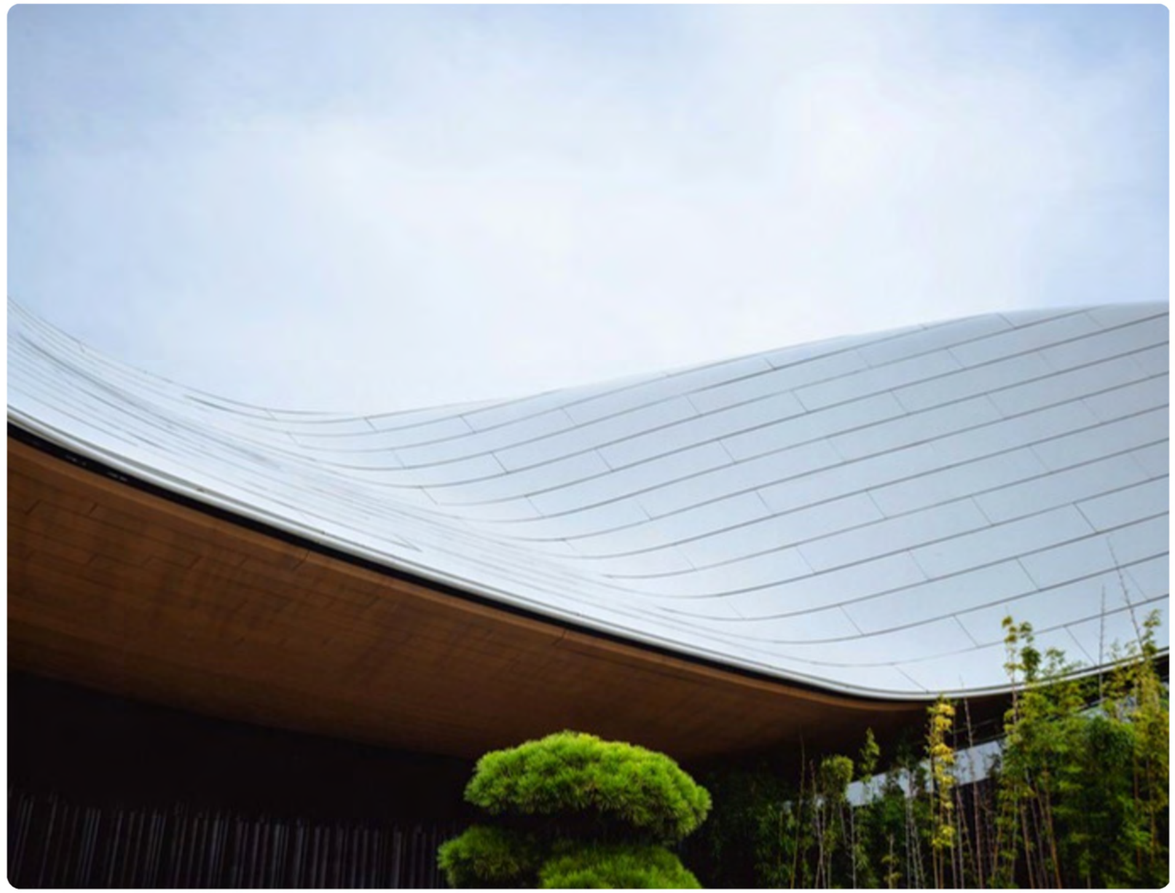
TOMORROW. CITY USA

APRIL 13-14, 2027

WEST PALM BEACH

HOSTED BY: WEST PALM BEACH

ORGANIZED BY: SMARTCITY EXPO WORLD CONGRESS — Fira Barcelona INTERNATIONAL



LEADING CITIES INTO THE FUTURE.

Tomorrow.City USA is the American flagship brand of Smart City Expo World Congress — the world's biggest and most influential event on urban innovation — that attracts 25,000+ global leaders from 100+ countries to Barcelona annually.

We convene top CEOs, government officials, and leaders in infrastructure, finance, security, health, housing, transportation, energy, sports, urban planning, and technology to drive U.S. cities into a modern and globally-competitive future.

PAST SPONSORS

Google · accenture · mastercard · lyft · aws · NVIDIA · BlackRock

WHAT TO EXPECT.

4000+
ATTENDEES
Highly-Influential Decisionmakers

100+
SPEAKERS
Global CEOs and Government Officials

100+
COMPANIES
Cutting-Edge Demos and Expo Floor

50+
SIDE EVENTS
Immersive Workshops and Experiences

TOP LEADERS. STRONG ROI.

