

Urban Future.

Stuttgart 23

STUTTGART



BUSINESS OPPORTUNITIES.

Your brand with those who shape the future of cities.

Stuttgart, Germany
June 21-23, 2023

#UF23
www.urban-future.org

There are many experts and leaders who do
lots of talking when it comes to sustainability in cities.

And there are the ones who act, improve, and repeat.

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Welcome to Urban Future.

Europe's biggest event for those
who shape the future of our cities.

Home to a global community
of 50,000+ urban change makers.

Make the most of your time and budget: connect with the people who really matter for your brand. Seize the opportunity by becoming an official partner.

“Different people, different ideas, ... enriching our solutions“

Glenn Llewellyn | Airbus

“Unbelievable dialogue around city transformation ...“

George Atalla | EY

“Great conversations with people who really matter ...“

Daniel DeParis | Mercedes Benz

“People here have a much richer understanding of what’s happening in cities around the world“

Mike Lydon | Streetplans

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WHY

YOU MUST BE THERE.

Critical CONNECTIONS. Prime AWARENESS.

Meet with the most impactful people shaping the future of cities. One place, a few days, thousands of people from hundreds of cities.

Connect your brand with one of today's most important topic: SUSTAINABILITY. Urban Future is where you create awareness among a community of 50,000+ influencers and change makers.

Making STATEMENTS. Fast-track LEARNING

Whether you want to grow your network, create leads, showcase sustainability work, or hire the best. Being involved with Europe's biggest event for urban shapers tells a lot about your brand.

Your team will learn from the best: in one place, meet many of the most passionate, successful, and visionary sustainability transformers. Inspire your teams and leaders.

Unique EXPERIENCE.

Treat your staff, clients, media contacts and potential recruits to the powerful energy and intoxicatingly positive spirit of Urban Future. Create unique experiences for memories to last.

Talk IMPACT.

Make sure your brand and people are at the pulse of urban transformation. Be involved in the conversations of those, who decide the course of cities & businesses around the world.

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Hundreds of businesses have already been looking to connect with leaders, talk to influencers, make business, and meet talent at Urban Future – making sure their brand is part of the conversation.

SIEMENS

Porto.

SWECO 

DAIMLER

EY 

ROTTERDAM.
MAKE IT
HAPPEN.



AIRBUS

kapsch >>>



Doppelmayr®



BMW
GROUP

SAINT-GOBAIN 

LAHTI

OBOS 



Nordea

Leca®



NEC

altice 

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Forget ordinary. Your involvement is tailor made to what matters to you the most: Your goals.

Urban Future takes your event & brand experience to the next level. Together with you, we develop a tailor-made approach to make sure you get out of your involvement only what really matters. You mix & match only what's relevant to you.

COMMUNICATE.

Urban Future can support you in telling your stories – or in creating new ones. With established coms channels, we reach the most influential urban shapers in Germany, Europe and beyond.

CONNECT.

There are many ways at Urban Future to engage, interact, meet, or co-create with urban shapers - both, before and during the event.

BRANDING.

How important is awareness to your brand? If sustainability is your thing, we've got you covered – regardless if your focus is Baden-Württemberg, Germany or Europe.

SHARE.

Urban Future gets you in front of a highly relevant audience. Share your knowhow, experiences, leadership principles and thoughts.

HUMAN RESSOURCES.

Urban Future gathers those who care, those who are used to act, and those who lead. Let UF help you meet your future colleagues.

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TAILOR MADE

TO YOUR GOALS.

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HOW

TO GET INVOLVED

BUSINESS PARTNER.

Select only the building blocks that matter to you. We create a tailor-made approach for your involvement.

EXHIBITOR.

Benefit from the unique vibe of Urban Future: showcase and have truly meaningful conversations at the event's epicenter.

JOIN.

Provide your staff, clients, recruits, and partners with inspiration – and an experience to remember. And ticket packs will help you save big time.

