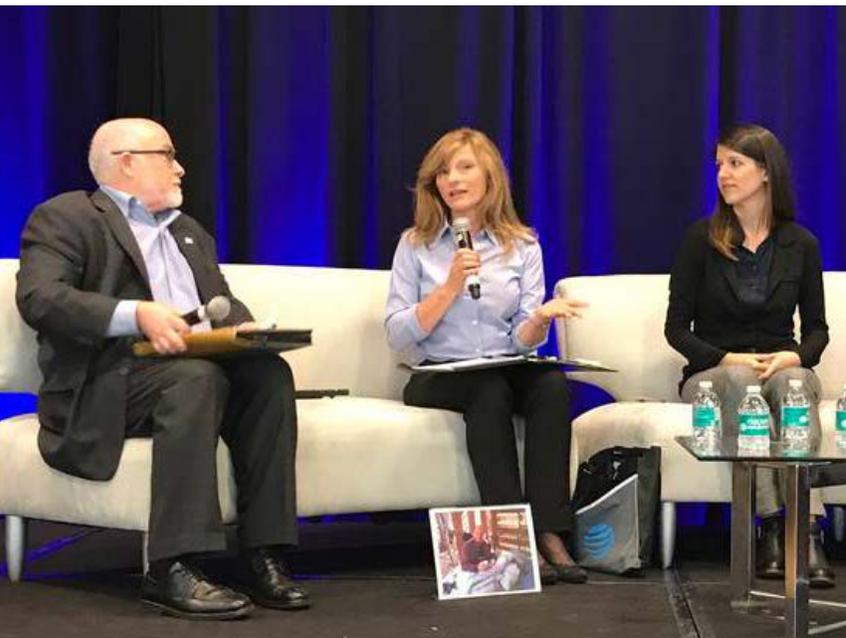


2018 PARTNER PROSPECTUS

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



PARTNER PROSPECTUS 2018

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| • Council Staff | • Smart Cities Council Australia/NZ |
| • Smart Cities Council Global | • Smart Cities Council Europe |
| • Council Opportunity Calendar | • Smart Cities Council India |
| • Smart Cities Week 2017 | • Smart Cities Council North America |
| • Smart Cities Readiness Guide | • Compassionate Cities |
| | • Council press releases |

WHAT the Council does



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

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:

- **125+** 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

Add your name!

Contact Jason Nelson
Executive Director,
Partner Engagement

Jason.Nelson@SmartCitiesCouncil.com

We are...

Global Technology Leaders

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

Innovators

- CivicConnect
- evolve24
- Fybr
- HERE
- Hitachi
- IES
- Mosaik
- Panasonic USA
- Pennoni
- PTC
- Qlarion
- Telit
- Stratis
- UL

International Utilities and Energy/Water Firms

- Ameresco
- Avista Utilities
- Current, powered by GE
- Duquesne Light
- Eaton
- Edison Electric Institute
- Edison International
- Elster
- Enel
- Itron
- Living Utilities
- Neptune Technology
- S&C Electric
- Sensus
- West Monroe Partners

Leading Construction and Engineering Firms

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

Telecom Leaders

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

Transportation Leaders

- Daimler
- Ford
- Miovision
- Toyota
- Transdev

Public Sector Specialists

- Alphinat
- Deloitte
- EY
- Ice Miller
- 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

Engage with cities

The Council moves cities from confusion to action by:

- Advising 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

“Illinois has been recognized as the first-mover in Smarter State work in the country... Jesse Berst and the Smart Cities Council have played a special role in getting us to this point.”

