

Leeds City Region

Sponsorship opportunities for
**Smart City Expo
World Congress**

Fira Barcelona

19 - 21 November 2019

#TransformedbyTech

 Leeds City Region
Enterprise
Partnership

Working in
partnership
with the

**West
Yorkshire**
Combined
Authority

Transforming lives through tech

Leeds City Region is experiencing a period of growth, driven by new technology and the right skills for success.

This is demonstrated by independent reports in recent months. The rate of investment from digital firms was recognised in EY's 2018 annual foreign direct investment attractiveness survey. Leeds is ranked third best performing city in the UK outside of London for attracting FDI, with 21 projects selecting the city. These results show that overseas investors continue to see Leeds and the wider region as a competitive location for investment.

Beauhurst's Scale Up Index 2018 revealed that our region has 209 scale ups attracting £108.8 million in venture capital, the most in the North by 82 per cent.

We have the right ecosystem for growth; an annual talent pipeline of 39,000 graduates of which 18,000 are in STEAM subjects. York has flagship gigabit city status. With a variety of award-winning co-working spaces, our region offers space for collaboration and new connections.

We want this growth to benefit everyone who lives in our region and for lives to be transformed by technology. That is why the LEP has developed a digital framework (**see page 4**) that sets out how digital technologies and data can play a key role in addressing or region's biggest challenges. And it is those challenges that the Smart City World Expo explores at a global level.

Last year saw an increased presence at Smart City World Expo Congress for Leeds City Region, galvanised by a strong delegation representing a cross-section of the public and private sector.

We would like to work with you to build on this momentum. Enclosed you will find a range of sponsorship opportunities to join our 2019 delgation that will deliver our most significant presence to date.

Together we can reconfirm our region as an international location that delivers returns for those who live, work and invest here.

I look forward to working together with you to promote our region and its dynamic economy and encourage you to contact suzanne.flannery@westyorks-ca.gov.uk or call 0113 348 1850, to discover how you can be part of our success.



Roger Marsh OBE
Chair, Leeds City Region
Enterprise Partnership

Why Smart City Expo World Congress 2019?

Leeds
City
Region

Smart City Expo Congress is the benchmark event for urban development

Taking place in Barcelona across three days, the event is a global hub where executives, city representatives and academics from around the world meet to explore a better future for our cities. It is Europe's showcase for major city regions, property developments, investment opportunities and international networking.

20,000

multi-sectoral attendees

3 day

programme

2 out of 3

attendees decision-makers

844

exhibitors

700

cities

400+

speakers

The opportunity

“

Leeds is a digital city. We have plenty to shout about when it comes to the ‘Smart City’ agenda with many success stories to tell. We have a fast growing digital economy which contributes £1.3bn of GVA; the highest number of data scientists outside London; fantastic universities delivering world leading research across transport, fashion and health; a digital inclusion programme that sees the city leading the way and making lives better for its residents through smart city technology.

Developing strong partnerships and working alongside the Leeds City Region Enterprise Partnership (LEP), we will continue to take full advantage of smart city technologies for the benefit of all our citizens.