START-UP & SME.

Benefit from the special start-up & SME area, providing you with brand visibility and opportunity to network: at a great price, ready to move in.

SPECIAL GROUPS.

Get involved with one of UF's special programmes for Young Leaders, Social Entrepreneurs or journalists. This is your targeted visibility booster.

ENABLING PARTNER.

The most sustainable brands in fashion, coms, food, and tech support Urban Future with their product to make it happen. This can be your stage.

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BUSINESS partnerships.

You select the visibility level, then mix & match what you want in it.

PRIME LEVEL. € 70k

Limited to only 7 partners, your brand gets the best visibility. We co-create unique experiences for impact. Pretty much anything goes: from private sessions, customised coms, program involvement, co-creation sessions to ticket packs and private meeting rooms.

BRANDING.

- Best branding "everywhere"
- Industry exclusivity in Prime level
- Prime branding in all direct mails
- Individual brand activation options

COMMUNICATIONS.

- Dedicated coms team
- Customised integration of coms
- Joint development of so-me content
- Joint distribution also via UF channels
- Exclusive email blast
- Up to 5 ad-supported so-me posts
- Use UF speakers in your coms
- Access to media center
- Full access for your (so-me) team
- Exclusive so-me / media releases

CONTENT.

- Speaker/session-chair involvement
- Suggestions also for VIP sessions
- Speaker in Young Leaders Programme
- 1 seat for a person under 30 in the YLP
- Co-develop content items or topics
- Co-presenting the Cities FuckUp Night
- Option to host a private session
- Option to host up to 2 field trips or side-events

BEING THERE LIVE.

- Premium space in the Lounge Expo
- Access to private meeting rooms
- 12 conference passes included
- Branded web page for pass packages
- Option to host an EXPO social
- Proactive outreach to 100 guests
- 5 passes to the mayor's VIP reception

TOP-TIER LEVEL. € 40k

Create a strong impression for your brand with the national and international community. Combine excellent brand visibility, use of Urban Future's so-me channels, and on-site presence with opportunities to connect and getting involved in the programme.

BRANDING.

- 2nd best logo visibility
- Web, documents, partner profile, on-site, and event app
- Most direct mails and attendee coms
- Limited opportunities to activate your brand

COMMUNICATIONS.

- Collaborate with UF coms team on joint stories
- Sharing of up to 6 of your so-me posts
- Joint development of up to 3 so-me content pieces and co-distribution via UF channels, ad-supporting them (150k views each)
- Use up to 3 UF speakers in your coms
- Activation in 2 attendee update mails
- So-me story about our partnership

CONTENT.

- Suggest up to 3 speakers/session chairs
- Optional involvement in the YLP
- Co-develop content items
- Optional hosting of 1 field trip or event

BEING THERE LIVE.

- Up to 12m2 of Lounge Expo space
- Limited access to meeting rooms
- 7 conference passes included
- Proactive outreach to 50 guests
- 2 passes to the mayor's VIP reception

BUSINESS LEVEL. € 25k

Make sure your brand is involved with the most important sustainability event of 2023 – and connect with influential communities shaping the future of cities. Benefit from coms, interact with the audience during the event and have your team involved.

BRANDING.

- Good logo visibility
- Web, documents, partner profile, and selected on-site options
- Selected direct mails and attendee coms
- Visible in EXPO directory

COMMUNICATIONS.

- Sharing of up to 3 of your so-me posts
- Collaborate with UF coms team on a joint story
- Joint development of up to one so-me content piece and co-distribution via UF channels, ad-supporting it (150k views)
- Use an UF speaker in your coms
- Activation in 1 attendee update mail
- So-Me and media announcement with 2 other partners joining

CONTENT.

- Suggest a speaker/session-chair
- Content input to the programme
- Proposing 1 field trip
- Early access to field trip registration
- Early access to event app

BEING THERE LIVE.

