



25. - 28. 4. 2018

BVV Trade Fairs

www.smartcityfair.cz



URBIS SMART CITY FAIR

URBIS SMART CITY FAIR 2018 will be the first full-scale annual international trade fair to follow on from the pilot trade fair for smart towns and cities held in 2017. On the platform of the most important trade fair administration in central Europe, the City of Brno – as a leader in innovation and a “Follower City” in the Horizon 2020 programme – is creating a unique space for sharing ideas and practical designs on how to bring to life and develop the concept of a smart city in central European towns and villages.



Who is the URBIS SMART CITY FAIR for?



Leaders in Innovation, Suppliers of Solutions for Municipal Authorities

Come and present your technology, vision and solutions to those who will decide whether or not to integrate your ideas with the lives of the population. You might be a multinational or just a local visionary firm – the trade fair is offering you the chance to show your products to those who have a genuine interest in your work.



Region, Towns, Municipalities, Micro-regions and European Groupings

Draw inspiration for how to build a modern town, municipality or an organization owned or managed by such body. Present your project and bring new partners on board. At the URBIS fair you will meet people with ingenious ideas who will help you bring them to fruition. Choose from a wide range of specific solutions that will make your town or municipality a nicer place to live.



Start-ups

Have you got a great idea how to improve urban life? Do you want to present that idea to potential customers or investors? Or are you looking for inspiration and a space to share ideas with other creative people? Brno is a city with exceptional potential for innovation and facet that will clearly characterize the URBIS fair.



Active Citizens

You are precisely the user of the smart solutions which the Smart City concept is offering. What will our life look like in the future? How will smart technologies be applied to the cities, towns and villages in which we live? Come and see!

SMART RESOURCES

The smart management of resources is the primary concern of every smart city. Smart management of transportation, the production and storage of energy, or water management is only possibly using modern technologies. Knowledge of new technologies is the basic prerequisite for every responsible manager.

SMART GOVERNANCE

Smart governance means saving money and time for the city and its citizens. Digital technology makes it possible to optimize internal processes and inform citizens easily of what is going on in their surroundings. Citizens can vote and share their ideas and problems, and everything is on a single map. City planning takes place with the participation of citizens.

SMART LIVING

Smart living saves homeowners time and money. Modern technologies enable developers to design smart neighborhoods that reduce operating costs and promote vibrant cities where people are happy to spend time in public space that is pleasant and safe.

SMART BUILDINGS
WASTE AND RECYCLING
URBANISM COMMUNAL TECHNOLOGY
ENERGY **SMART CITY**
ICT
e-GOVERNMENT **TRANSPORT AND MOBILITY**
ENVIRONMENT **WATER**
SECURITY COMMUNICATION
OPEN DATA LIFE STYLE
EDUCATION
SMART CITY MODEL

TOPICS

Transportation

Urban vehicles of the future, smart parking for cars and bikes, tools for transportation planning, use of camera systems, information systems for citizens and administrators.

Energy

Innovation in the generation of heat and power, local power plants and smart distribution networks, power storage, community power, remote meter reading, electro-mobility, municipal technology, waste, circular economy.

Water

Management of drinking water, use of stormwater, which requires modern water treatment plants, biological technology (clean tech).

ICT

Broad collection of data using the Internet of things, data storage and data processing, tools for presenting/visualizing data, big data, open data.

Development

Smart homes and smart neighborhoods, data and detection tools for development, tools for urbanism and new construction planning, street furniture, facility management.

Digital maps

Tools for keeping records of municipal property and investments, open GIS, various information on a single map, e.g. solar cadastre, green passport, parking space passport, business intelligence, etc.

Financing

Smart City projects by the state and cities, role of the state, cities and commercial partners, new business models, smart contracts and transactions (blockchain), CBA and tools for assessing social benefits.

Administration

Digital administration of cities, tools for the internal needs of cities, digital communication between cities and citizens, participation and crowdsourcing, city marketplace – marketplace of municipal services and electronic payments, city brand.