**Eve Roodhouse,
Chief Officer, Economic Development,
Leeds City Council**

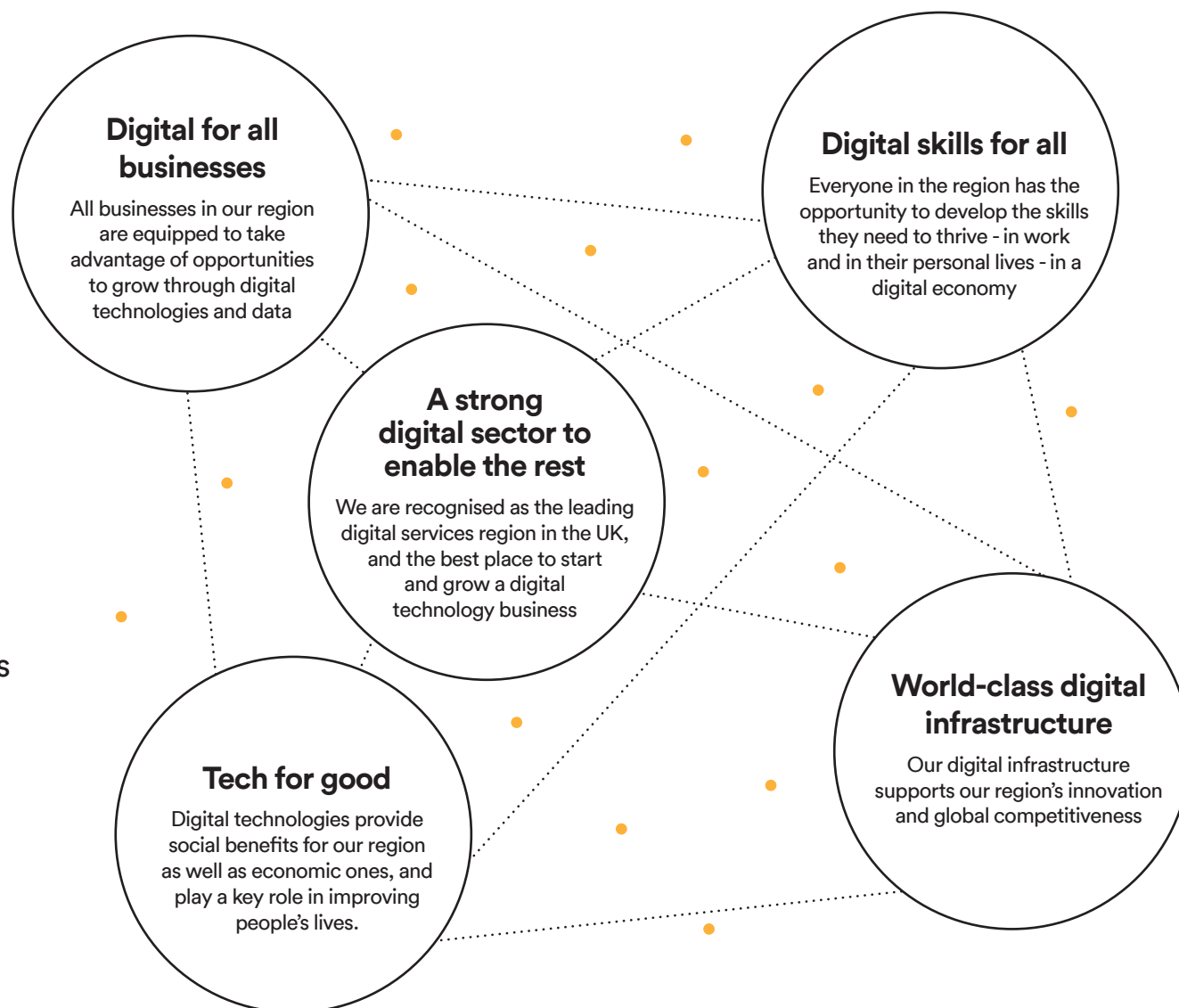
Lives transformed by digital tech

Digital technologies and data can play a key role in addressing some of our region's biggest challenges

This is our framework for making sure people across our region see maximum economic and social benefit from digital technologies.

It focuses on five inter-connected outcomes that will enable our public, private and community partners across the region to achieve one core aim:

lives transformed by digital tech.



Leading Smart City innovation



The University of Leeds

is at the forefront of Smart City transport research through the PEDSIM project that investigates pedestrian interactions with autonomous vehicles and through VirtuoCITY to design new urban environments for efficient and sustainable cities.



The University of York

is leading the York Global Initiative for Safe Autonomy to tackle the challenge of safe autonomous technology.



The University of Bradford

is working with nine European cities including Amsterdam, Hamburg and Gothenburg to use IoT, Big Data, and software development to create waste management, smart parking and flood warning solutions.



Leeds Beckett University's

MONICA project is creating wearable tech and IoT devices for Smart living, crowd control and citizen management.



The University of Huddersfield

is leading research at the 3M Buckley Innovation Centre.

The opportunity

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This is a fantastic opportunity to meet with leading global players on the Smart Cities stage, and to explore how the rest of the world is seeking to improve mobility, health and well-being, energy efficiency and general quality of life in our cities through technological innovation and collaborative working.

Living and working in the region, we share Leeds City Region's ambitions to attract leading tech companies into our region and solutions to address the challenges that our towns and cities face to boost the regional economy and improve all of our lives.

**James Wood-Robertson,
Business Advisory Division Partner,
Shoosmiths**

Sponsorship packages

Sponsorship of the Leeds City Region presence at Smart City Expo World Congress provides numerous opportunities to:

Engage
with senior decision makers

Network
with fellow delegates

Raise the profile
of your own projects and initiatives to a regional, national and international audience

Gold Package - £10,000

Passes

5x delegate passes including 1 access all area pass for Smart City Expo World Congress 2019

5x invitations to Leeds City Region Welcome Reception – Monday 18 November

Profile Opportunities

- Listed as Gold sponsor on all collateral
- Prominent company logo position on design of Leeds City Region stand and digital screens
- Use of joint private meeting area
- Logo featured on investleedscityregion.com and linked back to your company's website
- 1 x speaker opportunity at the event
- Joint Gold sponsors media release to announce support
- Media release to support your own announcements pre or during Expo
- Opportunity to include a quote in a Leeds City Region press release during media campaign
- Co-written blog entry
- Dedicated Twitter posts during Expo - minimum 10 posts
- Opportunity to provide digital collateral and content for the digital screens on the Leeds City Region stand and at key events
- Leeds City Region stand as base for week
- Opportunity to host pre / post event meetings

Please note: Prices are non negotiable. Event places will be confirmed once the programme has been agreed.

Sponsorship packages

Silver package - £5,000

Passes

3 x delegate passes including 1 access all area pass for Smart City Expo World Congress 2019

3x invitations to Leeds City Region Welcome Reception - Monday 18 November

Profile opportunities

- Listed as Silver sponsor on all collateral
- Company logo featured on design of Leeds City Region stand and digital screens
- Use of joint private meeting area
- Logo featured on investleedscityregion.com and linked back to your company's website.
- 1 x speaker opportunity at the event
- Opportunity to include a quote in a Leeds City Region press release during media campaign
- Dedicated Twitter posts during Expo - minimum 5 posts
- Opportunity to provide digital collateral and content for the digital screens on the Leeds City Region stand and at key events
- Leeds City Region stand as base for week

Bronze package - £1,000

Passes

2 x delegate passes for Smart City Expo World Congress 2019

2 x invitations to Leeds City Region Welcome Reception – Monday 18 November

Profile opportunities

- Listed as Bronze sponsor on all collateral
- Opportunity to provide digital collateral and content for the digital screens on the Leeds City Region stand and at key events
- Leeds City Region stand as base for week

Contact us

To discuss this opportunity in more detail,
please contact our Events Manager,
Suzanne Flannery:

suzanne.flannery@westyorks-ca.gov.uk

investleedscityregion.com

invest@the-lep.com

+44 (0)113 348 1850

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