



# Smart**Cities**Council

## 2019 **Partner** Prospectus

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*Creating livable, workable, and sustainable communities for all residents*

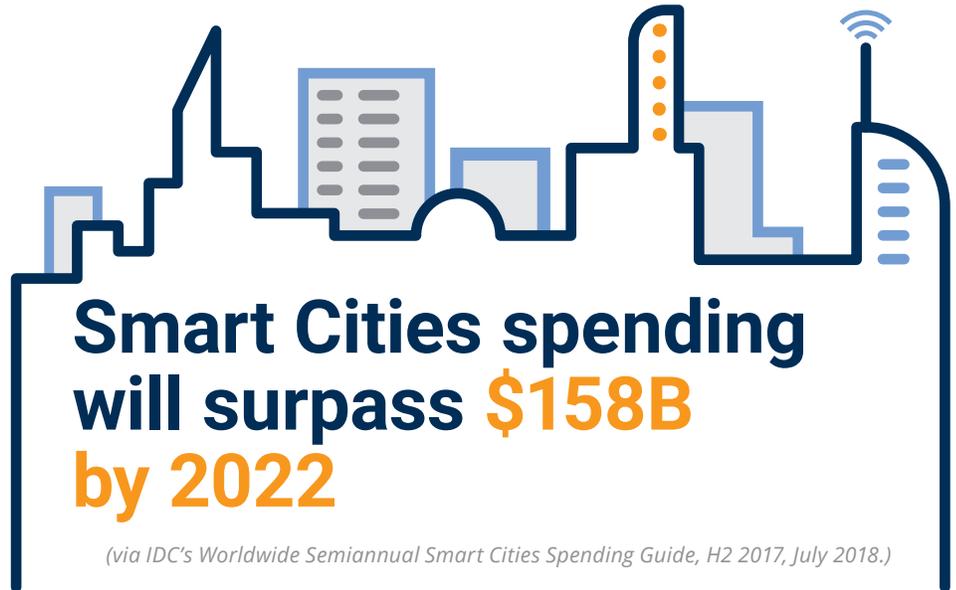
# The Shared Challenges of Smart Cities

*Worldwide, cities grow by five million people every month. Swelling urban populations put strain on aging infrastructure and delivery of basic human services.*

*City leaders need help.*

*The Smart Cities Council provides it.*

A smart city is not a destination, but a journey. As markets mature, the public sector has an opportunity to work with ecosystem partners. The Smart City Council nurtures the process of collaboration to ensure that everyone wins.



## Limited Resources

### CITIES

Accountable to residents, cities have limited resources to allocate towards new technologies.

## Crowded Market

### CITIES

Officials and planners suffer exhaustion from an influx of vendor pitches and ultimately reach paralysis by analysis.

### VENDORS

Qualifying cities eat up significant bandwidth and may amount to gambling on which cities will advance projects to procurement.

## Inefficient Pre-Procurement

### CITIES

Path from concept to procurement is long and onerous, distracting officials from developing necessary market expertise.

### VENDORS

Resource-intensive, compounded by the sunk costs of failed deals and freebie-seekers; limited data on what cities are seeking.

## Siloed Decision-Making

### CITIES

Often plan, procure and execute programs at a department level; competition for resources hinders collaboration.

### VENDORS

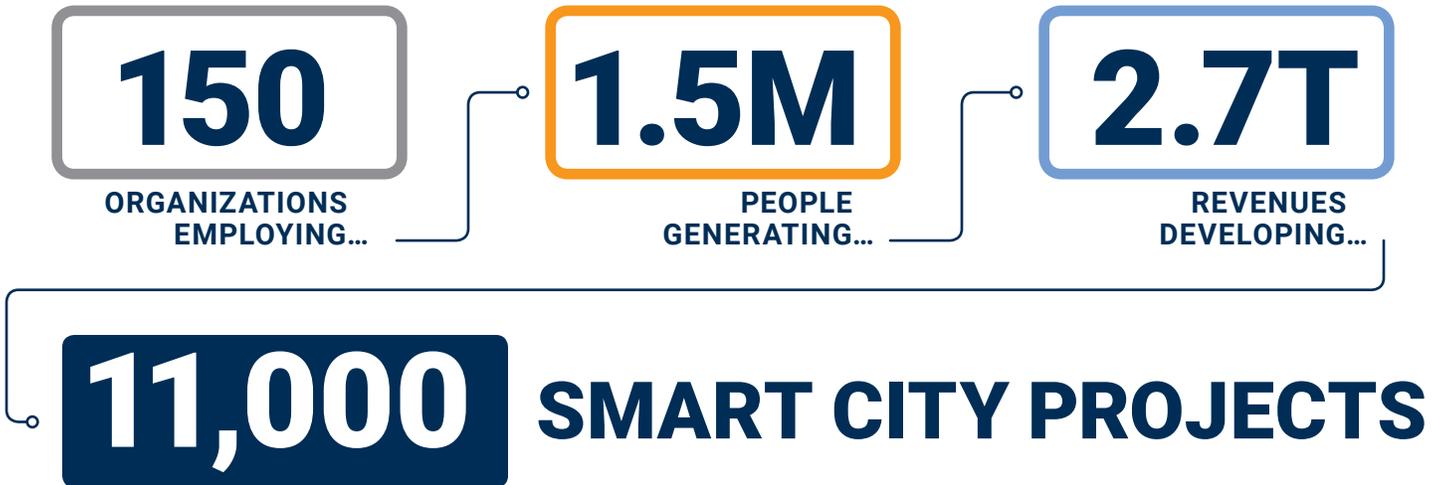
Navigating public sector politics is an uphill battle—one great relationship does not guarantee a clear path to decision-makers.