The SMARTalk series brings globally renowned speakers and experts to the URBIS Smart City Fair. With its location and innovative potential, Brno is an ideal platform for advanced Western European cities to share ideas and experience with the quickly developing regions of Central and Eastern Europe. The SMARTalk series will also include practical seminars and conferences prepared by the general and main partners.

Day one of the three-day series introduces the state of the art in the transformation of cities and their administration. Experiences will be shared by world renowned urbanist and architect Ulrik Nielsen and leading architect of Smart Vienna Thomas Madreiter. Time will also be afforded to municipal representatives who are leaders in the H2020 projects focusing on smart cities. There will also be a smart cities presentation from the Eurocities Association.

Day two will present a program of Central European dimension, featuring representatives from each country of the Visegrad Four, and from Austria, Slovenia, Croatia, Romania, Lithuania, Latvia and Estonia. Positive examples of successful projects should provide inspiration for representatives of cities and towns to seek out and implement their own Smart City solutions.

Day three will begin with a half-day program focused on seeking out talented individuals and innovative companies. Presentations will be given by some start-up companies and the session will end with the announcement of the results of the Urbis hackathon.



KEY NOTE SPEAKER

Ulrik Nielsen

World renowned urbanist and architect and one of the faces of the famed Studio Gehl Architects. He specializes in public space and its transformation from “highways” back to streets. Using specific examples, he shows how the revival of public space positively affects the behavior of people. Studio Gehl Architects has already brought its designs to life in 250 cities all over the world, including global metropolises New York, Sydney and Moscow.

EXCLUSIVE PARTNERSHIP

GENERAL PARTNER

Exclusive partnership with the URBIS Smart City Fair is intended for the strongest players on the market who are interested in strengthening the image of their brand and solidifying their position as a leader. Thanks to an array of premium marketing tools, the exclusive partner enjoys a unique opportunity to convince its customers of the benefits of its product or solution.

Single exclusive position guaranteed for the topics of smart governance / smart resources / smart living

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|--|---|--|--|---|---|
| 120 m² exhibition space Expanded exhibition stand at a discounted price 1,200 CZK / m ² + VAT | A sector + Outdoor demonstration area for practical presentation of solutions and exhibits | 215 000 CZK approx. 9 650 € Media Performance Presentation in the Hospodářské noviny | 20 minutes Commercial presentations - main stage | 90 minutes Private presentations (3x30 minutes) On site integration into the trade fair of own solutions | 100 invitations For partners 10 pozváněk to the gala opening of the Building Fairs Brno complex |
| 600 000 CZK + VAT | | | | approx. 23 080 € | |

MAIN PARTNER

Main partnership with URBIS Smart City Fair is intended for companies that wish to strengthen their market position in a particular field. The main partner has the unique opportunity to integrate its own product or solution into the life of the fair and to showcase practical applications.

Only one exclusive position for each select field:
transportation, energy, water, ICT, development, digital maps, financing, e-governance

| | | | | | |
|---|---|--|--|---|---|
| 80 m² exhibition space Expanded exhibition stand at a discounted price 1,200 CZK / m ² + VAT | A sector + Outdoor demonstration area for practical presentation of solutions and exhibits | 183 000 CZK approx. 7 040 € Media Performance Presentation in the Hospodářské noviny | 20 minutes Commercial presentations - main stage | 60 minutes Private presentations (2x30 minutes) On site integration into the trade fair of own solutions | 75 invitations For partners 10 invitations to the gala opening of the Building Fairs Brno complex |
| 350 000 CZK + VAT | | | | approx. 13 460 € | |

