The Smart Cities Connect Conference & Expo brings together over **500 Cities** and their respective leadership to prospect for best-practices and solutions to support their strategic smart city realization needs.

Today, around the globe, forward thinking city planners are using the latest information and communication technologies to improve the lives of their citizenry, while using less resources and being more protective of the environment. The Smart Cities Connect Conference and Expo will provide an opportunity for leading technology and solution providers to meet face to face with representatives from dozens of cities and municipalities who are looking to leverage the latest tools available in order to make their communities more responsive, efficient, productive and safe. In a word, smart.

Inside this prospectus you will learn about the opportunities available to solution providers who wish to raise their profile with the Smart Cities community and engage with decision makers who are responsible for implementing smart city solutions.
**Leaders and Planners** from progressive cities across North America and around the globe convene at Smart Cities Connect events. A small representative sample includes:

- Albuquerque, NM
- Allegheny County, PA
- Amsterdam, Netherlands
- Anambra, Nigeria
- Annapolis, MD
- Ardo-Kola, Nigeria
- Arlington County, VA
- Atlanta GA
- Abuja City, Nigeria
- Ado-Odo/Ota, Nigeria
- Aguata, Nigeria
- Bali, Nigeria
- Baltimore, MD
- Beijing, China
- Bellevue, WA
- Boston, MA
- Buffalo, NY
- Buguma City, Nigeria
- Burlington, VT
- Busan, South Korea
- Cary, NC
- Chapel Hill, NC
- Charlotte, NC
- Chattanooga, TN
- Chesapeake, VA
- Chicago, IL
- Chikuma City, Japan
- Chula Vista, CA
- Cincinnati, OH
- Cleveland, OH
- Columbus, OH
- Conover, NC
- Cuyahoga County, OH
- Daegu City, South Korea
- Dallas, TX
- Datong District, China
- Dayton OH
- Denton, TX
- Detroit, MI
- Dundee, Scotland
- Eindhoven, Netherlands
- Eleme City, Nigeria
- Erie County, NY
- Fairfax County, VA
- Fayetteville, NC
- Flint, MI
- Fort Worth, TX
- Gainesville, FL
- Cassol, Nigeria
- Genoa, Italy
- Glasgow, Scotland
- Gloversville, NY
- Goyang City, South Korea
- Greensborough, NC
- Greenville, SC
- Gwinnett County, GA
- Hampton, VA
- Hartford, CT
- Helmond, Netherlands
- Highland Park, NJ
- Hoboken, New Jersey
- Horry County, SC
- Ibi, Nigeria
- Idemili, Nigeria
- Inverness, Scotland
- Jackson, TN
- Jalingo, Nigeria
- Kaduna, Zaria & Jama’a, Nigeria
- Kansas City, KS
- Kansas City, MO
- Kobe City, Japan
- Lafayette, LA
- Las Vegas, NV
- Lindale, TX
- Logrono, Spain
- Madison, WI
- Memphis, TN
- Midlothian, TX
- Modesto, CA
- Monona, WI
- Montgomery County, MD
- Montgomery County, MD
- Municipality of Genova, Italy
- Myrtle Beach, SC
- Nairobi, Kenya
- Nashville, TN
- New Brunswick, NJ
- New Orleans, LA
- New York, NY
- Newport News, VA
- Newport, RI
- NJ Transit
- Nnewi, Nigeria
- Norfolk, VA
- North Central Texas Council of Governments
- NYC Parks & Recreation
- Oakland, CA
- Obio-Akpor City
- Oghara, Nigeria
- Onitsha, Nigeria
- Pasco County, FL
- Perth, Scotland
- Perugia, Italy
- Philadelphia, PA
- Pittsburg, PA
- Pokhara Sub Metropolitan City, Nepal
- Port Harcourt City, Nigeria
- Port of San Diego, CA
- Portland, OR
- Porto, Portugal
- Portland, VA
- Province of Trento, Italy
- Rabat, Morocco
- Raleigh, NC
- Rancho Palos Verdes, CA
- Research Triangle, NC
- Richardson, TX
- Rivers State, Nigeria
- Rohnert Park CA
- Saint-Quentin, France
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- San Leandro, CA
- Santa Rosa CA
- Schenectady, NY
- Seoul, Korea
- Shirahama Town, Japan
- Sokoto, Nigeria
- Sonoma County CA
- South Bend, IN
- Sri Lanka
- Stirling, Scotland
- Suwon City, Korea
- Taipei, Taiwan
- Takum, Nigeria
- Tallahassee, Florida
- TCS Campus in Chennai, India
- Town of Cary, NC
- Trento, Italy
- Troy, NY
- Truckee Meadows NV
- LW-Madison Campus, WI
- Valencia, Spain
- Virginia Beach, VA
- Wakayama Prefecture, Japan
- Wake Forest NC
- Washington DC
- Wichita, KS
- Williamsburg, VA
- Windham, CT
- Winooski, VT
- Wukari, Nigeria
- York County, VA

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**City Leaders and Planners** will be coming to the Smart Cities Connect Conference & Expo to meet with leading solution providers.