Paris 2024 CEO Etienne Thobois

TONOMOUS.NEOM CEO Joseph Bradley

U.S. Commerce Asst Secretary, Charlotte Mayor, Miami Dade County Mayor, and Knight Foundation VP

WSJ Sports Editor Jon Clegg and FIFA World Cup 2026 NYNJ, PHL, HOU, SF, and DAL CEOs

Rohan Marley and Walshy Fire (Major Lazer)

100+ 2026 SPEAKERS

Scott Turner
Secretary
U.S. Dept of Housing

Henry Mack
Assistant Secretary
U.S. Department of Labor

Stephen Ross
Owner, Miami Dolphins
Chairman and CEO
Related Ross

Vivek Ranadivé
Owner
Sacramento Kings

Marc Ganzi
CEO
DigitalBridge

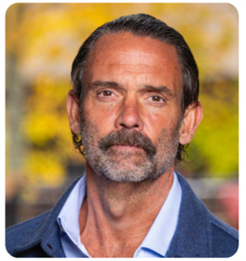
Stephanie Wiggins
CEO
LA Metro

Patrick Goddard
CEO
Brightline

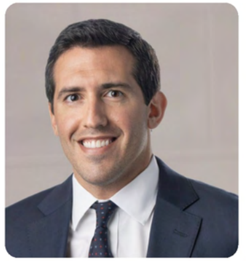
Jonathan Beckett
CEO
Burgess

Carol Naughton
CEO
Purpose Built Communities

Phaedra Ellis-Lamkins
CEO
Promise



Jack Selby
Managing Director
Thiel Capital



Alfonso Costa, Jr.
COO
Falcone Group

Joseph Abruzzo
County Administrator
Palm Beach County

Keith James
Mayor
West Palm Beach

Andre Dickens
Mayor
City of Atlanta

Rohan Marley
The Rastapreneur

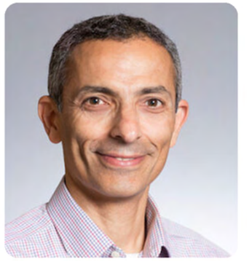
Quentin Palfrey
Director, Federal Funds and Infrastructure
State of Massachusetts

Justine Johnson
Chief Mobility Officer
State of Michigan

Daniel O'Keefe
Commissioner, Economic Development
State of Connecticut

Kelly Williams
CIO
Oklahoma City

Lydon Sleeper
U.S. Strategic Policy Lead
Joby Aviation



Jumbi Edulbehram
Director, Global Public Sector
NVIDIA

John Paul Farmer
Global Head of Public Sector
Stripe

Karen Pavlin
Chief Workforce Innovation Officer
ServiceNow

2027 TOPICS

FRONTIER TECH

AI / ML
Big Data
Cloud / IoT
Edge / Quantum
Blockchain
Web3
Digital Twins
SpaceTech
Dual Use
Robotics

INFRASTRUCTURE

Airports / Vertiports
High Speed Rail
Data Centers
Smart Ports
Stadiums / Mixed Use
Real Estate
Roads / Bridges / Tunnels
Waste and Water
Affordable Housing
InfraTech / PropTech
Modular / 3D Construction

SECURITY AND GOVTECH

DefenseTech
Cybersecurity
Biometrics
Emergency Management
Government Innovation
Public Safety
Drones
Procurement
Ethics and Privacy
Open Data

CLEAN ENERGY AND RESILIENCY

Electrification
Power Grids
Renewable Energies
Circular Economy
Net Zero
Decarbonization
Storm Surge
Energy Optimization
Battery and Storage
Land Use Policies

TRANSPORTATION

eVTOLs
Drones
Autonomous
Curb Management
Traffic Management
Public Transit
Integrated Mobility
Electric Vehicles
MaaS
Logistics

FINANCE

PPP
Pension Funds
Private Equity
Venture Capital
Municipal Finance
Crypto / Bitcoin
Digital Assets
Digital Payments
FinTech
Startups / SMEs

TALENT, SPORTS AND CULTURE

Sports / Entertainment
Tourism
Gaming / eSports
Parks and Recreation
Workforce Development
Apprenticeships
STEAM / Upskilling
EdTech
Public Art
Civic Engagement

HEALTH AND WELLNESS

Longevity / Aging
Wearables
Community Health
Food Access
Regenerative
Farming
Urban Planning
Pet Friendly Cities

HOST CITY

WEST PALM BEACH

BILLIONS DEPLOYED. BILLIONS IN MOTION.