EXCLUSIVE PARTNERSHIP

PARTNER

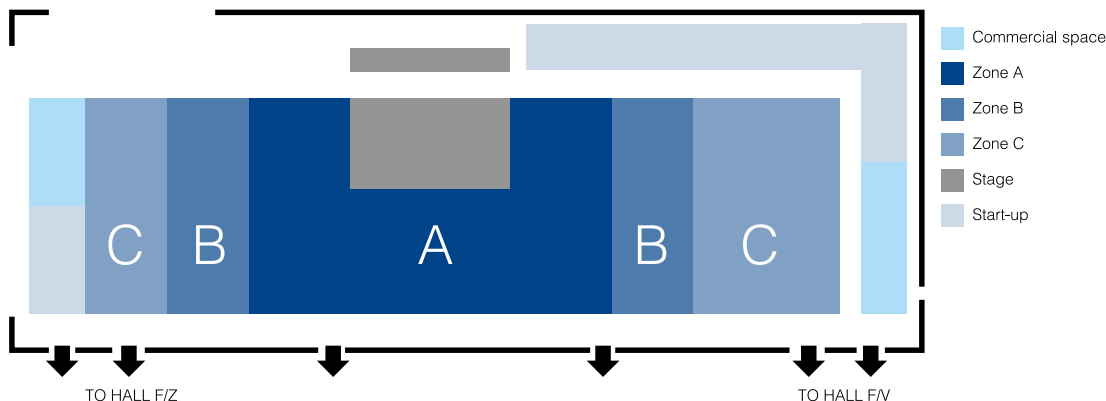
An URBIS Fair partner gains access to additional marketing tools that will strengthen the position of its brand at the fair. Partnership is tied to individual fields of the trade fair, the number of partners is not limited.



URBIS GOLD MEDAL PARTNER

Announcement of the special URBIS Gold Medal under the patronage and brand of the partner – the topic or field of the award will be determined by the partner. Presentation of the award at the Gold Medal awards ceremony, promotion of your brand and your contest in the trade fair campaign, presentation of the partner during the awards ceremony (log, thanks, speech), presentation of the winning design as part of publicity for the Gold Medal contest. Media Performance in the Hospodářské noviny 75 000 CZK (approx. 2 885 €).

100 000 CZK + VAT
approx. 3 850 €



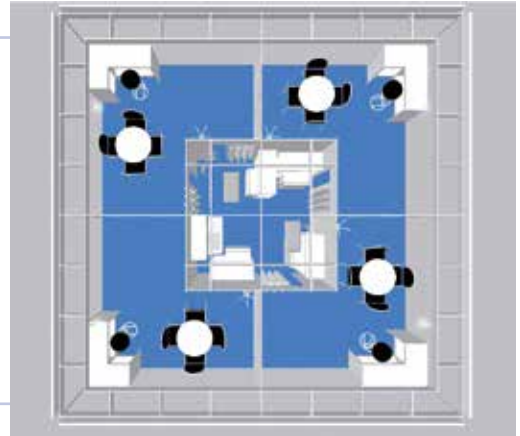
YOUR PARTICIPATION

Standard exhibition

- a simple exhibition suitable for smaller companies or entities associating together several companies; similarly suitable for town and municipal authorities, micro-regions and regions
- Exhibitions are set out in a “nest” arrangement with shared facilities
- exhibitions forming a single nest can be connected together

Price: CZK 40,000 + VAT – same as in 2017 (approx. 1 540 €)

50% public sector price discount
(regional, town and municipal authorities etc.)



Individual exhibition

- An individual exhibition perfectly captures the attention of your customers
- Such exhibitions are for large companies, industry leaders and for new players who want to make their mark
- We can prepare the exhibition layout and its design and construction to meet your requirements

Price: CZK 1,600 per m² + VAT (approx. 60 €)

(price is for the area – structure not included)



Start-up

- special offer for start-ups and student companies
- only applies to firms still in their first year since being established
- situated within a “start-up court” for facilitating information sharing and networking
- exhibition without your own facilities

Price: CZK 6,000 CZK + VAT (approx. 230 €)



OFFER VALID TILL 15. 1. 2018

MORE INFORMATION AT www.smartcityfair.cz

GOLD MEDAL

Gold medals awarded to the best products at trade fairs in Brno have a nearly sixty-year tradition. With a Gold medal you gain a prestigious award that will help you convince customers of the quality of your product or solution. Gold medals are awarded by a judges' panel that includes international experts.



AWARD-WINNING PRODUCTS IN 2017

Electronic passenger ticketing Dopravní podnik města Brna, a.s.