## Financing

### CITIES

Limited capacity to identify, prioritize and plan bankable projects. Absent a clear understanding of financing options, initiatives quickly stall out.

# The Strongest Global Partner Network in Smart Cities



We offer cities trusted, vendor-neutral guidance and best practices. With our help, cities gain:

- › Confidence and tools to procure best-fit solutions
- › Capacity to improve livability, workability and sustainability
- › An ecosystem of experts and collaborative smart city practitioners
- › A network of peers to facilitate knowledge exchange backed with relevant data
- › Access to extensive resources on the web and at our events and workshops

## Major Industrials

Dow | Hitachi | Panasonic  
Johnson Controls | SUEZ

## Construction & Engineering

Bechtel | Hatch | IBI Group  
Leidos | LendLease | Parsons

## Public Sector Specialists

Alphinat | Deloitte  
Ernst and Young | IDC

*Plus an additional 40  
partners dedicated to  
India and Australia/NZ*

## Global Tech Leaders

Amazon Web Services | Cisco  
Dell | Intel | Microsoft  
Oracle | PTC | SAS Institute  
Teradata

## Multinational Transport

Continental | Elektrobit

## Innovators

Amilia | Civic Connect | EST  
Evolve 24 | Fybr | Ice Miller  
Insight.US | IES | StratIS  
Vivacity

## Telecomm Leaders

Allied Telesis | AT&T  
CommScope | Crown Castle  
Huawei | Qualcomm  
Semtech | T-Mobile | Verizon

## International Utilities & Energy/Water

Avista | Duquesne Light  
Eaton | Edison International  
Elster | Enel | Itron | Pepco  
UL | S&C Electric | SUEZ  
Synexxus | Telensa  
+ 10 more

## Join us to...



### Grow Brand Awareness

Publish your commentary, news and videos through our world-leading platform: our website, newsletter, and Readiness Guide™—the most comprehensive framework used by municipalities across the globe. Embed relevant case studies directly into our Readiness Challenge applications to be viewed as cities build out their vision.



### Nurture your Partner Ecosystem

Demonstrate solutions at our conferences to engage directly with cities; attend partner meetings at city events and join partner calls; participate in cross-functional task forces.



### Shorten your Sales Cycles

Let our data-driven approach bring you into the conversation with decision-makers ready to act on plans and projects. Participate in our workshops, conferences and events where you'll have the opportunity to share solutions that shape the direction of projects as they develop.

## Data-Driven Approach

Our methodology to fuel effective education, qualification, connections and financing is based on a data-driven approach using the Project Activator.

- › Cities use the Project Activator to enter data to the Readiness Challenge
- › Cities are able to collaborate and model their stakeholder ecosystem while accessing case studies and resources directly in the Project Activator
- › The Project Activator facilitates peer to peer learning for city leaders
- › The Project Activator offers 27 different visualization and modeling tools

# Proven Tools to Help Cities and Partners Win Together

## Grow Brand Awareness

### Readiness Guide™

## Value to Cities

Primer on technologies and opportunities, with real-world case studies. Get the inside track on core issues and learn what questions to ask.

## Value to Partners

Case study distribution through our Readiness Guide™ promotes thought leadership and offers lead generation opportunities.

**World's largest library of smart cities content and 50K+ subscriber newsletter**

A vendor-neutral source for expert guidance and best practices to solve challenges.

Thought leadership; news coverage, content marketing and customer wins.

## Nurture Partner Ecosystem

### Introductions to the Smart City Ecosystem

## Value to Cities

Connect with experts who have real-world, global experience in deploying smart technologies.

## Value to Partners

Facilitated introductions to complementary technology partners. Organize coalitions to develop comprehensive solutions for cities.

### Task Forces

Specialized resources for city departments; policy advocates for cities interfacing with federal government.

Work collaboratively with your fellow partners to achieve a greater market impact, and distribute expenses optimally.

## Shorten Sales Cycle

### Readiness Challenge and Workshops

## Value to Cities

Compete for grants; leverage 3rd party credibility to help guide cities and stakeholders in creating a common vision.

## Value to Partners

Fill the bottom of your sales funnel through meetings with city leaders as their plans materialize.

### Project Activator

Organize Readiness Challenge applications and smart city projects; visualize stakeholder ecosystems and partner relationships; leverage data from peer cities.