- Up to 9m2 of EXPO space
- On-site access to available meeting rooms
- 4 conference passes included
- 1 pass to the mayor's VIP reception



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Urban Future is all about meeting and connecting with the right people. That's our leading principle when designing the event – and the reason why there are no conventional booths at UF23. Instead, you will experience the most comfortable space for your brand to focus on what matters most: having conversations!

Monday | June 19 Lounge setup

Tuesday | June 20 Lounge setup

Wednesday | June 21 Doors open at 8:00h, program ends 17:30h

Thursday | June 22 Doors open at 8:00h, program ends 17:30h

Friday | June 23 No conference, take-down until 11:30h

BEST LOUNGE SPACE.

€ 25,000

Your very own, sensational 80 m² room.
Only one available.

LOUNGE SPACE.

from € 3,000

Maximum flexibility: Select your preferred location and size – from 6 to 15m².

START-UP & SME SPACE.

€ 1,990

Ready-made space for start-ups and SMEs to be present & connect. Includes 2 conference passes.

* All prices are quoted in Euros, excluding 19% German VAT

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The right people, the right mindsets, lots of passion, focus on “doing”, and cutting out all the bullshit. Urban Future is the #1 place to exchange experiences and all about learning, getting inspired and feeling the vibe and incredible energy of Europe’s most active urban shapers. Nothing quite like it.

PACK OF 10 PASSES.
Save 22%

~~€ 7,555~~
€ 5,874

PACK OF 25 PASSES.
Save 22% + benefits

~~€ 18,886~~
€ 14,684

Give your team a special experience, save on ticket prices, but (more importantly) also benefit from BUSINESS LEVEL brand visibility

PACK OF 50 PASSES.
Save 30% + big time benefits

~~€ 37,773~~
€ 26,500

Enjoy inspiring participation for your group, plus TOP-TIER LEVEL brand visibility, a so-me post with your team at UF23, and a designated group host prior and during the event.

* All prices are quoted in Euros, excluding 19% German VAT

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TICKETS.

FOR INSPIRATION

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YOUNG LEADERS PROGRAMME. starting at
€ 10,000

Join Urban Future's flagship program for young urban shapers. Connect your brand to hundreds of young professionals under the age of 30, who are among the most active and passionate in the field of sustainability. Shapers from across Europe apply for the available seats in the program, providing private coaching, skills training, involvement in the conference, unique networking, and access to a growing global community of alumni. You help us make this program happen.

SOCIAL IMPACT PROGRAMME. starting at
€ 5,000

We are seeing a new breed of entrepreneurs rise all across Europe, passionately making sustainable cities happen. Celebrating these agents of change, we are supporting them with a unique program: from specific skills sessions to connecting them with urban leaders. This is all about adding fuel to the spreading fire of social impact entrepreneurs.

MEDIA PROGRAMME. starting at
€ 7,500

Media relations are your thing? Then help us bring the critical voices together and run the dedicated media activities, connecting journalists from around the world with the most forward-thinking urban shapers attending Urban Future. This is where your brand will be – and we bet you have good stories to share as well ...

SPECIAL PROGRAMMES.

FOR SPECIAL AUDIENCES

* All prices are quoted in Euros, excluding 19% German VAT

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You are leading the way in producing sustainable or circular products? How about having them showcased “in action” by a staff crew of more than 150 enthusiasts in front of the most influential urban change makers from hundreds of cities. Let’s find out how.

FASHION.

product placement

More than 150 people are working during UF23 to make it the most impactful sustainability event for cities. Help us in making them stand out: fashion-wise, but also sustainability-wise. We need shoes, apparel, light rain jackets, and backpacks.

TECH.

product placement

UF23 has quite a tech backbone to make it happen. We use computers, cell-phones, LCD screens, lots of AV tech, microphones, run a professional recording studio for podcasters and journalists, move people with micro-mobility, and much more. We collaborate with the most sustainable brands to make it happen, and to talk about their sustainability efforts.



