

# 4<sup>TH</sup> IEEE INTERNATIONAL SMART CITIES CONFERENCE (ISC2)

A SYSTEMS APPROACH FOR SMARTER COMMUNITIES



[HTTP://SITES.IEEE.ORG/ISC2-2018/](http://sites.ieee.org/isc2-2018/)



**SEPTEMBER 16-19, 2018 • KANSAS CITY, MISSOURI**  
THE FLAGSHIP CONFERENCE SPONSORED BY THE IEEE SMART CITIES CONSORTIUM

## A UNIQUE SPONSORSHIP OPPORTUNITY

For the first time, the IEEE Smart Cities flagship conference (ISC2 2018) is in the United States. It will bring together researchers, practitioners, users, and product and service developers for a four-day event that will include tutorials and workshops, research and paper presentations, exhibits of products and services germane to Smart City development, and significant keynotes from leaders in the academic and the industrial research communities and other Smart City visionaries.

The conference is a joint effort of the IEEE Smart Cities Consortium, the IEEE Kansas City Section, and KC Digital Drive, a nonprofit dedicated to making Kansas City a digital leader. The University of Missouri - Kansas City and the City of Kansas City, Missouri are key partners and supporters.

## A THEME DESIGNED TO DELIVER INTERACTION

The conference theme—A Systems Approach for Smarter Communities—will set the agenda for sponsor and exhibitor interaction with the conference attendees. As sensors, data, connectivity, networks, and analytics offer opportunities to improve each of these systems independently, the common elements of the technology infrastructure offer more opportunities for interoperability across systems and to reframe how we optimize and make decisions about these systems. The technical and social challenges we encounter in this work will serve as the foundation for the 4<sup>th</sup> International IEEE Smart Cities Conference.

# SCHEDULE AND LOCATION

DAY	CONTENT
<b>Sunday, September 16</b>	Tutorials, Workshops, and Welcome Reception
<b>Monday, September 17</b>	Plenary Sessions, Technical Sessions, Keynote Addresses, Exhibits, Tours
<b>Tuesday, September 18</b>	Plenary Sessions, Technical Sessions, Keynote Addresses, Exhibits, and Awards Banquet
<b>Wednesday, September 19</b>	Technical Sessions, Tutorials, PI Workshops

The host city, Kansas City, is one of the five IEEE Core Smart Cities. The conference will take place at the centrally located Westin Crown Center Hotel, 1 E Pershing Road, Kansas City, MO. The conference site is adjacent to one of the most active Smart City sites in the United States, the Kansas City Streetcar corridor.



# A BROAD LOOK AT AREAS OF INTEREST FOR SMART CITY RESEARCH, DEVELOPMENT AND APPLICATION

## Tracks of emphasis will include:

- Buildings and Infrastructure
- Education, Entrepreneurship, and Economic Development
- Energy, Water, and Waste
- Food and Agriculture
- Government and Civic Engagement
- Health, Safety, and Well-Being
- Law, Privacy, and Security
- Transportation and Mobility

## Who Will Attend

- The leading researchers in the field from both academic institutions and private industry
- Governmental officials charged scoping, implementing, and maintaining Smart City projects
- Representatives of engineering and construction firms who design and specify components
- Vendors and suppliers of Smart City solutions, both hardware and software

## ASSETS AVAILABLE TO SPONSORS

While different sponsorship levels entitle sponsors to specific elements, all sponsors receive the benefit of these collateral and onsite assets:

### Marketing Collateral

Your partnership receives recognition and integration into all of the conference's marketing and communications materials:

- E-blasts
- News Releases
- Social Media
- Invitations
- Digital Integration, including the conference website

## Onsite Assets

- Program – Full-color ad with prominent placement.
- Signage
- Logo inclusion on event totes, name badges, and lanyards
- Exhibit Space
- Complimentary registrations – Depending upon level, these allow you to ensure that your staff and customers—and potential customers—can take advantage of the conference.
- Attendee Contact List – We will make the contact information for each attendee available to you.
- Event Experiences – We will shape your sponsorship to ensure that you can interact with attendees in a useful and meaningful way.

