Sponsor/Exhibitor Opportunities

May 28-29, 2020
www.greytogreenconference.org
Grey to Green 2020: Green Infrastructure Conference

What to Expect

Product Presentations
Technical Presentations
Panel Discussions
Tradeshow
Tours of Local Projects
Networking Events
Awards of Excellence
Expert Round Tables
Keynote Speakers

At the 8th Annual Grey to Green Conference we will be exploring the most recent green infrastructure science, economic valuation, asset management, public policy, technologies, and best practices in design, installation and maintenance. Our goal is to help inform the current policy debate by making the case for a rapid and significant increase in green infrastructure investment, a trend that’s now occurring worldwide.

This year, Grey to Green will highlight the economic impacts of climate change adaptation such as flooding and the urban heat island. Flooding affects both the individual in terms of health and well being and has significant economic impacts for society. As climate change progresses, these issues will continue to get worse, but green infrastructure can help. Our cities are experiencing a greater frequency of heat waves and higher average temperatures. This has negative economic, social and health impacts. Quantifying green infrastructure performance helps us understand the myriad benefits of green infrastructure and determine its economic value, a crucial step in expanding public and private investments the use of these technologies.

Grey to Green is presented by Green Roofs for Healthy Cities and the Green Infrastructure Foundation and attracts approximately 300+ attendees. Institutional, private sector, and media partners and supporters include the City of Toronto, the Toronto and Region Conservation Authority, Landscape Ontario, the Green Infrastructure Ontario Coalition, the Ontario Parks Association, the Ontario Association of Landscape Architects, Conservation Ontario, TD Friends of the Environment, ReNew Canada Magazine, Gro-Bark, and Water Canada Magazine.

What’s New With Grey to Green 2020?

Expert Round Tables
Get expert advice. Recognized experts will be available for small group discussions covering a wide range of green infrastructure projects.

New Product and Service Presentations
Our industry is constantly evolving. Learn about the new products and services that are available in our Product Showcase.

Professional Development
Sessions, training sessions, and tours are certified for CEUs by AIA CES, LA CES, APLD, BOMI, CNLA, CCA, RCI and GRP Credits.
Grey to Green attendees represent all aspects of the green infrastructure industry with 2020 adding a focus on a more diverse collection of living architecture disciplines. Connect with approximately 300+ participants including:

- **22%** Manufactures & Suppliers
- **19%** Architects & Landscape Architects
- **8%** Academics (Educators and Students)
- **3%** Environmental Consultants
- **5%** Policy Makers & Planners from the Federal, Provincial/State, and Municipal sectors
- **6%** Non-profit & Environmental Professionals
- **10%** Researchers & Scientists (Horticulturists, Biologists, etc.)
- **8%** Interested Consumers & Media
- **6%** Civil and Environmental Engineers, Water Specialists
- **15%** Landscape Contractors & Maintenance

### Agenda At a Glance

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
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<tbody>
<tr>
<td><strong>Thursday, May 28th, 2020</strong></td>
<td>Exhibitor Set-Up, Morning &amp; Afternoon Plenary &amp; Keynotes, Technical Sessions, Trade Show, Reception</td>
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<tr>
<td><strong>Friday, May 29th, 2020</strong></td>
<td>Training courses and local tours led by industry experts</td>
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### Venue Information

**Chestnut Conference Centre**  
89 Chestnut St, Toronto, ON  
M5G 1R1  
416.977.0707

Located in the heart of downtown Toronto, the Chestnut Conference Centre offers the convenience of being alongside some of the city’s most recognized landmarks such as Yonge and Dundas Square and the Eaton Centre. The Grey to Green Conference offers attendees a venue located 5 minutes from St. Patrick and Dundas subway station and accessible parking.
Why Invest in Grey to Green 2020?

We represent an industry that is positioned for significant growth because we provide solutions for many of today’s problems like the increasing urban heat island, intense storms, and declining green space. Marketing and promoting your firm through the conference Grey provides significant direct value with more than 500,000 impressions of your logo. There are many opportunities to connect on the Business to Business as well as Business to Consumer level, while your investment helps us grow the industry.

BRAND DEVELOPMENT & MAINTENANCE

Our marketing and promotional efforts reach across North America and generate more than 500,000 brand impressions for your logo. We do this directly, and through various media and association partnerships. The overall value of these marketing and branding efforts ranges from $12,500 to $40,000 depending on your level of investment from more than 500,000 brand impressions.