With $10BN+ of real estate development, high-speed rail, autonomous shuttles, a walkable city, true public private partnership, investment in talent, and inclusive economic growth, West Palm Beach represents the hope and promise of American innovation and modernization.

West Palm Beach is where the FUTURE IS NOW.

SPONSOR OPPORTUNITIES.

PRESENTING SPONSOR

$500,000

POWERFUL THOUGHT LEADERSHIP

- 15-Minute Main Stage Keynote or Fireside
- 20x40 Custom Expo Space (Up to 8 Partners and Curated Panels)
- Curation of 45-Minute Executive Roundtable
- 30 Curated 1:1 Meetings

EXCLUSIVE BRAND ENGAGEMENT

- Global Sponsor of Tomorrow.City USA Awards
- Exclusive Host of Official 100-Person VIP Dinner
- Branded Experience: WPB Wellness, TGL Tour and Play, Mobility Branding, VIP Lounge, Branded Merch, Product Demos

GLOBAL MARKETING AND PRESS COVERAGE

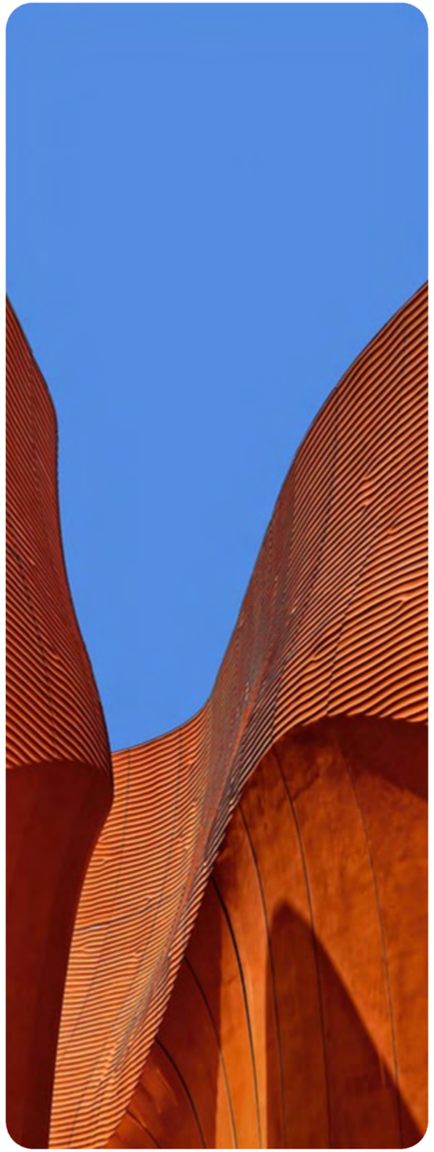
- Exclusive Social Media / Email Marketing Content (4x)
- 10 Interviews for Global Press in Live Broadcast Studio
- Inclusion in Global Press Release

EXTRAORDINARY GLOBAL BRANDING

- Official Conference and Expo Sponsor
- Exclusive Category Sponsor
- Premiere Signage at Venue and Partner Hotels
- “Presented by” on all Physical and Digital Platforms
- VIP Partner of Tomorrow.City USA Delegation at **Smart City Expo World Congress** in Barcelona

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 40 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 100 Conference Passes for Executives and Partners
- 20% Discount on Additional Conference Passes



VISIONARY SPONSOR

$350,000

EXTRAORDINARY GLOBAL BRANDING

- Official Conference and Expo Sponsor
- Exclusive Category Sponsor
- Premiere Signage at Venue
- Partner of Tomorrow.City USA Delegation at Smart City Expo World Congress in Barcelona
- Logo across all Physical and Digital Platforms

POWERFUL THOUGHT LEADERSHIP

- Curation of a 30-Minute Main Stage Discussion
- 20x30 Custom Expo Space (Up to 6 Partners and Curated Panels)
- Curation of 45-Minute Executive Roundtable
- 20 Curated 1:1 Meetings

EXCLUSIVE BRAND ENGAGEMENT

- Global Sponsor of Tomorrow.City USA Awards
- Exclusive Host of Official 100-Person VIP Dinner
- Branded Experience: WPB Wellness, TGL Tour and Play, Mobility Branding, VIP Lounge, Branded Merch, Product Demos

GLOBAL MARKETING AND PRESS COVERAGE

- Exclusive Social Media / Email Marketing Content (4x)
- 10 Interviews for Global Press in Live Broadcast Studio
- Inclusion in Global Press Release

