

# SMARTCITY

EXPO **LATAM CONGRESS**

**JUNE 2 - 4, 2026**  
**PUEBLA, MEXICO**  
EXHIBITION AND  
CONVENTION CENTER

Sales  
v.02.26

## URBAN INNOVATION, SHARED PROSPERITY

[smartcityexpolatam.com](http://smartcityexpolatam.com)



**11<sup>th</sup>**  
**EDITION**  
**#SCELC26**

HOST



**Pensar Grande**

**POR AMOR A PUEBLA**

HOST CITY



ORGANIZED BY



AN EVENT OF

**SMARTCITY**  
EXPO WORLD CONGRESS



# LATIN AMERICA'S MOST INFLUENTIAL SMART CITY EVENT

Connect. Exhibit. Show your innovation to  
**+8,500 Latin America's  
leaders**. Endless possibilities.

## LET'S CONNECT!

Scan the QR code and share your details to explore partnership opportunities, collaborations, and upcoming events across the Americas.





**Puebla, Mexico**, is an innovative and constantly evolving city that combines its rich cultural and historical heritage with sustainable and technologically advanced urban development to improve quality of life.

**From June 2nd to 4th, 2026, it will host the Smart City Expo LATAM Congress**, positioning itself as an inclusive capital committed to preserving its resources and cultural diversity. With a remarkable historical legacy and a focus on education, entrepreneurship, and sustainable tourism, Puebla celebrates its roots, promotes smart development and social inclusion, and reaffirms its capacity to think big for a prosperous future.

HOST



**Pensar  
en Grande**

**Por Amor a  
PUEBLA**

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ORGANIZED BY



AN EVENT OF



INNOVACIÓN · PROSPERIDAD · SOSTENIBILIDAD · CULTURA



We develop events, initiatives, and agendas with high social, economic, and environmental value that generate a positive impact for prosperity and sustainable development across the American continent.

Our commitment to excellence has been endorsed by the **Global Association of the Exhibition Industry (UFI)**, where PRONUS is a **full member in the Exhibition Organizer category**. Likewise, **Smart City Expo LATAM Congress** holds the **“UFI Approved Event”** certification, a distinction that recognizes compliance with international standards in operational quality, participant experience, and value for exhibitors and authorities.

This international endorsement reaffirms PRONUS’s institutional strength and its ability to produce events with real impact and global reach.



# SMARTCITY

EXPO LATAM CONGRESS

**Smart City Expo World Congress**, based in Barcelona, has set the international standard for urban innovation, creating a global ecosystem committed to transforming the way we live in and manage our cities.