GROWING THE MARKET THROUGH POLICY

Grey to Green is designed to encourage governments to adopt and improve policies that support green roofs, walls and other forms of green infrastructure as policy is the main driver of market growth.

BUSINESS TO BUSINESS & BUSINESS TO CONSUMER

Bring your marketing and promotion to your target audience by connecting directly to designers and other businesses. Many firms in the industry supply or are supplied by other firms, or simply have partnerships in sourcing and delivering goods and services. Meet and develop these relationships at Grey to Green. Your investment in Grey to Green also allows us to attract new design professionals to the industry by helping us keep attendee costs to a minimum.

TRAINING & KNOWLEDGE EXCHANGE

Through our policy, design, research and panel discussion tracks, attendees can earn CEU’s from AIA CES, LA CES, APLD, BOMI, CNLA, CCA, and GRP and become more aware of the many economic benefits of green roofs, walls and other forms of green infrastructure in their projects.

ENGAGING DESIGN & LOCAL INDUSTRY LEADERS

As a new industry we rely on the leaders to address emerging issues and Grey to Green provides a meeting place for the industry to discuss and debate issues and set priorities for addressing them. Through the local Advisory Committee, Grey to Green provides opportunities for local champions to become engaged in the promotion of the industry.
Marketing & Promotional Opportunities

The Grey to Green Conference offers a unique set of marketing and promotional opportunities and supports a larger effort to promote the benefits of green infrastructure, focusing on green roofs and walls in particular. Supporting Grey to Green also establishes your leadership position in this innovative and rapidly growing sector today. Opportunities abound at Grey to Green to build strategic partnerships, new relationships, achieve greater brand visibility, and advance supportive policy.

Please note that custom packages are also available.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold $10,000</th>
<th>Silver $7,500</th>
<th>Bronze $5,000</th>
<th>Copper $3,000</th>
<th>Reception $1,500</th>
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<tbody>
<tr>
<td>8’x 10’ Trade Show Booth</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Ad in the Conference Programs</td>
<td>Full Page</td>
<td>3/4 Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>-</td>
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<tr>
<td>Complementary Delegate Passes</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Reception Passes</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
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<td><strong>Total Savings:</strong></td>
<td>CD $5,856</td>
<td>CD $3,777</td>
<td>CD $3,203</td>
<td>CD $2,629</td>
<td>CD $754</td>
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<td>Marketing opportunity to offer promotional materials at event and logo placement on signage at specific events at the conference.</td>
<td>Opening Plenary</td>
<td>Afternoon Plenary</td>
<td>Lunch</td>
<td>Breakfast</td>
<td>Reception</td>
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<td>Participation on the conference Advisory Committees</td>
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<td>Opportunity to have a local project profiled on a tour</td>
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<td>Opportunity to present at the Innovative Product Session</td>
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<td>Opportunity to Moderate a Technical Session</td>
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<td>Logo Display at Conference, in all print &amp; digital materials, including event website and program</td>
<td>Extra Large</td>
<td>Large</td>
<td>Medium</td>
<td>Standard</td>
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<tr>
<td><strong>Total Promotional Value:</strong></td>
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<td><strong>Logo Exposure:</strong> +500,000 Impressions</td>
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<td>(Estimated value of $12,500 to $40,000 depending on level of investment)</td>
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PLEASE NOTE: All prices for both sponsorship and the trade show are in Canadian Dollars and are subject to HST (13%). If paying by credit card, a 3% fee will be added to your total.

Since every business is unique, we strive to build partnerships that meet your needs. Custom sponsorship opportunities are available.

**KEY DATES:**

Earlybird Pricing Deadline | Feb 28, 2020
Custom & A La Carte Packages Deadline | March 9, 2020
Call for Proposals Deadline | January 13, 2020
# A La Carte Packages