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 40 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 100 Conference Passes for Executives and Partners
- 20% Discount on Additional Conference Passes

DISRUPTOR SPONSOR

$225,000

STRONG BRANDING

- Official Conference and Expo Sponsor
- Premiere Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation in a 30-Minute Main Stage Discussion
- 20x20 Custom Expo Space (Up to 4 Partners)
- 15 Curated 1:1 Meetings

BRAND ENGAGEMENT

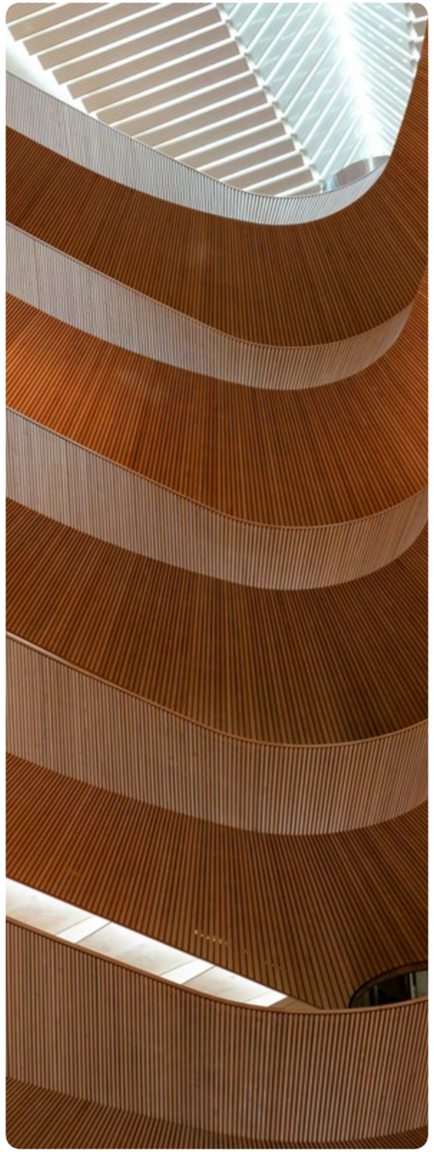
- Host of 200-Person VIP Cocktail Reception
- On-Site Experiential Activation: VIP Catering, Puppy Park, AI Photo Booth

GLOBAL MARKETING AND PRESS COVERAGE

- Exclusive Social Media and Email Marketing Content (1x)
- 4 Interviews for Global Press in Live Broadcast Studio

ADDITIONAL BENEFITS

- Access to Full Attendee List
- 20 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 50 Conference Passes
- 20% Discount on Additional Conference Passes



$100,000

INNOVATION SPONSOR

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation on a Breakout Stage Discussion
- 20x20 Custom Expo Space (Up to 4 Partners)
- 10 Curated 1:1 Meetings

BRAND ENGAGEMENT

- Host of 500-Person Opening Night Party
- On-Site Experiential Activation: Networking Lounge, Gelato Cart

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 10 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 25 Conference Passes
- 20% Discount on Additional Conference Passes

$50,000

PREMIER SPONSOR

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation on a Breakout Stage Discussion
- 20x20 Custom Expo Space (Up to 4 Partners)
- 10 Curated 1:1 Meetings

BRAND ENGAGEMENT

- Host of On-Site Happy Hour
- On-Site Experiential Activation: Juice Bar, Pilates, Charging Stations

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 5 Invitations to Opening Night Party
- 15 Conference Passes
- 20% Discount on Additional Conference Passes

$25,000

SPONSOR

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

THOUGHT LEADERSHIP

- Participation in a Forum Discussion

BRAND ENGAGEMENT

- On-Site Experiential Activation

ADDITIONAL BENEFITS

- 5 Conference Passes
- 20% Discount on Additional Conference Passes

$120 sq ft
(MIN 100 NSF)

EXHIBITOR

10X10 TURNKEY INCLUDES:

- 10'w x 8'h fabric graphic backwall
- Waterfall counter w/graphic
- 10'x10' Standard area carpet
- (2) Barstools
- Wastebasket
- Venue WiFi
- Carpeting
- 5 amps Power
- Social Media and Email Marketing Content
- 4 Conference Passes
- 20% Discount on Additional Conference Passes

$50,000

GOVERNMENT PAVILION

BRANDING

- Official Conference and Expo Sponsor
- Signage at Venue
- Logo across all Physical and Digital Platforms

