2019-2020 PROSPECTUS

Meet the smart people building smart cities
First convened in 2007, the Meeting of the Minds Annual Summit is the longest running smart cities conference in North America. What began as a single 2-day summit in Oakland, CA has grown into an internationally recognized non-profit with world-class events and an unparalleled, year-round digital platform.

Our mission is to bring together urban sustainability and technology leaders to share knowledge and catalyze lasting alliances. We foster person-to-person and city-to-city learning by spotlighting projects and practitioners working on urban solutions throughout the world.

The staff and Board of Directors of Meeting of the Minds includes world-renowned experts in cities and the cross-sectoral, cross-disciplinary knowledge necessary to affect real change in the future of smart, sustainable, and equitable cities. They bring skills in public policy, technology, research, curation, event planning, logistics, and publishing.

Meeting of the Minds thanks and acknowledges the support of our current and past sponsors, including this partial list:

**Foundations**
- Annie E. Casey Foundation
- Barr Foundation
- Burton D. Morgan Foundation
- Ford Foundation
- Lincoln Institute of Land Policy
- Living Cities
- New Economy Initiative
- Paul G. Allen Philanthropies
- Robert Wood Johnson Foundation
- Rockefeller Foundation
- The California Endowment
- The California Wellness Foundation
- The Cleveland Foundation
- The JPB Foundation
- The Kresge Foundation
- Volvo Research and Educational Foundations

**Global Technology Leaders**
- Cisco
- Dassault Systèmes
- IBM
- Itron
- Microsoft
- Oracle
- Philips Lighting/Signify
- Schneider Electric
- Siemens

**Transportation Leaders**
- Bombardier
- Cubic
- Daimler/Car2Go
- Ford
- JUMP Bikes/UBER
- Keolis
- Lyft
- Toyota
- Zipcar

**Healthcare**
- Kaiser Permanente
- Sutter Health
IT & IoT
Atonix Digital
Cleverciti Systems
Iteris
Logicalis
Roadbotics
RelayR Corp

Planning, Design, Architecture, Real Estate, Engineering, Construction
Black & Veatch
CBRE
CH2M Hill
Colliers
DKS Associates
Jones Lang LaSalle
Noll + Tam
Oxford Properties Group
Ramboll
Skidmore Owings & Merrill
WS Atkins
WSP

Government
Ann Arbor SPARK
City of Berkeley, CA
Cuyahoga County
Federal Reserve Bank of San Francisco
JobsOhio
Metrolinx
State of Michigan

Telecom
AT&T
Comcast
Qualcomm
Verizon

Financial Institutions
JPMorgan Chase
PNC Bank
Wells Fargo
Royal Bank of Canada

Resources: Water and Energy
AEP Ohio
DTE Energy
FirstEnergy
Marin Clean Energy
Sacramento Municipal Utility District
Shell
Xylem Water

Consulting Firms
Deloitte
EY
PwC

Innovators
Cleveland Neighborhood Progress
JumpStart
Natural Resources Defense Fund
Rock Ventures
What do we do?
Meeting of the Minds connects people and ideas through digital and in-person events and resources.

**Conferences**

We organize two conferences each year. First, our Annual Summit, which convenes 450 attendees for 3 days to discuss a cross-disciplinary, cross-sectoral agenda of urban challenges and solutions. Our next Annual Summit will be in Phoenix from February 19-21, 2020.

Our Mobility Summit, which first convened 150 attendees in Boston in 2017, then again in Ann Arbor in 2018, focuses on the future of transportation, freight, autonomous vehicles and other mobility-related topics. Our next Mobility Summit will be in Stratford, Ontario on June 18, 2020.

**Roundtable Discussions and Workshops**

Meeting of the Minds has a long history and extensive experience in facilitating one-day, or even one-evening, events throughout North America.