Hardik Bhatt,
Chief Digital Officer & Acting
Secretary,
Innovation & Technology
State of Illinois

VALUE matrix

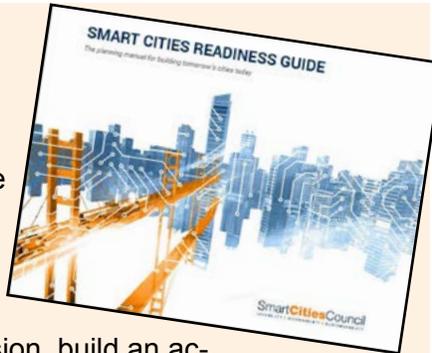
Resources	Value to City	Value to Partners
RAISING AWARENESS		
Web's largest library of smart cities content and 100K+ subscriber newsletter	A vendor-neutral, go-to source for expert advice and to see what other cities are doing to solve their urban challenges.	Thought leadership; we cover your news stories, content marketing and customer wins.
Smart Cities Readiness Guide™	Primer on technologies and new opportunities with real-world examples and expert advice. Get up to speed on the issues being discussed and learn what questions to ask.	Thought leadership and sales lead generation; we distribute your case studies through the Readiness Guide.
Compassionate Cities dedicated website and newsletter	Learn how cities are using technology to help disadvantaged populations.	Positive branding; showcase your company's work/tech as instruments of social good.
Social media channels	A way to stay current on news and trends and participate in the conversation.	Thought leadership, brand awareness; articles posted about you.
ENGAGING FACE-TO-FACE		
Conferences and Expo Events	Meet other city leaders in person; hear their stories and learn from their successes. Meet smart city vendors in person and explore their technologies in a casual setting.	Fill the top of your sales funnel by meeting hundreds of cities interested in smart cities technology.
Readiness Challenge Grants and Workshops	Compete for grants; leverage 3rd party credibility to help guide city departments and other stakeholders in creating a common vision. Break down silos; get all stakeholders on the same page.	Fill the bottom of your sales funnel by meeting with city leaders as they are building their plans.
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 share expenses.
BUILDING RELATIONSHIPS		
Introductions to the smart city ecosystem	Connect with experts who have real-world experience in deploying smart technologies around the world	Facilitated introductions to complementary technology partners. Quickly build coalitions to develop comprehensive solutions for cities.
Global penetration	Potential to establish advantageous ties with cities in other parts of the world	Market expansion thru SCC affiliates in India, Europe, Australia/New Zealand (in addition to North America)



The web's go-to source for all things smart city, the Council's websites attract traffic from around the world, with consistent year-over-year growth in site visitors.

The Council's newsletters go to approximately 125,000 subscribers with open rates averaging better than 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 – first published in 2013 and downloaded by hundreds of thousands of city stakeholders the world over – went live online in 2016 to provide 24/7 access.



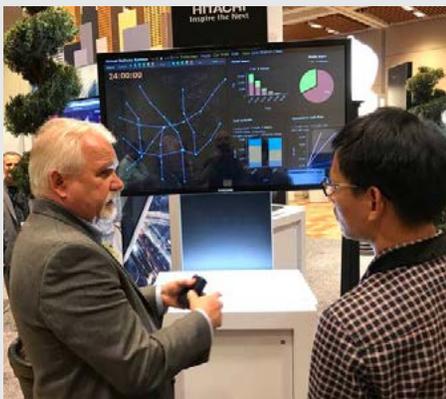
The landmark publication helps city leaders create a smart city vision, build an action plan and measure their progress, guided by best practices and case studies provided by Council partners.

In 2017, the Council launched a major update, adding new content, search functionality and streamlined navigation to enhance the user experience. In 2018 the Council intends another content refresh with several new chapters.



The Smart Cities Readiness Challenge Grant program provided opportunities for Council partners to work closely in 2017 with the five winning U.S. cities -- Austin, Indianapolis, Miami, Orlando and Philadelphia. That participation included presenting during Readiness Workshops, providing in-kind contributions of professional products and services, and ongoing dialog with city leaders.

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



Smart Cities Week will return to Washington, D.C. for the fourth straight year in Fall 2018, attracting 1400+ public and private sector leaders. In May, 2018 the Council will host its second West Coast Smart Cities Week conference and expo in California's Silicon Valley.