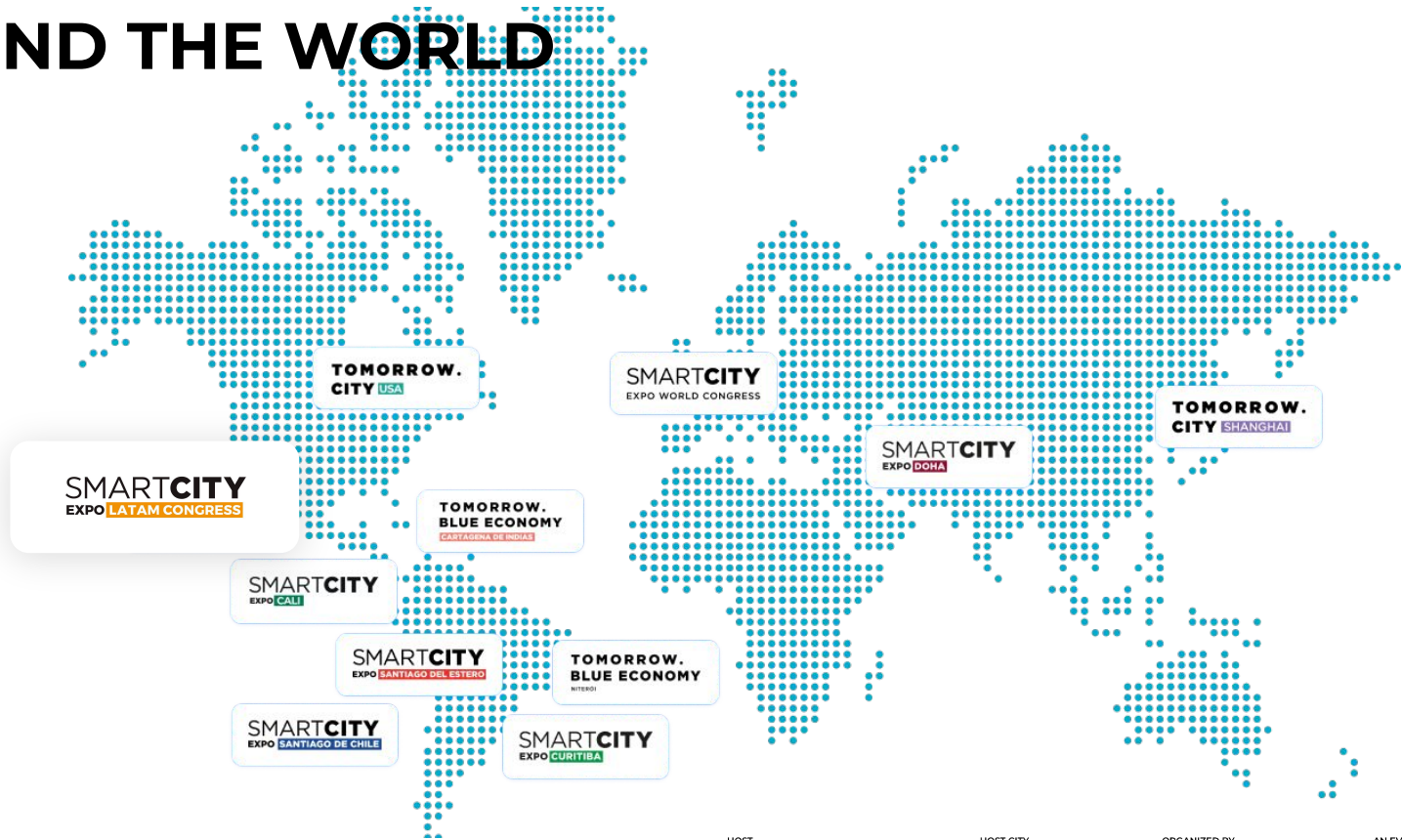
As part of this network, Smart City Expo LATAM Congress has become the most important meeting point in the region for aligning visions, sharing experiences, and turning ideas into projects that directly influence urban development in Latin America.

In 2026, we celebrate **11 editions** of promoting technological solutions, governance models, and sustainability strategies that address the social, environmental, and economic challenges of the region.

SCELC continues to bring together the region's talent and innovation, aligned with the global vision of the Smart City Expo ecosystem.

