

Smart
Cities
Council

2017 **PARTNER** PROSPECTUS

*Join world-class companies helping
cities become more sustainable*



PARTNER PROSPECTUS 2017

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WHAT the Council does



Worldwide, cities grow by five million people every month – a trend expected to continue for decades.

Those swelling urban populations put enormous strain on aging, frail infrastructure and delivery of basic human services.

City leaders need help. The Smart Cities Council provides it.

We give cities **trusted, vendor-neutral guidance** and best practices from the world's leading experts. With our help cities gain:

- Confidence and tools to procure the right solutions
- Capacity to improve livability, workability and sustainability
- An ecosystem of expert and collaborative smart city practitioners
- A network of peers for knowledge exchange
- Access to extensive resources on the web and at our events and workshops

WHO our partners are

The Smart Cities Council, formed in 2012, is the **world's premier consortium** of smart city practitioners and experts. Together we are:

- **120+** member and advisor organizations employing...
- **1.5 million+** people generating...
- **\$2.7 trillion+** in annual revenues and have worked on...
- **11,000+** smart city projects

We are...

Major Industrials

- Current, powered by GE
- Schneider Electric
- Siemens

International Utilities and Energy/Water Firms

- Ameresco
- Avista Utilities
- Duquesne Light
- Edison International
- Elster
- Enel
- Itron
- Neptune Technology
- S&C Electric
- Sensus
- West Monroe Partners

Leading Construction and Engineering Firms

- CH2M
- Dow Building & Construction
- Gannett Fleming
- IBI Group

Global Technology Leaders

- Cisco
- IBM
- Intel
- Microsoft
- Oracle
- SAS Institute

Innovators

- CivicConnect
- Fybr
- HERE
- Hitachi
- IES
- Panasonic USA
- Telit
- UL

**Add your name
to this stellar roster!**

Contact Jason Nelson
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Telecom Leaders

- Allied Telesis
- AT&T
- CIVIQ
- Comcast
- CommScope
- Huawei
- machineQ
- Ooredoo
- Qualcomm
- Ruckus
- Telensa
- T-Mobile
- ZTE

Transportation Leaders

- Cubic Transportation
- Daimler
- Ford
- Miovision
- Toyota
- Transdev

Public Sector Specialists

- Alphinat
- Deloitte
- EY
- IDC

The Council works with an **Advisory Board** that includes 70+ of the world's leading researchers, academics and NGOs.

WHY you should join

Wondering why so many of the world's most successful companies partner with the Smart Cities Council?

Simple answer:
Value received

When you join the Council you can contribute to our early-market education that moves cities from “confusion phase” to “buying mode.” In addition, your company will have many new opportunities to:



Grow brand awareness

- Promote your thought leadership by contributing commentary, news stories and videos on the Council website and in our newsletters
- Provide case studies for the Readiness Guide – the most comprehensive smart city framework currently in use by municipalities all over the world
- Demonstrate solutions at the Council-hosted Smart Cities Week Conferences and Exhibitions

Shorten sales cycle

The Council moves cities from confusion to action by:

- Educating cities about smart technologies through the world's leading website, newsletter and Readiness Guide
- Qualifying cities through conferences, surveys, and challenge grants to know which cities are ready to procure
- Guiding qualified cities to build their smart city action plans and RFPs

Expand your partner ecosystem

- Attend partner meetings at city events and join partner calls
- Promote the work of your company and your partners at Smart Cities Week
- Participate in Task Forces with other Council partners, advisors and cities

Expand your global presence

- Explore opportunities beyond the U.S. where our new regional Smart Cities Councils are operational – India, Australia/NZ, Europe

Improve lives

- Build awareness about how your company's solutions reduce suffering for vulnerable populations with the Council's Compassionate Cities initiative

“The Smart Cities Council’s conference provided us a great opportunity to both network with leading cities and firms, while exploring new opportunities to advance technology deployments for our city.”

*Grant Ervin,
Chief Resilience Officer
City of Pittsburgh*

HOW we engage cities and partners



“The world’s urban population is forecast to grow by almost 1.4 million people – equivalent to the population of Stockholm – each week for the next two decades. It is therefore critical that business and government work to strengthen the urban infrastructure and services needed to meet the demands of growing communities.”

– Lord Mark Malloch-Brown

Chair of the Business and Sustainable Development Commission

Providing Awareness, Advocacy and Action

*The Council gets cities **ready** to adopt smart technologies and **connects** them with our partners*