## Branded Elements

Depending upon level, sponsors may choose to have be identified as the exclusive sponsor of one or more of the following conference elements:

- Welcome reception
- Conference meals (three breakfasts, and lunches)
- Refreshments breaks (four total)
- KC Tours
- Poster exhibition
- Banquet and entertainment
- Event Archive

# WHAT'S IN IT FOR YOU?

Network with the most influential researchers, users,  
and suppliers in the Smart City space

Programming designed to provide long-term  
participant and sponsor value

Customized sponsorship activation that includes a dedicated  
staff person to serve as your point of contact and advocate

A differentiated, enhanced user experience including unique venues,  
formal and informal networking, and specialized content and tours

The opportunity to participate in collaborative, interactive  
problem-solving workshops and tutorials

# 2018 IEEE INTERNATIONAL SMART CITIES CONFERENCE SPONSORSHIP OPPORTUNITIES

LEVEL/ELEMENTS	Presenting	Platinum	Gold	Silver	Bronze	Participating Exhibitor
	(i.e. Title)					
Investment	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
# available	1	3	6	10		
<b>General Assets</b>						
Complimentary Registration(s)	10	5	3	2	1	1
Attendee contact list (pre- and post-conference)	X	X	X	X	X	
Select Event Experience Asset* (Meals, breaks, etc. - see below)	3 (first choice)	2	2	1	1	
Invitation brochure (logo included)	•	•	•	•	•	
Pre-Conference news releases - recognition	•	•	•	•	•	
Pre-Conference emails - recognition	•	•	•	•	•	
News releases during event - recognition	•	•	•	•	•	
Exhibit Space	•	•	•	•	•	•
<b>Digital and Social Media Assets</b>						
Conference website						
Main page (logo w/hyperlink)	•	•	•	•	•	
Sponsor page - logo w/hyperlink and descriptive paragraph	•	•	•	•	•	•
Conference Facebook page - rotating content	•	•	•	•	•	
Conference Twitterfeed - rotating content	•	•	•	•	•	
Content archive - sponsor identification	•	•	•	•	•	
Whitepaper/presentation download option	•	•	•	•	•	
<b>Collateral and Signage</b>						
Event program	Back cover + full page	Full page ad	Full page ad	1/2 page ad	1/4 page ad	
Registration table	•	•	•	•	•	
Event tote - logo included	•	•	•	•	Space permitting	
Event tote contents	•	•	•	•	•	•
Name badge - logo included	•	•	•			
Stage and podium signage	•	•	•	•	•	
Banners	2 Lg	1 Lg, 1 Med	2 Med	1 Med		
Silent Movie (:60 ppt on main stage screen during refreshment and networking breaks)	2x/brk	2x/brk	1x/brk	1x/brk	If available	

## EVENT EXPERIENCE ASSETS\*

<b>Meals and Refreshments*</b>	<b>A la carte sponsorship</b>
Welcome Reception	\$5,000
Breakfast (3x - M, Tu, W)	\$5,000 each
Lunch (2x - M, Tu)	\$7,500 each
Refreshment Breaks (4x - Su, M, Tu, W)	\$4,000 each
Banquet Dinner and Entertainment (1x - Tu)	\$12,000

<b>Other Single-Sponsor Assets*</b>	<b>A la carte sponsorship</b>
Lanyard	\$4,000
Notepads	\$2,500
Schedule-at-a-glance	\$4,000
Wi-Fi	\$4,000
Pre-Conference Tutorials/Workshops	\$5,000
Poster Session	\$5,000
Track Sponsor	\$7,500
Innovation Partnership Demo Day	\$5,000
Tour of Kansas City	\$5,000

\*Presenting, Platinum, Gold, and Silver Level sponsors receive first choice of Event Experience Assets. After those selections are made, assets are available for a la carte sponsorship.

# WHO TO CONTACT TO SECURE YOUR PLACE AT THE CONFERENCE

## **Aaron Deacon, Managing Director, KC Digital Drive**

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In addition to working with the International Smart Cities Conference, KC Digital Drive is the organizer of the Gigabit City Summit. If your company and its products and services would also benefit from that opportunity, you can take advantage of our package offerings. The 2018 Summit will be held in Kansas City June 25 – 28. Package discounts may be applied to either the 2018 or 2019 Summit.