Our next workshop will take place in Sacramento, CA in fall, 2019. This half-day event will convene 120 leaders to continue the discussion from our 2018 Annual Summit, which also took place in Sacramento.
Meetups

Since 2013, the San Francisco Urban Sustainability Happy Hour has met on the first Thursday of each month, hosted by the Meeting of the Minds staff and Board members. The event is a unique way for people to network and discuss their work on the future of cities in a casual atmosphere. The group now boasts over 2,400 members throughout the Bay Area.

Since the founding of the San Francisco meetup, Meeting of the Minds has helped facilitate the founding of similar meetups in New York, Los Angeles, Portland, Seattle, Sacramento, Toronto and Detroit.

Webinars

Each month the Meeting of the Minds team organizes a free, open to the public, online event spotlighting an innovative smart cities initiative. The format includes a 30-minute presentation by the project’s leaders, followed by a 30-minute Q&A session with the live audience. Since the webinar program began in 2013, its popularity has grown every year. On average, each webinar attracts 300-600 registrants.

Print and Digital Publishing

As part of our mission for city-to-city and person-to-person knowledge sharing, Meeting of the Minds maintains an ambitious publishing schedule throughout the year, with 3-4 new, exclusive blog posts published each week. These articles are written by urban practitioners and smart city thought leaders with editorial support from the Meeting of the Minds digital team. A daily email to 25,000 people on our email list announces the publishing of each, individual article and reaches the inboxes of industry VIPs throughout the world.

The Annual magazine, a glossy publication designed, printed, and distributed exclusively for the attendees of the Meeting of the Minds Annual Summit, features the most popular or most interesting articles of the past year. Now in its sixth edition, digital copies of the magazine are available for download through the Meeting of the Minds website.
Who is our audience?

Meeting of the Minds events convene hundreds of VIPs each year. Our digital platform reaches hundreds of thousands. Who are these people? And how are they connected to the future of smart and sustainable cities?

Network surveys

Based on extensive online surveys and event questionnaires, the demographics of the Meeting of the Minds audience can be described with great confidence. In general, our audience crosses sectors, silos, and genders in a way that is rarely seen in the technology, urban, or sustainability industries. Our work reaches public and private sector leaders, as well as academics, NGOs and foundations.

Attendees at our events often remark on the cross-disciplinary character of our attendees and content. This broad coalition of stakeholders at our events creates a fertile space for new alliances and partnerships, and creates enormous value for our partners and attendees.

The unique make-up of our audience and agendas is one reason Meeting of the Minds has become one of the most successful and longest-running organizations in the smart cities niche.

The typical breakdown of attendees at our in-person and digital events looks like this:
How do we make sure the right people are in the room?

Historically, certain groups have been excluded from smart city events - either by design, negligence, or both. Meeting of the Minds has a deep commitment to demographic inclusion, and we ensure this outreach not just through a free and open digital platform, but also through a scholarship program for all of our events.

Roughly half of all attendees at our in-person events attend our events for low or no cost - either as scholarship recipients, volunteers, or as presenters. Some even receive financial support to offset the costs of travel and onsite accommodations. Public sector leaders, entrepreneurs, non-profit executives, persons of color, and women are encouraged to apply for scholarships through a competitive application on the Meeting of the Minds website.

Moreover, we make significant efforts to prioritize a diversity of gender, race, and perspectives in our speakers and workshop leaders. In an atmosphere of inclusion and diversity, discussions become more fruitful, and our work becomes more effective. There is always more work to be done on inclusion, and that work continues to be a priority for Meeting of the Minds.

“"When I first attended in Toronto, I learned about autonomous and connected cars, and the data that will come off those vehicles. Since then we’ve become a connected-and-autonomous-car testing center in Ontario, Canada — and it all is a direct correlation back to what I learned at Meeting of the Minds. Jessie and Gordon do a great job of marrying up individuals. They start a conversation that goes on throughout the year. And I now have a network of individuals and experts who play an integral part in how I’m making decisions for my community."

