



Smart**Cities**Council

2021 **Partner** Prospectus

*Creating livable, workable, sustainable,
and resilient 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. **IN 2021, CITIES WON'T BE TRAVELING.**

Crowded Market

CITIES

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

VENDORS

There is no information about what cities are planning during the pre-procurement phase and that is when vendors need to be working with cities.

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

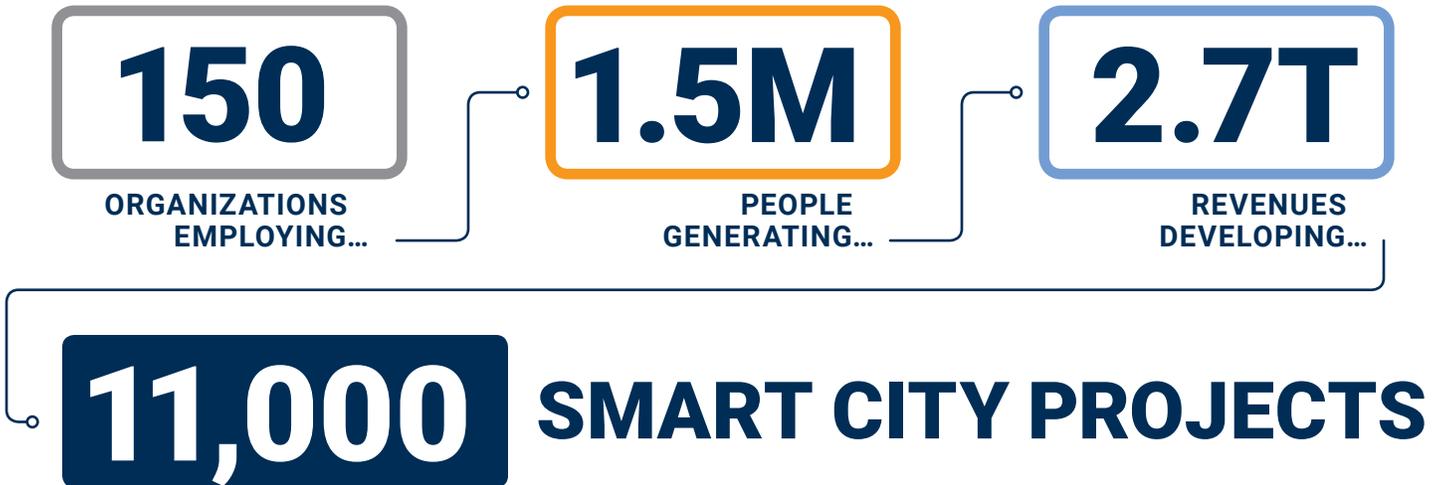
Navigating public sector politics is an uphill battle—one great relationship does not guarantee a clear path to decision-makers.

Financing

CITIES

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

For the past ten years, 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

Over the past ten years, the following companies have participated in Council programs -

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 | Elektrotbit

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.

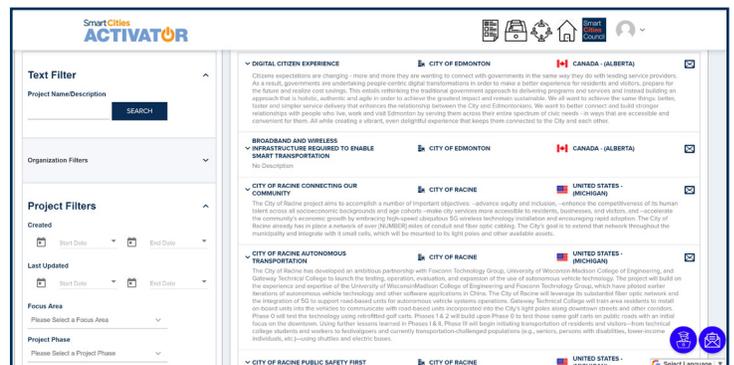
Shorten your Sales Cycles

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

Smart Cities Activator is your window into the city planning process. Identify opportunities, qualify prospects, and connect to projects using Activator to shorten your sales cycles.

- Cities enter project data during the Readiness Challenge in order to advance their planning process using the Council’s proven methodology. Cities use Activator to connect to other cities and to identify best practices.
- Identify Sales Opportunities – Partners can sort projects by region, purpose, technology, budget, and more!
- Qualify Prospects – Partners who encourage their prospects to apply for the Readiness Challenge are rewarded with customers who are better prepared to procure!
- Connect to Projects – Request a conversation with city leaders using Activator. Be prepared for meetings with city leaders with information published in Activator.



Proven Tools to Help Cities and Partners Win Together

Grow Brand Awareness	Value to Cities	Value to Partners
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	Value to Cities	Value to Partners
Collaborative Engagement	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	Value to Cities	Value to Partners
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.

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

	Global	North America	India	Australia/NZ
Lead Partner	\$30,000 Maximum benefits & full participation worldwide	\$15,000 Maximum benefits & full participation in region	\$9,750 Maximum benefits & full participation in region	\$10,000 Maximum benefits & full participation in region
Innovation Partner	N/A	\$5,000 Starter benefits in region	\$1,000 Starter benefits in region	\$3,000 Starter benefits in region

All prices in U.S. dollars



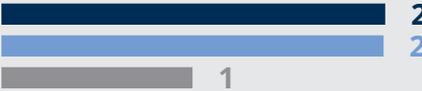
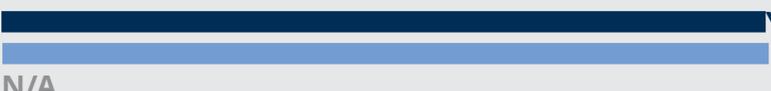
Supporting and being part of the Smart Cities Council Readiness Challenge process has been extremely valuable to Battelle... we have gained tremendous insight into where cities are in their planning and visioning processes, and in their specific targeted areas for deployment... it's allowed us to ensure 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
 Innovation Partner

Readiness event attendance		Worldwide In Region In Region
Showcase presentation at readiness workshops (online for 2021)		Worldwide In Region N/A
Free delegate passes to any Smart Cities Week conference in any region		2 2 1
Smart Cities Activator Licenses		15 5 N/A
Access to smart city project data		Worldwide In Region In Region
Articles, case studies, guest editorials and company pages online and in the newsletter		6 3 1
Solutions included in Activator Roadmaps		Yes YES N/A
Custom Engagement Roadmap: recommendations tailored and optimized to your objectives		Yes Yes N/A

Additional Premium Opportunities

Sponsor the 2021 Readiness Challenge

- › Exclusive access to detailed city data collected through Smart Cities 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,

Sponsor Smart Cities Week

Smart Cities Week conferences are operational in Washington DC, San Diego, 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.

Custom Smart Cities Activator Engagements

Utilize the Activator platform to break through specific marketing or sales barriers. For example, create a Readiness Challenge category to collect data and reward clients. Host a workshop in the city of your choice. Custom sponsors could even build a focused project planning template for cities to use. The possibilities are endless!



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!



Philip Bane

Managing Director

Philip.Bane@SmartCitiesCouncil.com

(703) 201-5746

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