STRONG ENGAGEMENT

- 20x20 Expo Turnkey Booth (Up to 4 Partners)
- Participation in Forum Discussion

EXCLUSIVE MARKETING

- Exclusive Social Media and Email Marketing Content (1x)

ADDITIONAL BENEFITS

- Access to Attendee List (Name/Company Only)
- 10 Invitations to Opening Night Party
- Priority in Blocking Hotel Rooms
- 30 Conference Passes
- 20% Discount on Additional Conference Passes

T3expo®

Kevin Stark, VP, Client Experiences. kstark@t3expo.com | T3expo.com

T3 IS THE IDEAL PARTNER FOR YOUR BRAND TO COME TO LIFE.

PHILANTHROPY PARTNER

$50,000

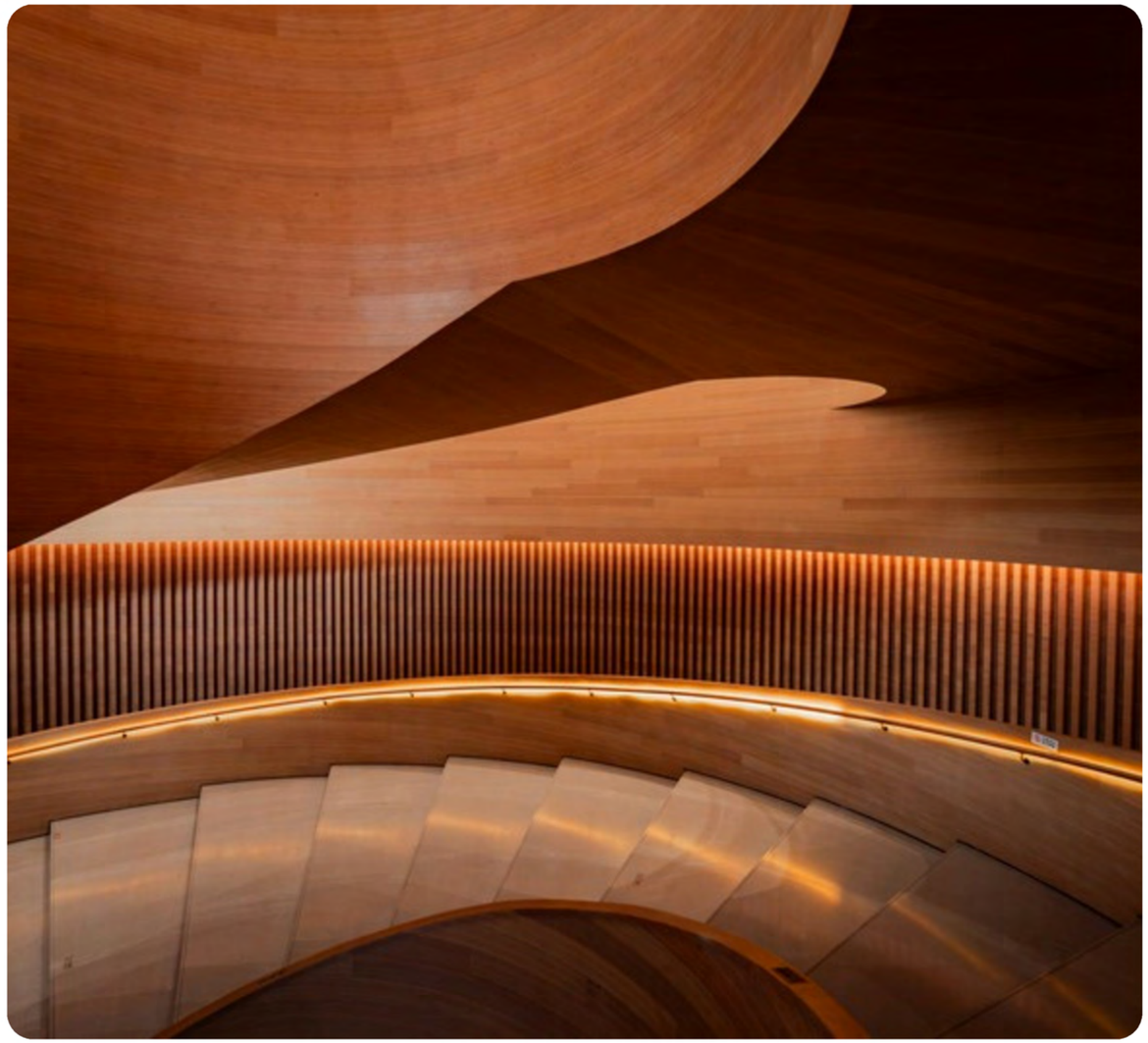
Tomorrow.City USA is a 501(c)(3) non-profit committed to leading American cities into a safe, modern, and prosperous future.