The exhibition hall at the Santa Clara Convention Center was a popular spot during Smart Cities Week Silicon Valley.

Partners have numerous opportunities to participate as sponsors and thought leaders.

Expanding in 2018
 Designed to inspire innovation, inclusion and investment in cities, the 2018 Readiness Challenge Grants will expand to include cities, counties, states, provinces and regional authorities in the U.S., Canada and Mexico. It will also include more opportunities for partners to actively participate.

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 at the bottom provides definitions.

2018 membership levels and annual fees *(All fees stated in U.S. dollars)*

	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)

GLOSSARY

Membership categories. Companies can join as a Lead Partner, Associate Partner, Utility Partner or Innovation Partner. The tables detail 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 Readness Guide, participation on task forces, discounts on trade show sponsorships and more as detailed as highlighted in the tables. (Continued next page)

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 in any region	4	2 (Assoc. Partners 1)	2 (Assoc. Partners 1)	2 (Assoc. Partners 1)	2 (Assoc. Partners 1)
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

* On a space-available basis; see membership preferences below

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.

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			
Customized Engagement Roadmap; recommendations tailored to your marketing and sales objectives. Reviewed quarterly	Yes	No	No



Questions? Let's talk!

Jason Nelson

Executive Director, Partner Engagement

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(202) 650-0023 x104

PREMIUM offerings

2018 SMART CITIES READINESS CHALLENGE GRANTS

Our expanded 2018 Challenge offers sponsoring partners more opportunities to spend more time with more cities -- from coaching sessions at Smart Cities Week with applicant cities to showcasing solutions and thought leadership at winning cities' Readiness Workshops and quarterly mentoring calls. Partners can also contribute in-kind products and services to the winning cities, further extending the relationship. Supporting, Premium and Custom sponsorship packages are available. For additional information, [request a sponsorship flyer](#).

NEW!

FLOURISHING CITIES INDEX

In collaboration with a leading analytics firm, the Council is launching a multi-year, heavily promoted initiative to index the emotional health and well-being of cities through in-depth, science-based social media analytics. This exciting venture launches in the fall of 2017 at Smart Cities Week featuring the five largest cities in the U.S., plus Washington, D.C. To learn more about opportunities to participate, [send us an email](#).



“This is just a quick note to thank you for the thought provoking, energetic Smart Cities Readiness Workshop today in Orlando. It was great to hear and learn from the experts while getting our collective creativity flowing. It feels like we have more clarity on our roadmap...”

Christopher Cairns, PE, PTOE
Division Manager, Transportation Engineering
City of Orlando

DIGITAL MEDIA PACKAGE

Council partners have multiple opportunities to reach our digital audience of more than 100,000 influencers throughout the year based on an annual allotment aligned to partnership level. Additional fee-based options include a custom eBlast where you provide the content and creative and we distribute it to our full database. A social media campaign package is also available. For additional information, [request our digital media flyer](#).

COMPASSIONATE CITIES

Compassionate Cities is a Council initiative to raise awareness about ways communities can reduce suffering and improve the lives of vulnerable populations using digital technologies. Companies and philanthropic organizations are invited to support this initiative as sponsoring partners-- an exclusive offering available to two organizations. Compassionate Cities sponsorship includes full benefits as a Global Lead Partner. For additional information, [request a sponsorship flyer](#).

TASK FORCE LEADERSHIP

The Council and its partners support a number of task forces -- with topics ranging from Urban Mobility to Policy. Task force members serve as trusted advisors with public sector leaders and other stakeholders to raise awareness about the smart technologies that are improving the livability, workability and sustainability of communities around the globe. From time to time an opportunity arises where a Council partner can assume a leadership role on a task force or initiate a new one. For details, [request a task force flyer](#).

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 example is a guaranteed spot in a 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 a promotional campaign. [Email for additional information](#).