GREEN BRANDS.

FOR THE CHANGE MAKERS

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BUILT ON PARTNERSHIPS



* More than 250 organisations already collaborate with Urban Future

Urban Future.

Graz 14

Urban Future.

Graz 16

Urban Future.

Vienna 18

Urban Future.

Oslo 19

Urban Future.

Lisbon 20

Urban Future.

Rotterdam 21

Urban Future.

Helsingborg 22

Urban Future.

Stuttgart 23

Urban Future.

Rotterdam 24

Premiere
1,000 attendees
32 countries

30 partners
1,500 attendees
Speakers from 3 continents

50 partners
Going very International
48 countries

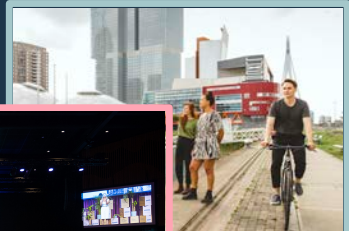
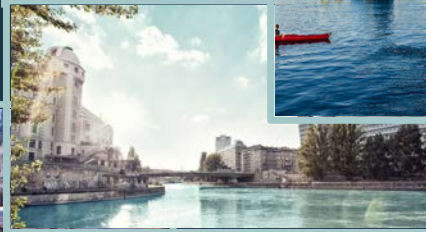
2,600 attendees
58 countries
141 politicians

80 partners
16 events
Speakers from 5 continents
CANCELLED
for Covid

7 conferences
100+ partners
POSTPONED
to 2024
for Covid

1,600 attendees
120+ delegations
13 events

Exp. 3,000 attendees
100+ partners
20 events



Asia-Pacific & Latin America*

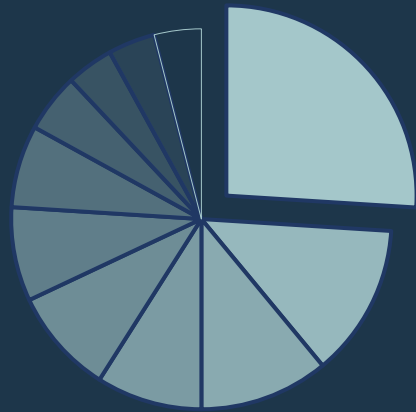


UF editions in Asia-Pacific & LatAm regions to be announced in 2023

Audience

Multi-disciplinary

Meet a very diverse audience with leaders from many different disciplines.



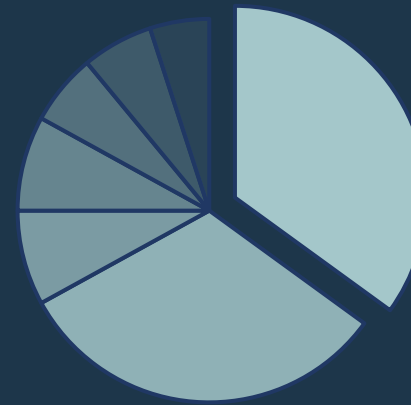
26% Cities & Municipalities

13% Real Estate, Construction
11% Mobility

9% Research & Innovation
9% Architecture, Urban Planning
8% Technology
7% Start-ups, SMEs
5% Water, Waste
4% Energy
4% National & Regional Government
4% NGOs

Roles of attendees

Audience is dominated by people who do, make decisions and lead.



