

In Barcelona on 22 September, 2022

BY AND BETWEEN

On one hand, Mr. Pablo Hermoso de Mendoza González, on behalf of **Red Española de Ciudades Inteligentes (RECI)**, with corporate domicile in Plaza del ayuntamiento n 11 CP 28091 Hospitalet de Llobregat (Barcelona), and VAT No G 47698394 as **President**

And, on the other hand, Mr. Ugo Valenti, on behalf of **FIRA INTERNACIONAL DE BARCELONA** (hereinafter **FIRA DE BARCELONA**), with corporate domicile in Barcelona, Av. Reina M^a Cristina s/n, and VAT No. Q-0873006-A, in his capacity as Director of the Smart City Expo World Congress (SCEWC), which will next be held on 15-17 November 2022, in Barcelona.

Both parties mutually and reciprocally recognise each other's legal capacity to enter into binding agreements in accordance with the present document,

AGREE

- I. Smart City Expo World Congress 2022 has come to an agreement with various organisations so that they may cooperate in supporting the said Event by publicising the seminars held at it, receiving from **FIRA DE BARCELONA** a series of considerations as a consequence of said cooperation. Under no circumstances shall the respective contributions have any monetary content.
- II. **RECI** wishes to cooperate with the above-referred Event, as **Strategic Organization**, undertaking to promote said Event among its contacts, using its own advertising resources, with the goal of generating an association between its organisation and the said Event.

The contribution on the part of the partner organisation are to be as follow:

AREAS OF COLLABORATION:

- RECI to contribute with High level Mayor's roundtable to the SCEWC congress program:
- Strengthen the participation of Spanish Cities to SCEWC through support letter of invitation to FEMP and RECI Members
- 12 m2 booth for SCEWC at RECI National Summit 2022 (Stand Exchange)

Moreover, he contribution on the part of the partner organisation are to be as follow:

WEBSITE

- SCEWC Logo, Link and Description (mainly in the homepage) – September to November
- SCEWC banner with tracking (mainly in the homepage) – September to November

EMAILING

- dedicated emailing/ contents in newsletters to the entity's whole database
1. Announcement of the partnership + introducing the event – Before September
 2. Content update provided by SCEWC + 25% discount code – September
 3. Content update provided by SCEWC + 25% discount code – October

SOCIAL MEDIA

- Organic post (1) & shares (3) through the entity's social media channels (Twitter, LinkedIn, Facebook) using the hashtag #SCEWC2022
- Possibility to present SCEWC at an internal meeting of entity

TOMORROW.CITY PROMOTION

- Organic posts & shares through the entity's social media channels (Twitter, LinkedIn, Facebook), using the hashtag #Tomorrow.City
- III. With the purpose of promoting and publicising the afore mentioned Event, **FIRA DE BARCELONA** shall provide the following items to the partner organisation: Media Kit (Logo, Banners, Promotional e-mails, etc...).
 - IV. In addition to the above items, other formats may be created at the request of the partner organisation, provided that this is feasible in **FIRA DE BARCELONA**'s opinion.
 - V. Regarding the processing of personal data included in this contract, the Parties undertake to abide by and comply with the provisions of Regulation (EU) 2016/679 of 27 April 2016 on the protection of natural persons with respect to the processing of personal data and the free circulation thereof.

Similarly, **RECI** states that his/her databases comply with the requirements established in the aforementioned Regulation. Specifically, and with regard to the sending of information and communications described in Clause II of the present Agreement, **RECI** undertakes to comply with the provisions of the Law 34/2002, of 11 July, of Information Society Services and Electronic Commerce (LSSI).

- VI. By virtue hereof, **FIRA DE BARCELONA** temporarily grants the partner organisation a personal, non-transferable and non-exclusive right to use the partner organisation logo/brand, for the sole purpose of performing the present Agreement. In any case, any information or material which bears the partner organisation and/or **FIRA DE BARCELONA** logo/brand must be directly related with the promotion and publicising of the above-stated Event.

VII. The Parties agree that the partner organisation shall report each month to the Event on all the promotional actions it has performed until that time.

VIII. In return for its promotion and publicising of the Event, **FIRA DE BARCELONA** offers the following benefits to the partner organisation:

SCEWC

BENEFITS:

CONTENT

- High level Round Table of Spanish Mayors in the Congress programme to be agreed with SCEWC Congress Team
- Possibility to suggest ad hoc Speaker according to the Congress thematic sessions to be agreed with SCEWC Congress Team

INVITATIONS AND PASSES DISCOUNT:

- 10 free Full Congress passes to access the whole event
- 25 free Expo passes to access the Exhibition Area
- 25% discount on extra Congress & Expo passes
- Extra complementary Passes available upon agreement among the two Parties for high level representative of RECI's members

EXHIBITION:

- Stand exchange to a Bronze Pack (12 m²)
- Special conditions for RECI's Members cities –15% discount on the contracted space for cities that want to participate in the expo area. This discount will apply only to newcomers.

VISIBILITY

WEBSITE:

- Logo, Link and Description in the SCEWC website Partners' page

DIGITAL PLATFORM (hosted by Tomorrow.City):

- Logo, Link and Description in the Partners' page

EMAILING:

- Presence in our "Welcome Partners/Thank you" email to Smart City Expo World Congress whole database

SOCIAL MEDIA:

- Shares & Mentions on SCEWC Social media channels

REPORT:

- Logo in SCEWC post-event report

VENUE:

- Logo on Static and Dynamic signage (2rd level)
- Logo on congress rooms screens between sessions (2rd level)

APP:

- Presence in the event's mobile app.

TOMORROW.CITY

- **Tomorrow. Observatory:** possibility to be featured according to the content (send us your new Initiatives, Projects, Press Releases, etc..) - *subject to Tomorrow.City's Team validation*
- **Visibility:** Shares & Mentions on Tomorrow.City Social Media channels (relevant content for TC)

IX. This Agreement does not grant the partner organisation any exclusive relationship, and **FIRA DE BARCELONA**, as organiser of the Event, reserves the right to enter into cooperation agreements with other organisations, under such terms and conditions that it may freely decide.

X. This Agreement shall be governed by the laws of Spain. Expressly waiving any other jurisdiction they may be entitled to, the Parties submit to the jurisdiction of the Courts of Law of Barcelona for the settlement of any doubt, question or discrepancy that may arise with respect to the construction or performance hereof.

In witness whereof, the Parties hereto sign this Agreement in duplicate in the place and on the date first above written.

For FIRA DE BARCELONA

For RECI

Signed: Ugo Valenti
Post: SCEWC Director

Signed: Pablo Hermoso de Mendoza González
Post: Presidente RECI