The recipient of the first ever URBIS Gold Medal was Dopravní podnik města Brna, a.s. (Brno Public Transit Authority), which in 2016 introduced an electronic ticketing system that identified passengers via payment card. The judges were impressed by the user comfort of the system, the openness of the platform for further expansion, and its security, including protection of the personal data of users.



In addition to SMS tickets, EOC is another way to cater to passengers and keep up with the times. We are very proud to have received this award and consider it a challenge and commitment to the future. Another great honor for us is the fact that over 39,000 passengers have already purchased electronic tickets.”

Miloš Havránek, CEO of DPMB, a.s.)



URBIS 2017 Special Judges' Prize

Hlášenírozhlasu.cz

The Special Judges' Prize was awarded to the Hlášenírozhlasu.cz project, which is carrying on the tradition of public announcements in towns and villages and supplementing or entirely replacing this function. The judges appreciated the idea of the project to provide an effective manner of communication between citizens and local government while significantly cutting costs associated with the infrastructure of regular public address systems.

REFLECTIONS ON URBIS

”

The fair not only generated new customers and interesting contracts, but also helped us stay abreast of what the competition is doing. We were impressed with the outstanding organization, both for exhibitors and visitors, plenty of parking, and the promotion of the trade fair itself.”

Tomáš Krbec, Pražská energetika, a.s.

”

The fair was interesting for us not only because of meeting potential customers, but also meeting companies engaged in the SMART CITIES project. Here we presented modern trends in waste management, especially smart garbage compactors equipped with IoT sensors, and we established several business partnerships that have helped us develop our technologies.”

Tomáš Martan, Meva, a.s.

”

“The URBIS trade fair is an excellent place to let people know about our unique service, Hlášenírozhlasu.cz, that we have been operating and improving upon since 2013. We think the trade fair is extremely beneficial, we value the contacts established there and especially the Gold Medal that we were awarded. We are certainly going to be there next year.”

Petr Tomášů, Urbitech, s.r.o.

”

Support from the fair organizers was excellent. As participants in the very first year, we are sure that the fair will grow, attract more business clientele, and fully develop the potential of a major Central European platform to share smart city ideas.

Ohad Yemini, Israeli Smart Cities Consortium

Horizon 2020 Follower City

The unique nature of the URBIS Smart City Fair is largely due to the close cooperation between the organizer, BVV Trade Fairs Brno, and the City of Brno. Over the past century this alliance has earned Brno the reputation of a cosmopolitan city where trade, ideas and opinions meet. The city has thus been transformed into a modern and attractive metropolis in the heart of Europe that is a leader in innovation. Its advantageous location near Vienna, Prague and Bratislava is also enhanced by its dynamic and vigorous atmosphere as a youthful city full of universities.

What will the City of Brno be exhibiting at the fair?

At Urbis Fair 2018 the City of Brno will be presenting an inspirational plan to improve the lives of residents and visitors. It will introduce the smart neighborhoods that are gradually emerging through the Horizon 2020 program. Get a taste of the city's unique atmosphere and enjoy Urbis Fair 2018.



The greatest asset of this city is its people. They are creative, relaxed and open to new ideas, solutions and technologies. You will find Brno among prestigious consortiums of European research programs, ranked as an attractive location for foreign investors, or simply listed as a place you certainly have to visit. All of which makes it an ideal place for a meeting of the cities, businesses, experts and institutions brought together by smart solutions."

Jaroslav Kacer, Deputy Mayor of the City of Brno

BRNO FAIR CITY

The **BRNO FAIR CITY project** integrates the fair grounds and the trade fairs held there with the city itself. It provides visitors and exhibitors easier access to the services and activities offered by the city.

EOC Smart solution for the URBIS Smart City Fair

Whether you need mass transit, a good meal at a restaurant, or something interesting to do in the evening, thanks to easy identification via regular payment cards you can make full use of all services the city has prepared for trade fair visitors. The same system that won the URBIS Gold Medal in 2017 is now integrated into the fair itself.





25.-28. 4. 2018
Brno Trade Fairs



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HOSPODÁŘSKÉ NOVINY

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