | Showcase your products and solutions or share a position paper with the audience via a digital exhibition booth in the expo area.



Audience Breakdown

Based on attendance at The Digital Services Act Week, you will see below the expected breakdown of participants:



- 36% Industry
- 27% European Institutions
- 10% National Government/Regulators
- 9% NGO/Not for Profit
- 9% Student / Academic
- 5% Press / Media
- 4% EU Permanent Representation/Diplomatic Mission to the EU

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

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Summary of Past events

Following the production of successful conferences including sessions focusing on the Smart City, on Digital Transformation and on the European Green Deal, Forum Europe is proud to present The Future City: The Core of the Green and Digital Transitions in Europe which will gather city leaders, policymakers, experts and practitioners to discuss the role that European cities can play in the twin transitions towards climate neutrality and digital leadership.

Past speakers at Forum Europe Conferences have included:

*Job titles and organisations at time of participation



Thierry Breton
European Commissioner for the Single Market
European Commission



Francesca Bria
Chief Technology & Digital Innovation Officer
Barcelona City Council



Miapetra Kumpula-Natri
MEP
European Parliament



Timo Harakka
Minister of Transport and Communications
Republic of Finland



Jyrki Katainen
Vice-President for Jobs, Growth, Investment & Competitiveness
European Commission



Violeta Bulc
Commissioner for Transport
European Commission



Pedro Marques
Minister of Planning and Infrastructure
Portugal



Alexander De Croo
Deputy Prime Minister and Minister for the Digital Agenda
Belgium



Terhi Lehtonen
State Secretary, Ministry of Environment
Finland



Lowri Evans
Director General, DG GROW
European Commission



Roberto Viola
Director General, DG CONNECT
European Commission



Daniel Calleja Crespo
Director General, DG ENVI
European Commission



Henrik Hololei
Director-General, DG MOVE
European Commission



Ditte Juul Jørgensen
Director-General, DG ENER
European Commission



Ger Baron
Chief Innovation Officer
City of Amsterdam



Daniel Mes
Member of Cabinet, Executive Vice-President Frans Timmermans
European Commission



Stefan Schnorr
Director General of Digital and Innovation Policy
German Federal Ministry for Economic Affairs and Energy



Lucilla Sioli
Director for Digital Industry, DG CONNECT
European Commission



Pearse O'Donohue
Director, Future Networks, DG CONNECT
European Commission



Yvo Volman
Director for Data, DG CONNECT
European Commission



Karl-Filip Coenegrachts
Chief Strategy Officer
City of Ghent



Miguel Gaspar
Deputy Mayor for Mobility and Safety
City of Lisbon



Eva Kaili
MEP
European Parliament



Mechthild Rohen
Head of Unit Internet of Things, DG CONNECT
European Commission



Eddy Hartog
Head of Unit for Smart Mobility and Living, DG CONNECT
European Commission



Steffen Rasmussen
Head of Department of Traffic and Urban Life
City of Copenhagen



Gert Jan Ridder
Digital Officer
Digital City of Groningen



Simon Warburton
Transport Strategy Director
Transport for Greater Manchester

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Sponsorship Packages

Platinum Package

€12,000

- Guaranteed speaking position for a company representative during one of the sessions;
- Opportunity to offer an additional speaking position to a customer / partner company during one of the sessions;
- Named as Platinum sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page, (along with company description and web link)
 - All marketing emails
 - In the 'reception' area / home page of the main event platform
 - In the 'stage' area - on backdrop between sessions and prior to the start of panels ; on presentation slide used during welcome and introduction for each session
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- Opportunity to provide discussion / position paper to be sent to all registered attendees before the event as 'background information' on the topics to be covered;
- Opportunity to host a 45 minute session on our 'showcase' stage. This will be open to all attendees and promoted as part of the conference proceedings alongside the main panels and sessions;
- Opportunity to host a virtual exhibition booth or show a pre-recorded presentation in the City Innovation Hub area of the platform for the duration of the event. The content of the City Innovation Hub will also be made available on the event website following completion of the event;
- Ability to suggest names of possible delegates to whom Forum Europe will send on your behalf personalized invitations to join the event;
- Inclusion of company materials in post-event pack, emailed to all delegates immediately following the conclusion of the event.

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Sponsorship Packages

Gold Package

€9,000

- Guaranteed speaking position for a company representative during one of the sessions;
- Named as Gold level sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page, (along with company description and web link)
 - All marketing emails
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Sponsorship Packages

City Innovation Hub Partner Package

€7,000

The City Innovation Hub will provide a virtual area for industry leaders, SMEs, start-ups, researchers and other stakeholders to showcase a product, project or idea with that has the potential of positively impacting the green and digital transitions of cities in Europe and worldwide.

Presenters at the City Innovation Hub will be invited to pre-record their interventions which will be made available on the event platform throughout the duration of the conference, and will be uploaded to our Youtube page and event website following its completion.

- Guaranteed spot in the City Innovation Hub giving you the opportunity to host a virtual exhibition booth or show a pre-recorded presentation in the City Innovation Hub area of the platform for the duration of the event;
- Named as City Innovation Hub Partner, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page, (along with company description and web link)
 - All marketing emails
 - In the 'reception' area / home page of the main event platform
 - In the 'stage' area - on backdrop between sessions and prior to the start of panels ; on presentation slide used during welcome and introduction for each session
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- Ability to suggest names of possible delegates to whom Forum Europe will send on your behalf personalized invitations to join the event;
- Inclusion of your content for the City Innovation Hub on the event website and Forum Europe's Youtube page following completion of the event.

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Benefits	Platinum	Gold	Hub
Guaranteed Speaking Position during one of the panels	✓	✓	
Opportunity to offer an additional speaking position to a customer / partner company during one of the sessions	✓		
Named as Sponsor (at selected level) with logo on all event promotion materials	✓	✓	✓
Opportunity to provide discussion / position papers to attendees ahead of the event	✓	✓	✓
Opportunity to host a 'Showcase session'	✓	✓	
Virtual exhibition booth or presentation in the City Innovation Hub	✓	✓	✓
Invitation to specific potential delegates sent on your behalf	✓		
Inclusion of company material in the post-event pack	✓	✓	✓
Cost (excl. VAT)	€12,000	€9,000	€7,000