**Leading technology and solution providers** will be showcasing their products and services addressing the needs of the Smart City.

**Policy, technology and resource management leaders will include:**

- Mayors
- Council Members
- Sustainability Officers
- Chief Information Officers
- Environmental Engineers
- Chief Technology Officers
- IT Architects
- Water and Energy Managers
- Waste Managers
- Utility Operators
- Urban Designers
- Emergency Responders
- Transportation Managers
- Public Works Managers

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**Smart City Solutions Include:**

- Energy Solutions
- Transportation
- Buildings & Efficiency
- Sensor Networks
- ICT Networks
- Cyber Security
- Water/Waste Management
- Weather Solutions
- Gov/Civic Services
- Healthcare Services
- Emergency Services
- Data Analytics/Tools
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsor Name</th>
<th>Sponsorship Details</th>
<th>Sponsorship Fee</th>
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<td><strong>Platinum Sponsor</strong></td>
<td>Limited to Two</td>
<td>$100,000</td>
<td>Keynote Presentation by Company Executive</td>
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<td>Company Logo Featured on all Print, Web Pages and in Promotional Emails</td>
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<td>20 Full Delegate Passes to the Conference</td>
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<td></td>
<td>Unlimited Exhibition Staff Passes</td>
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<td>20’ x 20’ Exhibit Space in Smart Cities Solutions Hall</td>
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<td>Speaking role in CIO Solutions Session</td>
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<td>Speaking Role in VIP Networking Event</td>
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<td>Inclusion of Advertorial in Monthly Newsletter</td>
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<td>Pre-Conference Smart City Webinar Option</td>
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<td>Full Page Advertisement in Printed Program Guide</td>
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<td>Passes to all Private Networking Events</td>
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<td>Post-Event Emailer to Conference Delegates</td>
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<tr>
<td><strong>Gold Sponsor</strong></td>
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<td>Panel Participation by Company Representative</td>
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<td>Unlimited Exhibition Staff Passes</td>
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<td>Passes to all Private Networking Events</td>
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<td>Post-Event Emailer to Conference Delegates</td>
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<td><strong>Silver Sponsor</strong></td>
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<td>Panel Participation by Company Representative</td>
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<td>8 Full Delegate Passes to the Conference</td>
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<td>Passes to all Private Networking Events</td>
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<tr>
<td><strong>Bronze Sponsor</strong></td>
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<td>$20,000</td>
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<td>4 Full Delegate Passes to the Conference</td>
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<td>Unlimited Exhibition Staff Passes</td>
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<td></td>
<td>Passes to all Private Networking Events</td>
</tr>
</tbody>
</table>

For more information on sponsorship opportunities, please contact Richard Erb at +1.401.477.2180 or rerb@techconnect.org.
Marketing and Promotional Opportunities

The following is a menu of available marketing and promotional opportunities (MPOs) for the Smart Cities Connect Conference & Exposition.

MPOs are an effective way to raise your company’s visibility, effectively get your message and brand out to a targeted audience, generate more sales opportunities and increase the event’s ROI. History has shown that companies that utilize MPOs generate more booth traffic, more sales leads and an overall higher level of satisfaction than companies that do not take advantage of these opportunities.

- **Banners** - Call for Pricing
- **Break Sponsor** - $3,000
- **Conference Bag Insert** - $3,000*
- **Conference Bag Sponsor** - $10,000*
- **Conference Mobile App Sponsor** - $7,500
- **Custom Email** - $5,000 (limited)
- **Floor Plan Kiosk** - $4,000
- **Freestanding Billboard** - $3,000
- **Hospitality Suite** - $5,000
- **Lanyard Sponsor** - $8,500*
- **Pen Sponsor** - $2,500*
- **Press Room Sponsor** - $5,000
- **Reception Sponsor** - $10,000
- **Registration Sponsor** - $10,000
- **Show Daily Media Package** - $4,000
- **Show Guide Advertising** - $3,000
- **Water Bottle Sponsor** - $3,000*
- **You are Here Kiosk** - $4,000

*Pricing does not include production costs, which are the responsibility of the sponsor.

**Please contact your Smart Cities sales Representative**
or Richard Erb at rerb@techconnect.org to learn more about how you can leverage these powerful tools and make your event a complete success.
The 2021 Smart Cities Connect Conference and Expo is produced in partnership with US Ignite, creating the most comprehensive city-to-industry prospecting and partnering program world-wide.