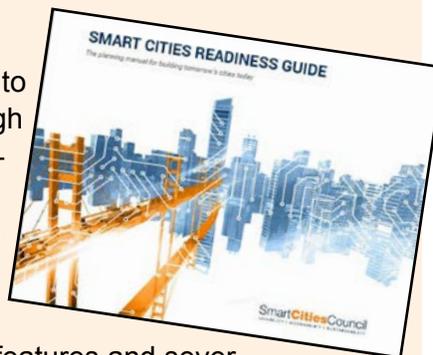
BENEFITS	FOR CITIES	FOR PARTNERS
Digital platform – website, newsletters, social media	We educate and empower city leaders. www.smartcitiescouncil.com is the sector’s leading source of news, trends, tools, expert advice and best practices regarding technologies that are driving urban transformations.	Ongoing opportunities to spotlight partner smart city initiatives and thought leadership to a global audience of government officials via articles, videos, white papers, case studies and bylined posts.
Smart Cities Readiness Guide™	The landmark handbook provides the guiding principles and best practices city leaders need to create integrated, cross-cutting smart cities. It has been used as a framework by cities the world over.	The Guide provides a vehicle like no other for partners to showcase their subject matter expertise and success stories by contributing case studies and vendor-neutral advice.
Challenge Grants and Readiness Program™	We work hands-on with cities, helping them use technology to become more livable, workable and sustainable. Our services menu includes training and events, workshops and action planning.	Partners receive face time with motivated city leaders in a vendor-neutral setting where they share insights and expertise.
Smart Cities Week™ conferences and expos	Provides compelling opportunities for city officials to learn about successful smart city projects, hear about the latest trends, see smart technologies in action and to network with colleagues and vendors.	The exhibition hall offers an opportunity to showcase solutions in front of government leaders from around the world and the program can provide exposure for your client success stories.
Strategic alliances	City officials gain additional exposure to smart cities progress and opportunities through Council affiliations and co-located events.	Co-located events with city member associations give partners the advantage of meeting with public officials “on their own turf.”



The web's go-to source for all things smart city, the Council website sees continuing traffic growth, with the number of unique users up 8.5% year over year.

The Council's newsletter goes to 125,000 subscribers with open rates averaging 15%. Thousands of public officials and smart cities stakeholders engage with the Council via LinkedIn, Twitter and Facebook.

The Council's acclaimed Smart Cities Readiness Guide went live online in 2016 to provide easy access 24/7, though it is still available as a pdf download. The online version is attracting 10,000 page views on average per month.



In 2017 the Council is updating the popular Guide, adding new features and several new chapters, including:

- Citizen Services
- Sports, Leisure and Tourism
- Economic Development
- Funding Smart Cities



Council partners will be working closely in 2017 with the five U.S. cities selected as **White House Challenge Grant** winners – a program hosted jointly by the Council and White House.

Designed to inspire innovation, inclusion and investment in cities, the Council anticipates offering five more grants in 2018.



U.S. Transportation Secretary Anthony Foxx keyed Smart Cities Week 2016.

Smart Cities Week in September, 2016, attracted nearly 1,500 participants to the Walter E. Washington Convention Center in Washington, D.C. It will return to the nation's capital for its third year in October, 2017. In May, 2017 the Council will host its first West Coast Smart Cities Week conference and expo in California's Silicon Valley.

“Smart Cities Week was an incredible opportunity to learn about the Smart City environment. The informational sessions and the chances to interact with companies that operate in this space were truly valuable. I learned so much...”

*Jeffrey M. Ortega, Assistant Director
Department of Public Service
City of Columbus*

Don't miss out on these opportunities! Contact Jason.Nelson@smartcitiescouncil.com

ABOUT partner levels and benefits

The Council now has regional councils operating in North America, India, Australia/New Zealand and Europe in addition to the Global Council. For-profit companies have several options for joining the Council:

- **Global Lead Partners** seek maximum exposure around the world. They receive full benefits and preferential participation in any and all regions.
- **Regional Lead Partners** receive full benefits in one particular region: Australia, Europe, India or North America.
- **Regional Associate Partners** receive defined benefits in their region only.
- **Innovation Partners** are companies with annual sales less than \$3 million who wish access to the Council's network and activities. They participate at a lower fee with restricted benefits.

Every Council member has a defined set of membership benefits depending on category and region. The tables below provide a side-by-side comparison. Membership fees support the Council's work. The Glossary on page 10 provides definitions.

2017 membership levels and annual fees

	GLOBAL	NO. AMERICA	EUROPE	INDIA	AUSTRALIA/NZ
LEAD PARTNER	Max. benefits. Full participation worldwide \$50,000	Max. benefits. Full participation in North America \$30,000	Max. benefits. Full participation in Europe \$30,000	Max. benefits. Full participation in India \$9,750	Max. benefits. Full participation in Australia/NZ \$22,500
ASSOCIATE PARTNER	Does not apply	Defined benefits and participation in North America \$15,000	Defined benefits and participation in Europe \$15,000	Defined benefits and participation in India \$2,250	Defined benefits and participation in Australia/NZ \$6,000
INNOVATION PARTNER	Does not apply	Starter benefits in North America \$5,000 (annual sales less than \$3 million)	Starter benefits in Europe \$5,000 (annual sales less than \$3 million)	Starter benefits in India \$1,000 (annual sales less than \$3 million)	Starter benefits in Europe \$3,000 (annual sales less than \$3 million)

Contact [Jason Nelson](#) to learn more about partner opportunities.