Your philanthropic contribution supports the cost of state and local leaders from across the country engaging with technologists, environmentalists, urban planners, and more in West Palm Beach.

Your donation will also support students and the next-generation of civic and tech leaders, entrepreneurs, artists, and humanitarians deploying AI and frontier technologies for good.

EXTRAORDINARY COMMUNITY BENEFITS

- Official Conference and Expo Sponsor
- Premiere Venue Signage
- Opportunity to Nominate a Non-Profit Speaker
- 50 Conference Passes to Distribute to Non-Profit(s)
- Sponsor of 250-Person Longest Table Community Dinner
- 4 Invitations to VIP Cocktail Party
- 10 Invitations to Opening Night Party
- Logo across all Physical and Digital Platforms



A LA CARTE EXPERIENTIAL OPPORTUNITIES

- Longest Table Dinner
- VIP Gifting Lounge
- Branded Merch
- WPB Wellness Sponsor
- Startup Competition
- Happy Hour / After Party
- Networking Lounge
- Branded Registration Area
- Mobile App Sponsor
- WiFi Sponsor
- Lanyards
- Coffee and Recharge / Hydration Stations
- Juice Bar / Gelato Carts
- Podcast Sponsor
- Community Upskilling Sponsor
- Executive Roundtable
- Deep-Dive Workshops
- Wall Clings / Digital Screens / Venue Signage

Contact us to sponsor on any of our exciting activations.

THE FUTURE IS NOW.

SECURE YOUR SPONSORSHIP TODAY.

sales@tomorrowcity.us
tomorrowcity.us

APPENDIX

WE GET DEALS DONE

TOMORROW.CITY USA IS THE MARKETPLACE OF DEAL FLOW.

We sit at the confluence of private capital, public good, and cutting-edge innovation to modernize U.S. infrastructure and build world-class cities.

We are driving smart investments in energy, utilities, power assets, data centers, telecom, waste and water infrastructure, high-speed rail, next-gen transportation, real estate, govtech, modern urban planning, and sports, entertainment, and culture to increase quality of life.