35% Decision-maker, project lead, management

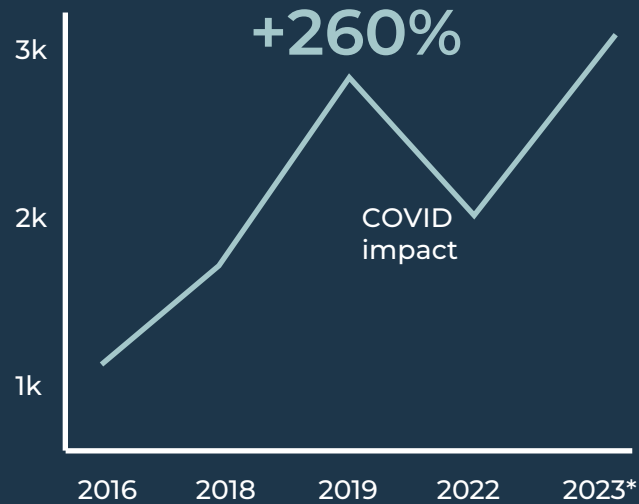
32% Involved in sustainability projects

8% Entrepreneurs
8% Sustainability research & teaching
6% Politicians
6% Students
5% Other

Momentum

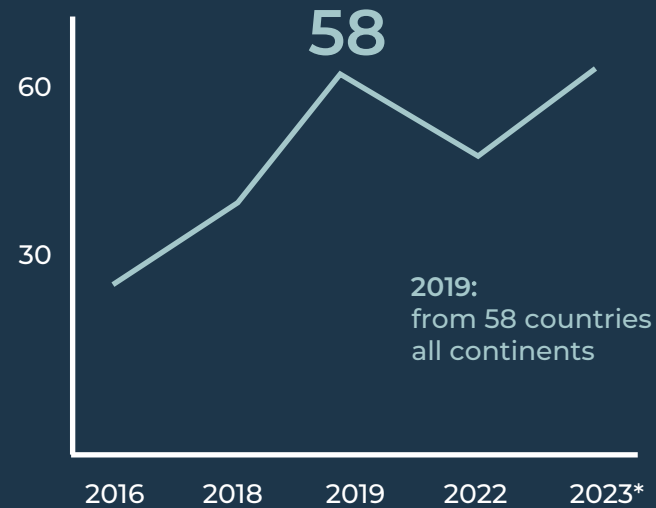
Attendee numbers

Growing rapidly.



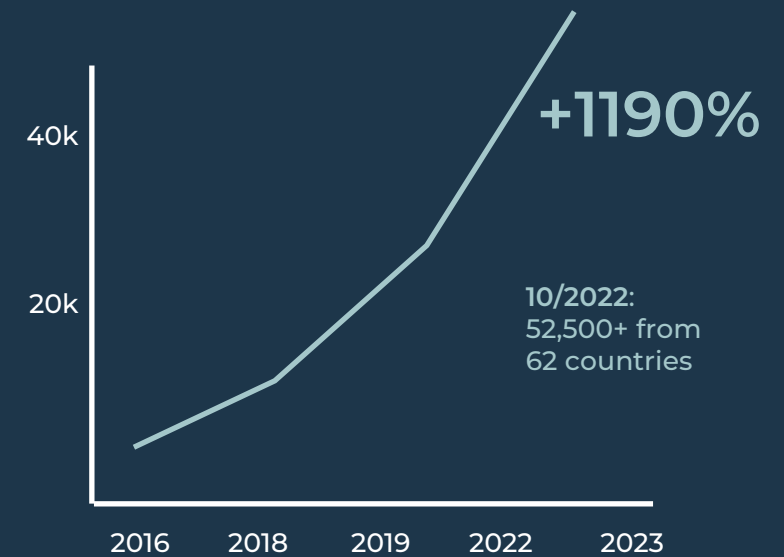
Participating countries

Highly international.