Gain data-driven insight into the planning processes and smart cities goals of cities.

### Conferences and Expo Events

Meet with city leadership peers, learning best practices and success stories. Meet technology partners and explore their solutions.

Fill the top of your sales funnel through meetings and exposure to hundreds of cities looking to execute smart city technology.

# Become a Partner

**Global Lead Partners** seek maximum exposure worldwide. They receive full benefits and preferential participation across all regions.

**Regional Lead Partners** receive full benefits in their chosen region and may participate in other regions by purchasing Priority Sponsorships or City Engagement programs.

**Associate Partners** are regional and receive defined benefits in their chosen region.

**Innovation Partners** are organizations with sub-\$3MM in annual sales, seeking access to the Council’s network and activities.

	Global	North America	Europe	India	Australia/NZ
<b>Lead Partner</b>	<b>\$50,000</b> Maximum benefits & full participation worldwide	<b>\$30,000</b> Maximum benefits & full participation in region	<b>\$30,000</b> Maximum benefits & full participation in region	<b>\$9,750</b> Maximum benefits & full participation in region	<b>\$22,500</b> Maximum benefits & full participation in region
<b>Associate Partner</b>	<b>N/A</b>	<b>\$15,000</b> Defined benefits & participation in region	<b>\$15,000</b> Defined benefits & participation in region	<b>\$2,250</b> Defined benefits & participation in region	<b>\$6,000</b> Defined benefits & participation in region
<b>Innovation Partner</b>	<b>N/A</b>	<b>\$5,000</b> Starter benefits in region	<b>\$5,000</b> Starter benefits in region	<b>\$1,000</b> Starter benefits in region	<b>\$3,000</b> Starter benefits in region

*All prices in U.S. dollars*



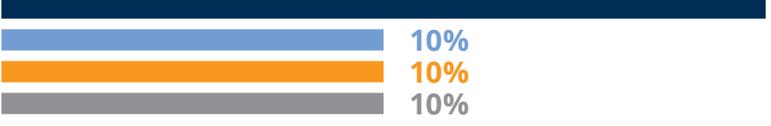
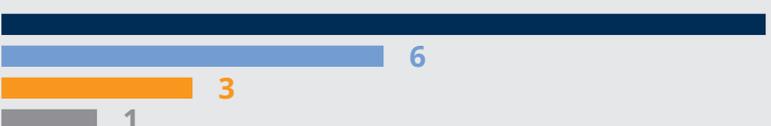
*Supporting and being part of the Smart Cities Council Readiness Challenge process has been extremely valuable to Battelle... we have gained tremendous insight into where cities are in their planning and visioning processes, and in their specific targeted areas for deployment... it's allowed us to ensure our offerings to the market and cities are in line with where those city leaders and industry partners are focused. We have also been able to showcase our thought leadership, by working with cities directly on their technology roadmaps."*

**—Dominie Garcia, PhD, Battelle**

# Partnership Benefits

Global Leads enjoy worldwide benefits, while all other partners receive benefits within their specific region unless otherwise noted.

**Global Lead**
 **Regional Lead**
 **Associate Partner**
 **Innovation Partner**

Readiness event attendance		<b>Worldwide</b>
Showcase presentation at readiness workshops		<b>Worldwide</b>
Free delegate passes to any Smart Cities Week conference in any region		<b>4</b>
Discount for Smart Cities Week sponsorship (worldwide discount)		<b>20%</b>
Access to smart city project data		<b>Worldwide</b>
Articles, case studies, guest editorials and company pages online and in the newsletter		<b>12</b>
Case Studies in Regional Readiness guide		<b>12</b>
Custom Engagement Roadmap: recommendations tailored and optimized to your objectives		<b>Yes</b>

# Additional Premium Opportunities

## Sponsor the 2019 Readiness Challenge

- › Exclusive access to detailed city data collected through Project Activator
- › Priority access to city officials
- › Join planning calls and workshops as a featured speaker or facilitator
- › Extra passes to share within your organization, or with partner organizations
- › Priority visibility in releases, materials, meetings, Readiness Roadmaps, coaching sessions, and Project Activator

## Sponsor Smart Cities Week

Smart Cities Week conferences are operational in Washington DC, Silicon Valley, and Australia. Our Washington, DC event alone attracts over 1,400 public and private sector leaders. To sponsor Smart Cities Week, including a Boardroom Session or City Readiness Hub, contact us for further details.

## Lead a Custom Challenge

Overcome a marketing barrier by creating a custom challenge with the Smart Cities Council. Sponsors will have access to all data collected, discover which cities are 'most ready' and gain global exposure as a solutions leader.



*At Amazon Web Services, everything starts with the customer and we work backwards from there. The Smart Cities Readiness Challenge provides the opportunity to hear from city officials directly. Learning about their challenges at the earliest stages in planning allows us to work together to deliver citizen services that improve communities and help build a long-term roadmap for success."*

**—Hardik Bhatt, Leader for AWS Digital Government (US), Amazon Web Services**

## Questions? Let's talk!



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