US Ignite fosters the creation of next-generation internet applications that provide transformative public benefit. By engaging diverse public and private leaders, the “ignite” the development and deployment of new apps with profound impact on how Americans work, live, learn and play.
The Company/Division identified below (“Participant”) applies to TechConnect (“Organizer”) for sponsorship at the “Event” identified above on the terms and conditions of this “Application” plus the “Terms and Conditions of Participation in Event” on the second page of this application and contract (collectively, the “Agreement”).

Company/Division:
Exhibitor Name for Event Guide:
Address: M/S or Suite #:
City: State: Zip/Postal Code: Country:
Telephone: Fax: Email:
Primary Contact: Tel: Email:
Alternate Contact: Tel: Email:
Accounting Contact: Participant P.O.#: Email:
P.R. Contact: Tel: Email:

<table>
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<tr>
<th>2021 Venues</th>
<th>Platinum Sponsorship</th>
<th>Gold Sponsorship</th>
<th>Silver Sponsorship</th>
<th>Bronze Sponsorship</th>
<th>10’x10’ Booth Units</th>
<th>Total Booth &amp; Sponsorship</th>
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</thead>
<tbody>
<tr>
<td>☑ Columbus, OH April 13-14, 2021</td>
<td>$________</td>
<td>$________</td>
<td>$________</td>
<td>$________</td>
<td>3 Units @ $3,000</td>
<td>$________</td>
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<td>☑ Washington, DC Oct. 18-19, 2021</td>
<td>$________</td>
<td>$________</td>
<td>$________</td>
<td>$________</td>
<td>3 Units @ $3,000</td>
<td>$________</td>
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</tbody>
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Event Marketing Opportunities:
- [ ] Banners - Call for Pricing
- [ ] Break Sponsor - $3,000
- [ ] Conference Bag Insert - $3,000*
- [ ] Conference Bag Sponsor - $10,000*
- [ ] Conference Mobile App Sponsor - $7,500
- [ ] Custom Email - $5,000 (limited)
- [ ] Floor Plan Kiosk - $4,000
- [ ] Freestanding Billboard - $3,000
- [ ] Hospitality Suite - $5,000
- [ ] Lanyard Sponsor - $8,500*
- [ ] Pen Sponsor - $2,500*
- [ ] Press Room Sponsor - $5,000
- [ ] Reception Sponsor - $10,000
- [ ] Registration Sponsor - $10,000
- [ ] Show Daily Media Package - $4,000
- [ ] Show Guide Advertising - $3,000
- [ ] Water Bottle Sponsor - $3,000*
- [ ] You are Here Kiosk - $4,000
- [ ] Additional Registrations

Pricing does not include production costs, which are the responsibility of the sponsor.

Total Promo: $________

Payment Terms: The total fee is calculated based on Participant’s selections above. 50% is due within 30 days of contract execution. The balance of the total fee is due 180 days (6 months) prior to show (for a cumulative payment of 100%). Agreement is not transferable, and all fees are non-refundable. Cancellation by Participant after this Application is submitted will result in the collection of any cancellation fees due, per section 4 b. of the “Terms and Conditions of Participation in Event” on the second page of this application and contract. Failure of Participant to comply with any payment term will, among other things, result in loss of space and collection of any fees due. Please make checks payable to TechConnect, and mail to:

TechConnect
696 San Ramon Valley Blvd., Ste. 423 Danville, CA 94526 USA
Phone: (925) 353-5004

If organizer accepts this Application, it will countersign the Application, and the terms and conditions of the Agreement will be binding as of the date of the Application. Participant should request a copy of the “Terms and Conditions of Participation in Event” if none is attached.

I have read and agree to the Agreement, and Participant will pay the Total Fee. I am authorized to execute this Agreement for Participant.

Please fax completed contract to 1-978-561-1122.

Authorized Signature: Title: Date:
Name (printed): Date:

For Organizer's Use Only:

Accepted by Organizer: Date: Space # Assigned (tentative): Space Dimensions: Total Fee: US$: Name of Salesperson: Territory:
1. ACCEPTANCE BY ORGANIZER. Participant’s participation in the Event is subject to Organizer’s approval. No contract is created until Organizer countersigns the Application. Organizer may withdraw its acceptance at any time by refunding the Total Space Fee paid if Organizer determines that Participant or its product is ineligible. Organizer makes no warranties regarding the number of persons who will attend the Event. Event dates, hours, and venue may be modified by information provided to Participant in writing.