— Mayor Dan Mathieson, Stratford, Ontario

2018 SCHOLARSHIPS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>63%</td>
</tr>
<tr>
<td>People of color</td>
<td>33%</td>
</tr>
</tbody>
</table>

SURVEY RESULTS

<table>
<thead>
<tr>
<th>Survey Result</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Met a new friend or ally at Meeting of the Minds</td>
<td>93%</td>
</tr>
<tr>
<td>Would recommend Meeting of the Minds to a colleague</td>
<td>99%</td>
</tr>
</tbody>
</table>
**How can you get involved?**

**Sign up**
Join our email list to receive regular updates about our events and resources.

**Attend**
We convene over twenty events each year. Visit our website at MeetingoftheMinds.org and click on “Events” to see what’s next.

**Sponsor**
Sponsors of Meeting of the Minds enjoy a long list of benefits, and sponsorship packages can be tailored to any budget and any priority. Included here is a partial list of packages and benefits - please contact Jessie Feller Hahn, our Executive Director, for a customized benefits package.

<table>
<thead>
<tr>
<th>Annual Summit Sponsorship</th>
<th>Global ($75,000)</th>
<th>Gold ($50,000)</th>
<th>Silver ($25,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advisory Council Membership</strong>&lt;br&gt;Attend 2-3 invite-only brainstorming workshops to shape programming</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunity to contribute to the Meeting of the Minds Blog</strong>&lt;br&gt;Opportunity to work with Managing Editor on guest blog post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Sponsor name, logo on all digital/print materials and signage</strong>&lt;br&gt;Logo will appear on MeetingoftheMinds.org, event signage, print materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Access to delegate contact list</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary registrations</strong>&lt;br&gt;Opportunity to distribute to staff, partners, clients, invited guests</td>
<td>12</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td><strong>Workshop tour moderator</strong>&lt;br&gt;Opportunity for sponsor to co-lead a breakout workshop tour</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunity to propose one workshop tour</strong>&lt;br&gt;Workshop tour with 30-50 attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunity to propose one plenary session</strong>&lt;br&gt;Opportunity to work with Meeting of the Minds staff on a plenary session</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Plenary speaker</strong>&lt;br&gt;Opportunity for sponsor executives to address delegates on stage in plenary</td>
<td>2 plenary speakers</td>
<td>1 plenary speaker</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity to present one hour-long webinar</strong>&lt;br&gt;One hour-long webinar, subject to availability</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*A la carte items*

| **Named as sponsor of a networking reception**<br>Three receptions available | $12,000 |
| **Named as sponsor of a networking lunch with themed tables for discussion**<br>Two lunches available | $10,000 |
| **Named as sponsor of a networking breakfast**<br>Two breakfasts available | $5,000 |
### Mobility Summit Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Global</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advisory Council Membership</strong>&lt;br&gt;Attend 2-3 invite-only brainstorming workshops to shape programming</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunity to contribute to the Meeting of the Minds Blog</strong>&lt;br&gt;Opportunity to work with Managing Editor on guest blog post</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Sponsor name, logo on all digital/print materials and signage</strong>&lt;br&gt;Logo will appear on MeetingoftheMinds.org, event signage, print materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Access to delegate contact list</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary registrations</strong>&lt;br&gt;Opportunity to distribute to staff, partners, clients, invited guests</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>Opportunity to participate in a panel discussion</strong>&lt;br&gt;On stage in front of 125+ delegates</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity to present one hour-long webinar</strong>&lt;br&gt;One hour-long webinar, subject to availability</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

### A la carte sponsorship opportunities

*All a la carte sponsorships include a listing as a Bronze Sponsor and one complimentary registration to all Meeting of the Minds events.