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<tr>
<th>Package</th>
<th>Price</th>
<th>Benefits</th>
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| **CEU Sponsor**               | $5,000| - 6 delegate passes including breakfast, lunch & evening reception on the tradeshow floor, technical sessions and keynote plenaries  
                              |       | - Logo recognition on event signage and in conference program  
                              |       | - Logo included on CEU forms.                                                                                                             |
| **Morning Plenary Sponsor**   | $3,500| - Logo included on opening plenary presentation slides  
                              |       | - Opportunity to place pull up banner at the plenary entrance  
                              |       | - Logo on Morning Plenary podium sign  
                              |       | - 2 delegate passes                                                                                                                        |
| **Lanyard Sponsor (1 available)** | $5,000| - Logo included on the name badge lanyard distributed to all attendees  
                              |       | - Opportunity to display company handouts at registration booth  
                              |       | - 2 delegate passes  
                              |       | - Logo recognition on website & conference program                                                                                         |
| **Engagement Sponsor (1 available)** | $2,500| - 2 delegate passes including breakfast, lunch & evening reception on the tradeshow floor, technical sessions and keynote plenaries  
                              |       | - Logo recognition on on-site signage and in marketing materials                                                                          |
| **EXHIBITOR & A LA CARTE PACKAGES** | | **GRHC Member Price for 8’x 10’ Booth:**  
                              |       | CD $1,099 (Until Feb 28) / $1,349 (Starting Mar 1)  
                              |       | **Non-Member Price for 8’x 10’ Booth:**  
                              |       | CD $1,349 (Until Feb 28) / $1,599 (Starting Mar 1)  
                              |       | Please contact us for non-profit pricing.                                                                                                    |

## Exhibitor Information

Exhibitors will receive the following benefits:

- **1 8’ x 10’ Booth Space** including one six foot clothed table and two chairs. Space is carpeted (exhibitor map is subject to change without notice)

- **2 Conference Delegate Passes** including breakfast, lunch & evening reception on the tradeshow floor, technical sessions and keynote plenaries.

**Conference Website Profile**

**Conference Program Directory** which lists all exhibitors products, services and contact information for each attendee.

Develop new partnership opportunities and make valuable business connections with Grey to Green delegates and other professionals in the industry.

## Contact

For Sponsorship & Exhibition Opportunities

**Steven Peck, GRP, Hon. ASLA**  
Founder and President  
Green Roofs for Healthy Cities  
416.971.4494 x233  
speck@greenroofs.org

**Manpreet Sahota**  
Events & Business Development  
Co-ordinator  
Green Roofs for Healthy Cities  
416.971.4494 x228  
msahota@greenroofs.org
Grey to Green 2020 Sponsor/Exhibitor Form

Please complete and return to Green Roofs for Healthy Cities (GRHC).
Please note that payment is due upon registration and that an invoice will be issued.

Date: ______________ Name: __________________________ Company: __________________________

Telephone: ______________ Fax: ______________ Email: __________________________

Address: __________________ City: __________________________

Province/State: ________ Postal/Zip Code: ______________ Country: ______________

☐ We are a GRHC Member ☐ We are NOT a Green Roofs for Healthy Cities Member

Marketing & Promotional Opportunities:
We are interested in the following opportunities (please check all that apply):

☐ GOLD (CD $10,000) ☐ SILVER (CD $7,500) ☐ BRONZE (CD $5,000) ☐ COPPER (CD $3,000) ☐ RECEPTION (CD $1,500)

☐ A LA CARTE (CD $_____________ ) ☐ CUSTOM PACKAGE (CD $_____________ )

Custom sponsorship opportunities are available.
Please contact our team for more information.

☐ EXHIBITION BOOTH ONLY (PAID BEFORE FEB 28/20) (MEMBER: CD $1,099 // NON-MEMBER: CD $1,349)

☐ EXHIBITION BOOTH ONLY (PAID AFTER MAR 1/20) (MEMBER: CD $1,349 // NON-MEMBER: CD $1,599)

BOOTH CHOICE: 1st:____________ 2nd:____________ 3rd:____________

Select Payment Method ☐ Credit Card ☐ Cheque*

*All Cheques are to be made payable to:
Green Roofs for Healthy Cities - North America, Inc.

Authorized Amount* (CD $): __________________________

Name on Card: __________________________

Card Number: __________________________

Expiry Date: ______________ CVV: ______________

Signature: __________________________

Send Your Payment
Scan this document and email it to:
office@greenroofs.org

OR

Send by mail to:
Green Roofs for Healthy Cities - North America, Inc.
406 King Street East
Toronto, ON, Canada, M5A1L4

*All Dollar amounts are in Canadian Dollars and are subject to HST (13%). Credit Card transactions are subject to a 3% service fee that will be added to your total.
US transactions will multiply the Canadian total by 0.75 and will not include HST.