2. ASSIGNMENT OR USE OF SPACE. a. Benefits and License Grant. The Total Fee includes use of the Space and any other benefits as specified in the Application or in the Exhibitor Services Manual as amended from time to time (the “Manual”). Participant grants to Organizer the right to use Participant’s name and logo in connection with the promotion and production of the Event. Participant may use the name only in connection with the Event and may not use Organizer’s trademark, tag line, or other proprietary information.

b. Space Assignment, Use, and Occupancy. Participant must assign the Space to Organizer in writing. Organizer will assign the Space to Participant in accordance with the Application and the Manual. Participant must fully occupy the Space, and must not display, exhibit, promote, distribute, or post any advertising in connection with any other event or function. Any advertisement may only be displayed at the Event if it is approved by Organizer and participates in the Event.

c. Participant’s Space and Exposures. Organizer reserves the right to modify the Space either before or during the Event. Participant must not exchange goods or money without Organizer’s prior written consent, nor assist any other party in soliciting business without Organizer’s prior written consent.

d. Own Risk. Participant acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer’s liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Participant for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Participant from the Event show floor or other materials.

e. None of the Event Providers are liable to Participant for any damage, loss, harm, injury to the person, property, or business of Participant, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, including claims and damages arising in whole or in part from the negligence of the Event Providers. It is the express intent of the parties to this Agreement that the indemnity provided for in this section is an extended indemnity extended by Participant to indemnify and protect the Event Providers from any claim, loss, or expense related to Participant’s participation in the Event, or any actions, losses, damages, or claims caused in good working order, or staff the Space fully, in a timely manner; or violate Organizer’s standards of conduct. Any such termination is treated as a termination by Participant under this Agreement.

5. ORGANIZER MATERIALS. The Manual and any other methodologies or planning materials distributed to Participant related to the planning or execution of the Event (“Organizer Materials”) are owned exclusively by and are confidential information of Organizer. Organizer grants to Participant a nontransferable, nonexclusive license, on an “AS IS” basis, to use such Organizer Materials solely in connection with Participant’s participation in the Event. Participant is responsible for obtaining the Manual from Organizer. At conclusion of the Event or earlier termination of this Agreement, Participant must return to Organizer any Organizer Materials in good condition. Participant agrees to execute any additional release presented by Organizer, its licensees, or permittees, in connection with such activity or to give effect to this provision. Participant hereby releases Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer’s liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Participant for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Participant from the Event show floor or other materials.

e. None of the Event Providers are liable to Participant for any damage, loss, harm, injury to the person, property, or business of Participant, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, including claims and damages arising in whole or in part from the negligence of the Event Providers. It is the express intent of the parties to this Agreement that the indemnity provided for in this section is an extended indemnity extended by Participant to indemnify and protect the Event Providers from any claim, loss, or expense related to Participant’s participation in the Event, or any actions, losses, damages, or claims caused in good working order, or staff the Space fully, in a timely manner; or violate Organizer’s standards of conduct. Any such termination is treated as a termination by Participant under this Agreement.

6. LIMITATION OF LIABILITY; INDEMNITY. a. Under no circumstances is Organizer, the venue at which the Event is held, or any of their respective parents, affiliates, shareholders, employees, agents, officers, directors, successors and assigns (“Event Providers”) liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer’s liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Participant for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Participant from the Event show floor or other materials.

b. None of the Event Providers are liable to Participant for any damage, loss, harm, or injury to the person, property, or business of Participant, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, including claims and damages arising in whole or in part from the negligence of the Event Providers. It is the express intent of the parties to this Agreement that the indemnity provided for in this section is an extended indemnity extended by Participant to indemnify and protect the Event Providers from any claim, loss, or expense related to Participant’s participation in the Event, or any actions, losses, damages, or claims caused in good working order, or staff the Space fully, in a timely manner; or violate Organizer’s standards of conduct. Any such termination is treated as a termination by Participant under this Agreement.

c. Participant agrees to defend, indemnify, and hold harmless the Event Providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to (i) Participant’s construction or maintenance of an unsafe Exhibit, and/or (ii) the negligence or misconduct of Participant or its agents or Participant’s breach of any commitment made in connection with the Event.

d. Participant acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer’s liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Participant for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Participant from the Event show floor or other materials.

7. RELEASE. Participant acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and hereby waives any right to action arising in any event or from the Event or any planning meetings, demonstrations, or stagings, including claims and damages arising in whole or in part from the negligence of the Event Providers. It is the express intent of the parties to this Agreement that the indemnity provided for in this section is an extended indemnity extended by Participant to indemnify and protect the Event Providers from any claim, loss, or expense related to Participant’s participation in the Event, or any actions, losses, damages, or claims caused in good working order, or staff the Space fully, in a timely manner; or violate Organizer’s standards of conduct. Any such termination is treated as a termination by Participant under this Agreement.