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scholarship fund contribution</strong>&lt;br&gt;A contribution of $500 or more will secure one registration to a Meeting of the Minds event for an entrepreneur, public sector leader, or non-profit executive and a listing as a Bronze sponsor. Scholarships awarded through a competitive application process</td>
<td>$500+</td>
</tr>
<tr>
<td><strong>Blog series</strong>&lt;br&gt;Work with our digital team to publish 3-4 original blog posts according to our writing guidelines</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Website Advertising</strong>&lt;br&gt;Banner advertising on all blog posts</td>
<td>$1,500 per month</td>
</tr>
<tr>
<td><strong>Newsletter Advertising</strong>&lt;br&gt;Text advertising on newsletter to 25,000+ subscribers</td>
<td>$2,500 per month</td>
</tr>
<tr>
<td><strong>Webinar</strong>&lt;br&gt;One hour-long webinar, subject to availability</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Advertise in The Annual magazine</strong>&lt;br&gt;Distributed to attendees of the Annual Summit</td>
<td>Back cover $6,000, Full page $3,000, Half page $1,500</td>
</tr>
</tbody>
</table>

### Workshop and Roundtable Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Presenting</th>
<th>Global</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor name, logo on all digital/print materials and signage</strong>&lt;br&gt;Logo will appear on MeetingoftheMinds.org, event signage, print materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunity to participate in a panel discussion</strong>&lt;br&gt;On stage in front of 50-120 delegates</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Named the sponsor of a dinner or reception</strong></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Who Attends Meeting of the Minds Events?

Thousands of influencers and decision makers have attended Meeting of the Minds events in the past year. Below is a partial list of the companies in attendance.