# EDITIONS

## AROUND THE WORLD



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# PREVIOUS EDITIONS



**2016**

URBAN INNOVATION  
TOWARDS EQUITABLE  
CITIES



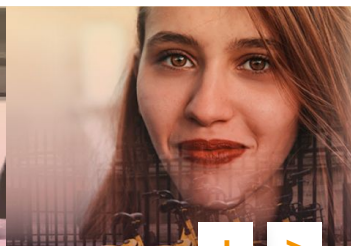
**2017**

WeGov: CITIZENSHIP AND  
GOVERNMENT FOR THE  
COMMON GOOD



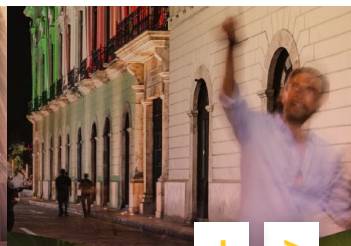
**2018**

COLLABORATIVE  
COMMUNITIES, SMART  
TERRITORIES



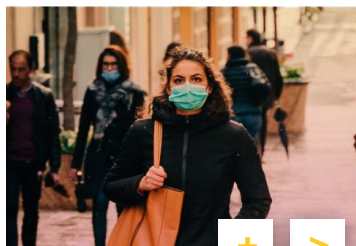
**2019**

RADICAL INCLUSION, A  
SPACE FOR EVERYONE



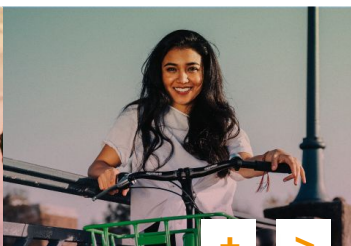
**2020**

RESILIENCE AND PLANNING:  
DEVELOPING THE FUTURE OF  
LATIN AMERICA



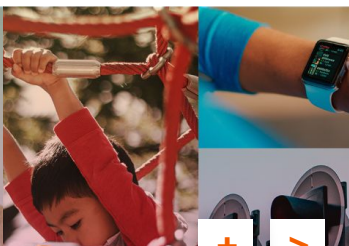
**2021**

RETHINK, REACTIVATE,  
REBUILD



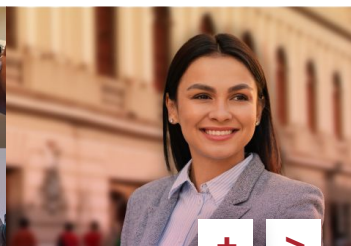
**2022**

ACTIVATE, ACT, ACCELERATE



**2023**

VIABLE PROJECTS,  
REAL IMPACTS



**2024**

CITIES FOR ALL: LEADERSHIP  
AND COMMITMENT



**2025**

CREATING OPPORTUNITIES,  
REDUCING GAPS

# CELC IN NUMBERS

SMARTCITY  
EXPO LATAM CONGRESS

**+300**

Participating Mayors

**+1,000**

Cities Represented

**+220**

Institutions and companies

**+320**

Speakers

**+80**

Media

**+8,500**

Attendees

**+15,000**

m<sup>2</sup> of event space

HOST



PUEBLA  
Gobierno del Estado

Pensar  
en Grande

POR AMOR A  
PUEBLA

HOST CITY



Puebla  
GOBIERNO DEL ESTADO

LA CIUDAD  
IMPARABLE

ORGANIZED BY



PRONUS  
eventos

AN EVENT OF

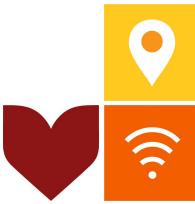


SMARTCITY  
EXPO WORLD CONGRESS



Fira Barcelona  
INTERNACIONAL

# 10 YEARS OF FEATURED SPEAKERS





# CONGRESS

SMARTCITY  
EXPO LATAM CONGRESS



## Main Stage

With a capacity to accommodate more than 1500 people



## Thematic Stage

Spaces to foster the exchange of ideas and specialized learning.



## Workshops

Unique spaces for dynamic presentations by partner companies and experts.



## Leaders' Forum

The perfect space for government leaders looking to engage and broadcast their message to the entire audience.

# MAIN TOPICS

Digital  
Innovation

Equitable  
Society

Sustainable  
Environment

Economic  
Prosperity

Mobility and  
Urban Space

# EXPO ZONE + NETWORKING

## Where Business Happens

### Expo zone

- **Exhibition for +8,000** accredited attendees seeking real solutions.
- High-visibility **stands** with a constant flow of decision-makers.
- Ideal for demonstrations, activations, and **capturing qualified leads**.



### Meeting Point / Business Hub

- Scheduled **meetings** to close partnerships, projects, and opportunities.
- **Networking** with government leaders, institutions, companies, and investors from across LATAM.



### Media District

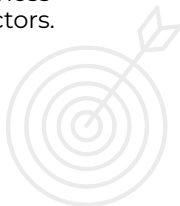
- **Preferential coverage** for spokespersons, launches, interviews, and brand storytelling.



## Commercials and Reason for Participation

### Direct Opportunities

- Access to high-impact government leaders, institutions, and companies.
- Participation in conversations relevant to all of LATAM.
- Generation of new business opportunities in key sectors.



### Positioning and Reach

- Brand showcased before, during, and after the event with regional visibility.
- Positioning as a reference in urban innovation and smart solutions.
- Exhibition in front of buyers, authorities, and decision-makers.



