

#SMARTTAMPERE

TAMPERE.  
FINLAND

# TAMPERE. SMART CITY WEEK

2022



TAMPERE



# Tampere Smart City Week 2022

28.1.-3.2.2022

- Tampere Smart City Week is an event week full of information and experiences for the people interested in smart city development
- Host of the Week is the city of Tampere, 3rd biggest city in Finland
- The week consists of different events all around the city, organized by multiple organizations from Tampere, open for all the citizens
- The main event of the week is the Tampere Smart City Week conference and expo, held on the brand new UROS LIVE Arena, expecting 3000-5000 international guests

Photo: Laura Vanzo, Visit Tampere



# PROGRAM OF THE WEEK





# TAMPERE SMART CITY WEEK 2022

Conference and expo 31.1.-2.2.2022

Expecting  
3000-5000  
visitors

Expo area  
of 1000 m<sup>2</sup>

New  
multipurpose  
UROS Live  
Arena opening  
December 2021

International  
event: participants  
from 66 countries  
in 2021

Tampere  
Business  
Forum

Diverse  
themes on  
smart city  
development

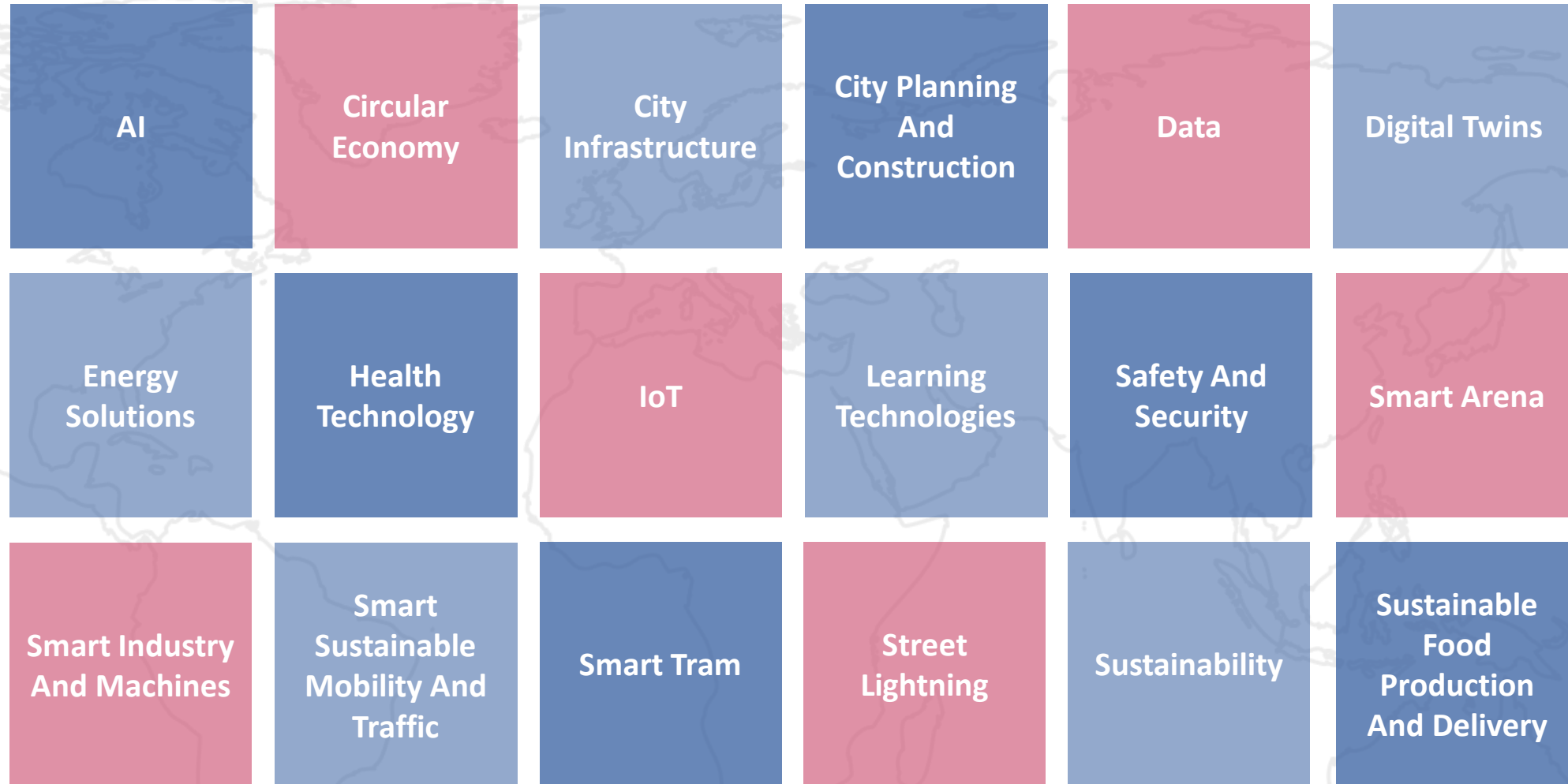
Safe participation  
for live expo &  
conference using  
the latest  
technology

Tampere  
University  
living lab

Hybrid event  
combining live  
and virtual  
participation

Events and  
networking  
on evenings

# THEMES OF THE EXPO & CONFERENCE





# Target audiences

Come and meet all the right people!