AECOM
Accenture
Acumen Building Enterprise, Inc.
Acquaint Mobility Services
All India Institute of Local Self Government
Alta Planning + Design
Amazon Web Services
American Center for Mobility
Ann Arbor Area Transportation Authority
Ann Arbor SPARK
Aon
Applied Dynamics International
Arizona Commerce Authority
Arizona State University
AT&T
Atlantic Media
Attonix Digital
Autodesk
Autonomy Foundation
Benetech
Black & Veatch
Bombardier Transportation
Bon Secours Baltimore Health System
Boston University Institute for Sustainable Energy
British Consulate General
Bryan Cave Leighton Paisner LLP
California Air Resources Board
California Department of Transportation
California Planning & Development Report
CalTrans
car2go
Cavaliers
CBS Interactive/CNET
Center for Automotive Research
Center for Community Investment
Center for Land-Based Learning
Center for Opportunity Urbanism
Chase Bank
CIEE
Cimcon Lighting Inc.
Cisco
City of Altamonte Springs
City of Ann Arbor
City of Aspen
City of Benicia
City of Berkeley
City of Boulder
City of Chula Vista
City of Covington
City of Davis
City of Detroit
City of Everett, MA
City of Fremont
City of Henderson
City of Kansas City, MO
City of Kelowna
City of Las Vegas
City of Leduc
City of Manteca
City of Napa
City of Norfolk
City of Philadelphia
City of Pittsburgh
City of Reno
City of Richmond
City of Sacramento
City of Salem, MA
City of San Jose
City of San Rafael
City of Sault Ste. Marie
City of Sharonville
City of Stockton
City of Stratford
City of Toronto
City of West Sacramento
CityLab
Clean Energy Blockchain Network
Cleverciti Systems
Community Foundation for Southeast Michigan
Comstock’s Magazine
Continental Automotive Systems
Contra Costa Public Works Dept.
County of San Luis Obispo
County of Sonoma
Cubic Transportation Systems
Dar
Dassault Systèmes
Deloitte
Derq
Destination Ann Arbor
Detroit Economic Development Corporation
Detroit Fuels City
Dignity Medical Foundation
DKS Associates
Downtown Modesto Partnership
Downtown Sacramento Partnership
Dubai Council of Governments
Executive Office of Governor
Rick Snyder
Exelon
Exergy, Inc
Federal Reserve Bank of San Francisco
Federation of Canadian Municipalities
Festival Hydro Inc.
Ford Motor Company
Ford Smart Mobility
Frontier Group
Frost & Sullivan
FUSE Corps
Gallup
Gehl
General Motors
Gensler
GIG Car Share
Global Traffic Technologies
Golden Gate National Parks Conservancy
Google
Government of Puerto Rico
Government Technology Magazine
Grantmakers in Aging
Greater Buffalo Niagara Regional Transportation Council
Greater Cleveland Regional Transit Authority
Greater Portland Council of Governments
Greenfield Labs
Harvard University Graduate School of Design
HOK
Humboldt County Assoc of Governments
Hytch, LLC
Hyundai Motor Group
Impact Venture Capital
Infosys
Intel
Invest in Grenoble-Alpes France
ITDP
Itersis
Itron
JobsOhio
JPMorgan Chase & Co.
JUMP Bikes
Kaiser Permanente
Keolis
Knight Foundation
Leidos
LivableStreets Alliance
Local Govt. Commission, University of CA
Local Initiatives Support Corporation (LISC)
Los Angeles Department of Water and Power
Low Income Investment Fund
Lucid Design Group
Luum
Lyft
Macomb County Department of Roads
Masabi
MassINC
May Mobility, Inc.
MBTA
Metro Parks Tacoma
Metrolynx
Metropolitan Area Planning Council
Michigan Department of Transportation
Michigan Economic Development Corporation
Micron Semiconductor Product
Microsoft
MIG
N3N Inc.
NASA Headquarters
National Propane Gas Association
National Renewable Energy Laboratory (NREL)
Navimize
Nelson Nygaard
New Economy Initiative
NextCity
NextEnergy
Niisqually Indian Tribe
Nissan
Noll & Tam Architects
ntropy data, Inc.
Nutter Consulting
NYC Department of Small Business Services
NYC DOT
OMH Advisors
Oracle
Palantir Technologies
Parametrix
PBE Traffic
PG&E
Placer County Transportation Planning Agency
PlanetM/Michigan Economic Development Corporation
Planning and Conservation League
Plug and Play Cleveland
Pluvion, Inc.
PolySync
Populus
Port Authority of NY & NJ
Priva BV
Project for Public Spaces
Prospect Silicon Valley
Province of Ontario
PwC
Quicken Loans Community Investment Fund
Rembol
Roadbots
Robert Wood Johnson Foundation
Rocky Mountain Institute
Sacramento Area Flood Control Agency
Sacramento Business Journal
Sacramento Housing and Redevelopment Agency
Sacramento Kings
Sacramento Metropolitan Air Quality Management District
Sacramento Municipal Utility District
San Francisco County
San Francisco Transportation Authority
San Francisco International Airport
San Francisco Recreation and Park
San Joaquin County Public Works
San Mateo County
San Mateo County Office of Sustainability
Santa Rosa Jr. College
São Paulo Research Foundation
Savari
Schneider Electric
Seattle City Light
SEI
sf.citi
SFMTA
Shimizu Corporation
Sierra Energy Research Park
SimuQuest, Inc.
Skidmore, Owings & Merrill
Smart Cities Council
Smart Cities Dive
SMUD
Soofa
SPUR
Stanford University
State Dept.
State of California
State of Washington
Stonebridge Properties
STRADA Engineering Consulting
Sustainable Silicon Valley
Sutter Health
T-Mobile
Tata Communications
TEAQUE
The California Endowment
The New School
The Nature Conservancy
Town of Corte Madera
Town of Gilroy
Toyota Motor North America
TransitMatters
TransLink
Transportation Authority of Marin
TrinMet
Uber
UC Berkeley
UC Davis
UC San Diego
udel, Inc
ULSI San Francisco
University of Iowa
University of Michigan
University of Ontario Institute of Technology
University of Oregon
University of Southern California
US EPA
Veolia
Verizon
Via
Vistion
Washington State Department of Transportation
Washenaw County
WSP
Xylem
Zipcar