Membership benefits by region

BENEFIT	GLOBAL LEAD	NO. AMERICA LEAD	EUROPE LEAD	INDIA LEAD	AUSTRALIA/NZ LEAD
COUNCIL EVENTS					
Readiness event attendance**	All regions	North America only	Europe only	India only	Australia/NZ only
Solutions Showcase presentation at Readiness Workshops	All regions	North America only	Europe only	India only	Australia/NZ only
Free delegate passes to any Smart Cities Week conference held in any region	4	2	2	2	2
Discount for Smart Cities Week sponsorship	20% worldwide	10% worldwide	10% worldwide	10% worldwide	10% worldwide
CONTENT OPPORTUNITIES					
Articles, case studies, guest editorials and company pages online and in the newsletter	12 per year on global site, plus all regional	6 per year on North America site only	6 per year on Europe site only	6 per year on India site only	6 per year on Australia/NZ site only
Readiness Guide case studies***	12 in global edition plus all regional editions	6 in North America edition only	6 in Europe edition only	6 in India edition only	6 in Australia/NZ edition only
Press releases on your behalf	2	1	1	1	1

BENEFIT	GLOBAL LEAD	N. AMERICA LEAD	EUROPE LEAD	INDIA LEAD	AUSTRALIA/NZ LEAD
CUSTOMIZED ENGAGEMENT ROADMAP AND READINESS DATA					
Customized Engagement Roadmap; recommendations tailored to your marketing and sales objectives. Reviewed quarterly	Global	North America only	Europe only	India only	Australia/NZ only
Readiness Report: <ul style="list-style-type: none"> • Overall state of market • Aggregated city data • Readiness of specific cities • List of new registrants 	Global	North America only	Europe only	India only	Australia/NZ only

GLOSSARY

Membership categories. Companies can join as a Lead Partner, Associate Partner, Utility Partner or Innovation Partner. The tables show the benefits allotted to each category.

Membership regions. Companies can join as a Global or as a Regional Partner. As of March 2017, the regions are Australia/New Zealand (ANZ), Europe, India and North America. Global Partners can participate in any and all activities in any and all regions. Regional Partners can participate in any and all activities in their specific region. They can participate in other regions by purchasing Priority Sponsorships or City Engagement programs (see below).

Membership benefits. The set of benefits associated with a company’s category and region. These include – for members in good standing – free admission to events, article allotments in the Council’s newsletters, case studies in the Readiness Guide, participation on task forces, discounts on trade show sponsorships and more, as shown in the nearby tables.

Membership preferences. The Council tries to accommodate all members at all events. When space is limited, the Council uses the following schedule:

- First preference to Priority Sponsorships for that particular event (see below)
- Second preference to Global Lead Partners
- Third preference to Regional Lead Partners (for that region)
- Fourth preference to Regional Associate Partners and Regional Utility Partners
- Last Preference to Innovation Partners

Readiness events. The Council produces workshops, seminars and similar events to help cities become ready to invest in smart city technologies. The Council holds such events in all of its regions. [Click to see the Partner Opportunity Calendar for a list of current events.](#)

Solutions Showcase. During Readiness events, the Council sets aside time for member companies to present their capabilities and case studies. The number and length of these presentations vary depending upon the time available, audience, topics and other constraints.

Priority Sponsorships. Priority Sponsorship requires an additional fee that provides extra benefits for a particular event or other initiative (such as a Readiness Workshop or white paper). One benefit is a guaranteed spot in the Solutions Showcase. Other benefits may include keynote presentations, recognition in the program, and recognition on signage. The Council will work with a member to develop an agreed promotional campaign.

Customized Engagement Program. A member may sponsor a Customized Engagement campaign globally or in any region to a) promote a solution and/or b) qualify cities as to their readiness to buy. These customized campaigns can include a variety of promotional tactics ranging from micro-sites to email and social media campaigns to custom workshops.

Regional benefits by membership category

BENEFITS FOR REGIONAL PARTNERS	LEAD	ASSOCIATE	INNOVATION
COUNCIL EVENTS			
Readiness event attendance**	In that region	In that region	In that region
Solutions Showcase presentation at Readiness Workshops	In that region	In that region	None
Free delegate passes to any Smart Cities Week conference in any region	2	1	1
CONTENT OPPORTUNITIES			
Articles, case studies, guest editorials and company pages online and in the newsletter	12 articles per year in that region's site and newsletter	6 per year	3 per year
Case studies in Regional Readiness Guide	6	3	1
CUSTOMIZED ENGAGEMENT ROADMAP AND READINESS DATA			
Customized Engagement Roadmap; recommendations tailored to your marketing and sales objectives. Reviewed quarterly	Yes	No	No
Readiness Report: <ul style="list-style-type: none"> • Overall state of market • Aggregated city data • Readiness of specific cities • List of new registrants 	Yes	List of new digital registrants only	No

Council task forces provide even more opportunities to engage, educate and advocate

Current task forces: Utilities, Water, Policy | **Coming soon:** Urban Mobility, City Networks

Questions? Let's talk!



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LEARN MORE ABOUT US:

- [Council website](#)
- [Council staff](#)
- [Smart Cities Week 2017](#)
- [Online Readiness Guide](#)
- [Readiness Workshops](#)
- [Smart Cities Advisory Services](#)
- [Smart Cities Council India](#)
- [Compassionate Cities initiative](#)
- Video: [What is the Smart Cities Council?](#)