2019 ATLANTA

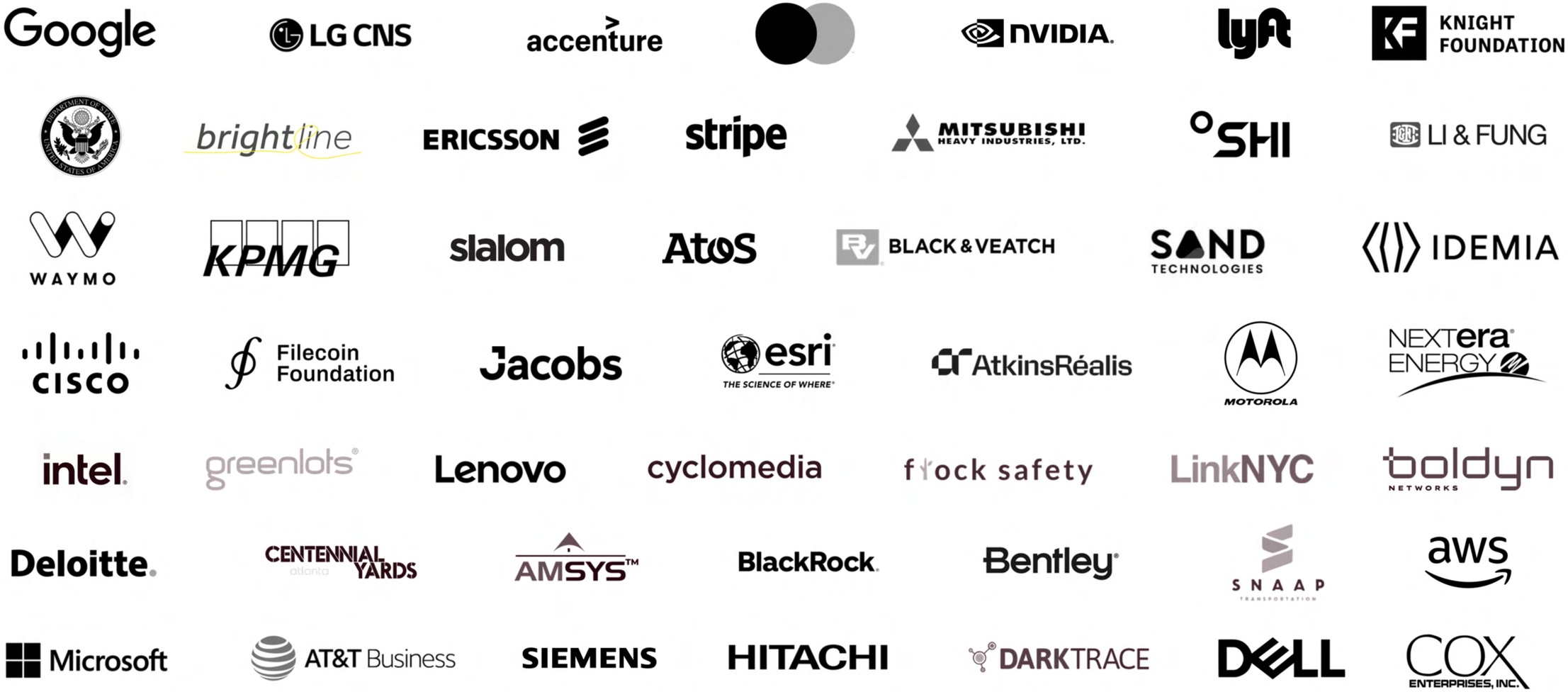
2022 MIAMI

2024 NYC

2025 NYC

2026 WPB

PAST SPONSORS



PAST CEOS AND VISIONARY SPEAKERS

STEPHEN ROSS
Owner, Miami Dolphins
Chairman and CEO
Related Ross

PATRICK GODDARD
CEO, Brightline

ALEX LASRY
CEO, FIFA World Cup 26™
NYNJ

RAYMOND MCGUIRE
President, Lazard

MATTHEW WALSH
State Policy Manager
Waymo

GARY BRANTLEY
CTO, NFL

JAMES COLLINS
Public Sector Lead,
Americas, Microsoft

ERIC GERTLER
Executive Chairman & CEO
U.S. News & World Report

GREGG BISHOP
Executive Director
Joe & Clara Tsai Foundation
Social Justice Fund

TONY CHO
CEO, Future of Cities

VIVEK RANADIVE
Owner, Sacramento Kings

ÉTIENNE THOBOIS
CEO, Paris Olympics 2024

MEG KANE
CEO, Philadelphia Soccer
2026

JACK SELBY
Managing Director
Thiel Capital

LYDON SLEEPER
U.S. Strategic Policy Lead
Joby Aviation

CHRIS LYONS
President, Web3 Media
a16z crypto

TAMARA FIELDS
U.S. Public Service Lead
Accenture

KEITH GROSSMAN
President, TIME

ROCHELLE HAYNES
Managing Director
Bloomberg Philanthropies
What Works Cities

CHRIS ADAMO
CEO, Flamingo Capital

JEFF BLAU
CEO, Related

DEREK SCHILLER
CEO, Atlanta Braves

ZAILEEN JANMOHAMED
CEO, Bay Area Host
Committee

ALFONSO COSTA JR
COO, Falcone Group

JOHN FORRISTAL
Government Affairs Director
Archer Aviation

MARTIN DAVIS
CIO, Southern Company

JOHN PAUL FARMER
Global Head of Public
Sector Stripe

TROY DUFFIE
Director, Financial Markets
Milken Institute

JOHN D'AGOSTINO
Head of Strategy
Coinbase Institutional

MADELINE PUMARIEGA
President, Miami Dade
College

ALEX TAYLOR
CEO, Cox Enterprises

STEPHANIE WIGGINS
CEO, LA METRO

CHRIS CANETTI
President, Houston 2026
Host Committee

SHAILEN BHATT
SVP, COO, U.S. & LATAM
AtkinsRéalis

AMARTYO SEN
GTM, Government & Public
Sector, OpenAI

STEVEN HAFT
Head of Global Partnerships
Consensys

CHAPIN FLYNN
SVP, Transit and Urban
Mobility, Mastercard

JOHN DEASY
CEO, Bezos Family
Foundation

KAREN PAVLIN
Chief Workforce Innovation
Officer, ServiceNow

AVA PARKER
President, Palm Beach State
College

WILLIAM H. ROGERS
CEO, Truist

JONATHAN BECKETT
CEO, Burgess

MONICA PAUL
President, Dallas / North
Texas FWC Organizing
Committee

DEL WHITE
Global Managing Director
Cisco

JUMBI EDULBEHRAM
Director, Global Public
Sector, NVIDIA

AMRIT DHIR
Head of Startups, Google

JEFF MERRITT
Head of Urban
Transformation, World
Economic Forum

AMEN RA MASHARIKI
Director, AI & Data
Strategies Bezos Earth Fund

AMIR ELICHAI
CEO, Carbyne

ROHAN MARLEY
The Rastapreneur

MARC GANZI
CEO, DigitalBridge

CAROL NAUGHTON
CEO, Purpose Built
Communities

DAVID HOPPING
CEO, Smart Infrastructure
USA, Siemens

FRED SWANIKER
CEO, Sand Technologies

MITCH HERCKIS
Global Head of Government