- The Smart City Conference and Expo will gather all the relevant people on smart city development from various organizations
- The event will reach a wide Finnish and international audience
- Main target audiences of the event are...
  - Smart City networks (Nordic, European, global)
  - Ecosystems and development networks
  - Cities and municipalities
  - International visitors from companies, networks and cities
  - Companies' professionals, researchers, developers
  - Universities and public institutions
  - Citizens, students
  - Talents

Photo: Mirella Mellonmaa, Visit Tampere



# UROS LIVE ARENA

welcomes you!

The UROS LIVE arena will open in the heart of Tampere in December 2021 and the Tampere Smart City Week Conference and Expo will be honored to be one of the first events in the arena. The new experience center is a rarity in Europe and will host the World Hockey Championships in May 2022, for example. Events in the new arena will be unique and holistic digital experiences.

UP TO  
15 000  
SEATS

BUILT  
ON TOP  
OF THE  
RAILWAY

A  
TOP-CLASS  
HOTEL

CASINO

NUMEROUS  
RESTAURANTS



TAMPERE

READ MORE: <https://uroslive.com/en/>

# HOW TO PARTICIPATE

There is many ways for companies to participate

## BECOME A SPONSOR

- By becoming a sponsor you'll be right in the middle of all the buzz!
- Visibility in the event is guaranteed
- See our three options for a sponsorship on the next slide

## TAKE PART ON OUR EXPO

- You can also book a stand on our Expo and present your solutions for our wide audience
- More information will be available during the summer 2021

## JOIN THE EVENT AND BRING COLLEAGUES TOO!

- The event gives food for thought for everyone, thanks to your wide range of themes
- Get to know Tampere, the most beloved city in Finland
- The registration will start on autumn 2021, stay tuned!



# SPONSOR PACKAGES

Tampere Smart City Week offers you a stage to be presented for valuable audiences!

## GOLD – MAIN PARTNER

- Key note on the opening day of the conference (Tue)
- Visibility in social media
- Article + logo on the website
- Place for your logo on the photo booth wall
- Brand visuals of your company all around the Arena during a speech
- Video visibility on the main stage
- Option to build a half day program for the conference
- Access to the contact details of the visitors
- Visibility in the event app
- Membership in the steering group of the event
- Stand in the expo: 18m2 Sterling Gold

max. 5 organizations

**20 000 €**

## SILVER

- Speech on the main stage in the conference
- Visibility in social media
- Article + logo on the website
- Place for your logo on the photo booth wall
- Stand in the expo: Easy Silver 15m2
- Visibility in the event app

**10 000 €**

## BRONZE

- Place for your logo on the photo booth wall
- Logo on the website
- Visibility in social media
- Visibility in the event app

**3 000 €**



# SOME OF THE COMPANIES INVOLVED IN 2021

Make sure your company will be on the list next year!

Accenture  
AGCO POWER OY  
ALSO Finland Oyj  
Atea Finland Oy  
Axon  
Bosch  
Cargotec Finland Oy  
Catapult  
Caverion  
CCE Finland Oy  
CGI Suomi Oy  
CHAOS  
Cisco Systems GmbH  
Deloitte Oy  
Digia Oyj  
DNA

Eaton  
Edeva AB  
Elisa  
Etteplan MORE  
Fortum Power and Heat Oy  
Fujitsu Finland Oy  
Gaia  
Geniem Oy  
Glaston Finland Oyj  
Gofore Oyj  
HERE Technologies  
Infotripla Ltd  
Insta DefSec Oy  
Insta Digital Oy  
Insta Response Oy  
Intel Oy

Kone Oyj  
MarshallAI  
Mattersoft Ltd.  
Microsoft  
Miskolc Holding Zrt.  
Missing-link Oy  
Nodeon Finland Oy  
Nokia Oyj  
- Nokia Bell Labs  
- Nokia Networks  
- Nokia Technologies Oy  
Onninen Oy  
Quotacom  
Ramboll Finland Oy  
Roboride Oy  
Sandvik

Securitas  
Siemens  
Siemens EDA  
Siemens Mobility Oy  
Silo.AI  
Sitowise Oy  
Škoda Transtech Oy  
Solita Oy  
Sweco Infra & Rail Oy  
Sweco Sverige  
Tampereen Sähkölaitos Oy  
Tampereen Särkänniemi Oy  
Telia Company  
Telia Inmics-Nebula Oy  
TietoEVRY  
Top Data Science Oy

Ubigu Oy  
Unikie Oy  
Valaa Technologies  
Wapice Ltd  
Vinka Oy  
VTT Oy  
Yle, Finnish Broadcasting  
Company



# Summary of 2021

TSCW conference was held on 26.-28.1.2021

- Due to the covid-19 pandemic, Tampere Smart City Week conference was organized all virtual, streamed from the heart of Tampere, Tampere Hall.
- The conference attracted over 1700 participants from 66 countries all over the world.
- Program lasted for three days and there was 12 themed programme streams with over 200 speakers



See you in January!

tscw.fi



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