Community

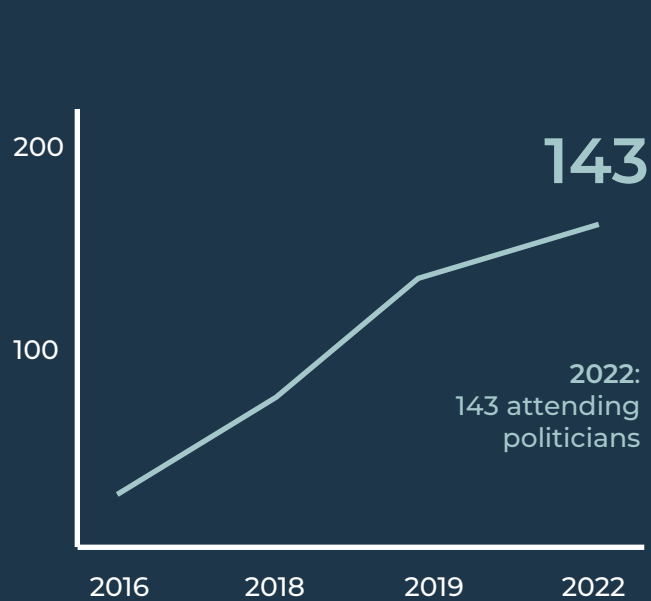
Growing coms impact.



Reach

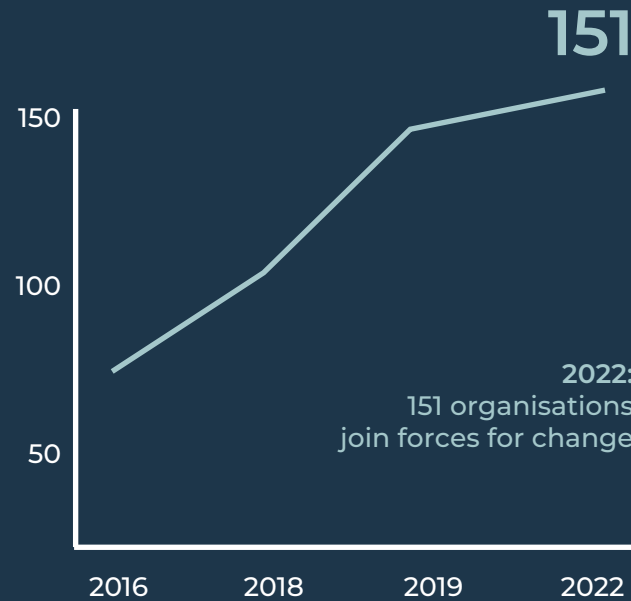
Attending politicians

Increasing relevance.



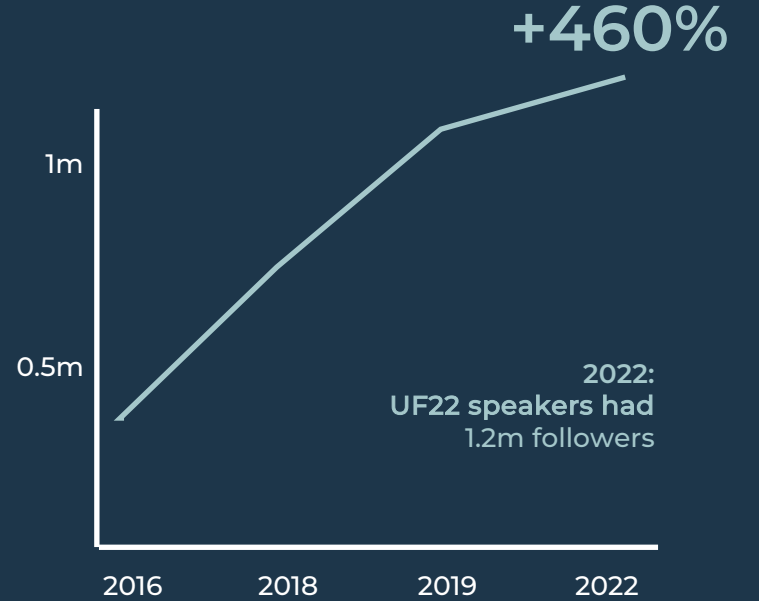
Partner organisations

Partnerships drive visibility.



Speakers' followers

Influencers speak here.



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JOIN.

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