Affairs, Wiz

PHAEDRA ELLIS-LAMKINS
CEO, Promise

ALI ASAD HASAN
Business Development
Smart City Partnerships,
AWS

ERIC TANENBLATT
Global Chair of Public Policy
& Regulation, Dentons

FRANCESCA DE QUESADA COVEY
VP, Community Impact
Knight Foundation

TIP "T.I." HARRIS
Artist, Entrepreneur, and
Activist

PAST FEDERAL, STATE, AND MAYORAL SPEAKERS

SCOTT TURNER
Secretary
U.S. Dept of Housing

GABE AMO
Special Assistant to President, The White House

JOHN O'LEARY
Deputy Secretary for Energy, State of New York

HOPE KNIGHT
President and CEO
Empire State Development

ERIC ADAMS
Mayor, City of New York

JOHN DAILEY
Mayor, City of Tallahassee

HILLARY SCHIEVE
Mayor, City of Reno

BEN WALSH
Mayor, City of Syracuse

HENRY MACK
Assistant Secretary
U.S. Dept of Labor

RETA JO LEWIS
Chair, EXIM Bank

BRIAN REGLI
Executive Director, Critical Investments for Governor
State of Pennsylvania

JOSEPH ABRUZZO
County Administrator
Palm Beach County

ANDRE DICKENS
Mayor, City of Atlanta

DEAN TRANTALIS
Mayor, City of Fort Lauderdale

DANIEL RICKENMANN
Mayor, City of Columbia

HARDIE DAVIS, JR.
Mayor, City of Augusta

ALEJANDRA CASTILLO
Assistant Secretary
U.S. Dept of Commerce

MICHELLE LUJAN GRISHAM
Governor
State of New Mexico

QUENTIN PALFREY
Director, Federal Funds & Infrastructure, State of Massachusetts

DANIEL O'KEEFE
Commissioner, Economic Development
State of Connecticut

KATE GALLEGO
Mayor, City of Phoenix

DAN GELBER
Mayor, City of Miami Beach

STEVEN REED
Mayor, City of Montgomery

KIRK CALDWELL
Mayor, City of Honolulu

ADRIANNE TODMAN
Deputy Secretary
U.S. Dept of Housing

KODY KINSLEY
HHS Secretary
State of North Carolina

RICK COTTON
Executive Director
Port Authority of NY & NJ

JUSTINE JOHNSON
Chief Mobility Officer
State of Michigan

VI LYLES
Mayor, City of Charlotte

JANE CASTOR
Mayor, City of Tampa

AFTAB PUREVAL
Mayor, City of Cincinnati

TISHAURA JONES
Mayor, City of St. Louis

BEN LEVINE
Deputy Assistant Secretary
U.S. Dept of Transportation

KATIE SAVAGE
Secretary of Information Technology
State of Maryland

RALPH CUTIÉ
CEO, Miami International Airport

COLIN AHERN
Chief Cyber Officer
State of New York

DANIELLA LEVINE CAVA
Mayor, Miami-Dade County

KEITH JAMES
Mayor, West Palm Beach

JUSTIN BIBB
Mayor, City of Cleveland

VICTORIA WOODWARDS
Mayor, City of Tacoma

ANDY BERKE
Special Representative
NTIA, U.S. Commerce

ALBERT PULIDO
Deputy Secretary for Technology, State of New York

HYDI WEBB
CEO, PortMiami

JAMES "JJ" EDEN
Executive Director, North Carolina Turnpike Authority

MICHAEL HANCOCK
Mayor, City of Denver

FRANCIS SUAREZ
Mayor, City of Miami

FRANK SCOTT, JR.
Mayor, City of Little Rock

SHANNON MARTIN
Mayor, City of Port St. Lucie