### Connection with Trends

- Discover solutions applied in cities across Latin America.
- Inspiration from real cases, viable projects, and best practices.
- Strategic updates to define new growth pathways.



## MAIN SECTORS ASSOCIATED WITH THE EVENT

Government and Public Sector

Technology, Telecommunications, and Innovation

Economy, Services, and Business

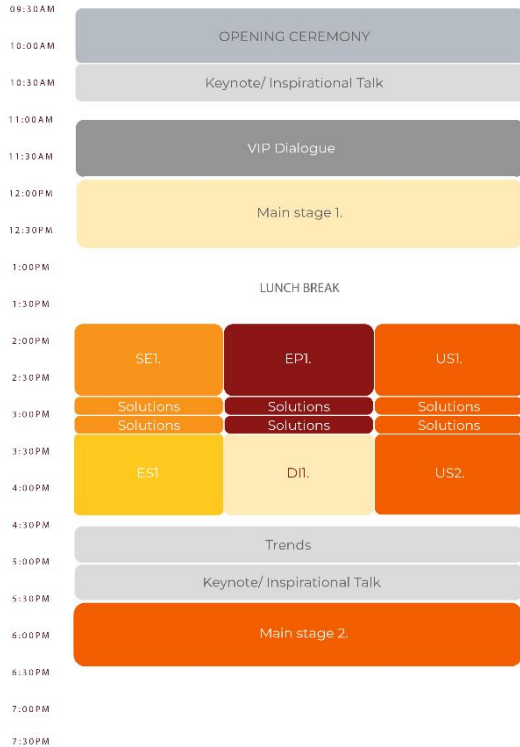
Health and Wellbeing

Mobility, Transport, and Urban Development

Energy, Sustainability, and Environment

# PRELIMINARY PROGRAM

## JUNE 02 | TUESDAY



## JUNE 03 | WEDNESDAY

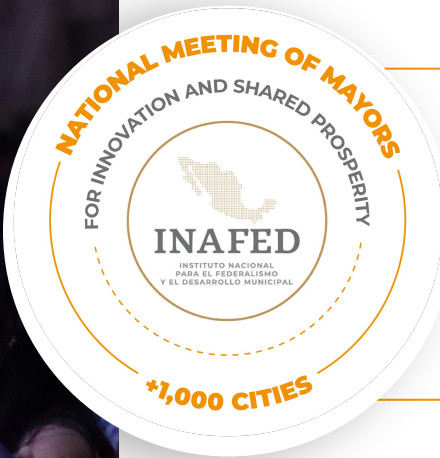


## JUNE 03 | THURSDAY



- Digital Innovation: New Opportunities (DI)
- Equitable Society: Progress Towards a Better Quality of Life (ES)
- Sustainable Environment: Factors for Urban Transformation (SE)
- Urban Space and Mobility: Strategies for an Integrated City (US)
- Economic Prosperity: Keys to Equity (EP)

\*Subject to changes



*“The goal is to bring together presidents and mayors from Mexico and Latin America to share innovative solutions, strengthen local capacities and build a territorial development agenda with a vision for the future”*

Following the success of the 2025 edition —which consolidated key alliances between municipalities, the federal government and companies— the Encounter returns in 2026 with a strengthened proposal:

- Three-Day Agenda
- A Pavilion within the Smart City Expo LATAM Congress, dedicated to Federalism, featuring federal government agencies.
- A dedicated meeting room exclusively for the National Meeting during the three days of the event.



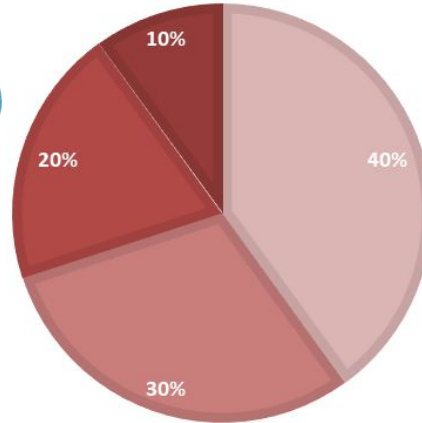


**Audience:**  
**Public profile**

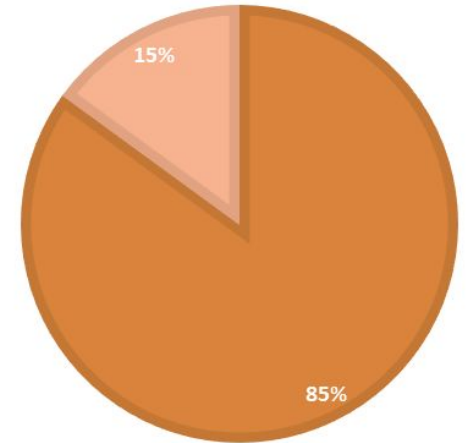
Estimated **75% engagement rate** during the congress

**Geographic origin:**  
**Mexico and LATAM**

■ Government ■ General Public ■ Companies ■ Institutions



■ Organic traffic ■ Traffic driven by advertising



**Key positions:** Governors, Mayors, Secretaries, Directors of Innovation, CEOs

## B2B | B2G Business

**50-200**

average qualified leads

**75%**

post-event follow-up

**10-15%**

conversion rate

**\$15 MDP**

average business value

**6 meses**

lead maturation period

## Positioning and Branding

**+350**

mentions in national and international media

**1.9-2.3%**

digital engagement (exceeding the LATAM average of 1.2%)

**50-60%**

on-site brand recall among attendees

## de Networking y oportunidades de negocio

**10**

Average **one-on-one meetings** per participating company.

**10-20**

meetings at **exclusive events** and spaces.

**90%**

of effectiveness in **matchmaking**, guaranteeing encounters with business potential.

Boost your presence in urban transformation: join as a partner, stand out as an exhibitor, or maximize your visibility as a **sponsor**. **Join today.**

## Alliance

Premium level offering maximum visibility, institutional positioning, and ongoing access to governments through Regional Meetings, with the potential to secure large-scale contracts. Its potential return can reach over 13 times the initial investment, driven by strategic networking with government decision-makers

- Trend Session
- 108 sqm (includes stand design and construction)
- 15 VIP Tickets
- Media coverage with media partners (maximum impact)
- Branding (Web, Email, Social Media)
- Maximum on-site brand presence

## Global

Designed for companies with an international presence seeking to strengthen their brand and generate high-value B2G leads. Its potential ROI is estimated to reach up to 600%, considering both commercial value and exposure.

- Panel in Main Stage
- 54 sqm (includes Stand Design and Construction)
- 10 VIP Tickets
- Media coverage with media partners
- Branding (Web, Email, Social Media)
- Maximum On-Site Brand Presence

# Industry

It represents the optimal balance between investment and return. It offers effective engagement, high media value, and a potential cost-benefit ratio of up to +727% ROI.

- Solutions Talk in Themed Stage
- 27 sqm (premium prefabricated stand included)
- 6 VIP Tickets
- Media coverage with media partners
- Branding (Web, Email, Social Media)
- On-site media presence

# Event

Ideal for companies seeking to establish relationships with governments and gain visibility. It can generate up to an eightfold return on investment, with tangible results in exposure and effective connections.

- Panel in Themed Stage
- 18 sqm (premium prefabricated stand included)
- 4 VIP Tickets
- Media coverage with media partners
- Branding (Website, Email, Social Media)
- On-site media presence

# Exhibitors

Designed for companies seeking to strengthen their brand presence and showcase their products or solutions. Ideal for those looking to gain visibility, demonstrate technology, or establish initial business contacts.

- 9, 18 or 27 m<sup>2</sup> (basic prefabricated stand included)
- Branding (Web, Email, Social Media)
- On-site brand presence

# ALLIES

## PREVIOUS EDITIONS

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# ALLIES

## PREVIOUS EDITIONS

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# SMARTCITY

## EXPO LATAM CONGRESS


### #SCELC26

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<https://pronus.events/derechos-propiedad-intelectual/>

HOST



HOST CITY



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