CITIES ALIVE
17TH ANNUAL GREEN ROOF & WALL CONFERENCE
PHILADELPHIA - NOVEMBER 15-18, 2020

Sponsor/Exhibitor Opportunities

November 15 - 18, 2020
citiesalive.org

Green Infrastructure & Water in a Changing Climate
CitiesAlive 2020: Green Infrastructure & Water in a Changing Climate

What to Expect

CitiesAlive is back in 2020 and is going to be bigger and better than ever! This multi-disciplinary conference will be hosted in Philadelphia, where we will be highlighting creative designs, progressive policies, and the best products and services in the green infrastructure industry, specifically focusing on green roofs and walls.

The content in Philadelphia will focus on the theme, **Green Infrastructure & Water in a Changing Climate**. Water is critical to the health and resiliency of our communities. Over the last several years, Philadelphia has become a green infrastructure leader through creative policy solutions that work to create vibrant community spaces while managing stormwater. In 2011 the Philadelphia Water department implemented a plan to invest $1.2 Billion over the next 25 years.

CitiesAlive will feature various opportunities for attendees to network and engage with experts like design professionals in the field. CitiesAlive will provide you with a unique opportunity to identify and conduct Business to Business and Business to Consumer transactions, to network, and to have fun and learn. Our specialized programming is focused on engaging young design professionals and students who are the specifiers, designers, researchers and policy makers of tomorrow.

Agenda At a Glance

| Sunday, November 15, 2020 | Committee Meetings  
|                         | **Professional Training Courses**  
|                         | Opening Plenary With Keynote Speakers  
|                         | Tradeshow Setup and Opening Cocktail Reception  
| Monday, November 16, 2020 | Morning Keynote Speakers  
|                         | Concurrent Technical Sessions  
|                         | Lunch on the Tradeshow Floor  
|                         | Tradeshow Reception  
|                         | Local Host Committee Reception (offsite)  
| Tuesday, November 17, 2020 | Morning Keynote Speakers  
|                         | Lunch on the Tradeshow Floor  
|                         | Poster Sessions on Tradeshow Floor  
|                         | Concurrent Technical Sessions  
|                         | Closing Keynote and Awards  
| Wednesday, November 18, 2020 | Tours of local green infrastructure projects. These will be conducted with the experts who design, maintain and install these spectacular projects  

CitiesAlive is a multi-disciplinary conference. Attendees represent all aspects of the green infrastructure industry with a focus on green roofs and walls. Connect with **700+ participants** including:

- **21%** Manufacturers & Suppliers
- **18%** 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 Professionals

**What’s New With CitiesAlive 2020?**

**Expert Round Tables**
Get expert advice. Recognized experts will be available for small group discussions covering a wide range of green roof and wall subjects.

**Tradeshow Installation**
Engage with the tradeshow like never before with new and exciting ways to explore the future application of green infrastructure.

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

**Professional Development**
Earn additional CEUs by taking one of our new courses from AIA CES, LA CES, APLD, BOMI, CNLA, CCA, and RCIGRP Credits.
Why Invest in CitiesAlive 2020?

We represent a young industry that is positioned for continual growth because we provide solutions for many of today’s problems, such as heat waves, the rising urban heat island, intense storms, and declining green spaces. Marketing and promoting your firm through CitiesAlive provides significant direct value with more than one million impressions of your logo, opportunities to connect on the Business to Business level, as well as the Business to Consumer level, while helping us to grow the industry.

BRAND DEVELOPMENT & MAINTENANCE
Our marketing and promotional efforts reach across North America and generate more than one million 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 $25,000 to $82,000 depending on your level of investment.

GROWING THE MARKET THROUGH POLICY
CitiesAlive is designed to encourage the local and regional city councils to adopt and improve policies that support green roofs, walls and other forms of green infrastructure. We’ve seen this in Washington, D.C, Toronto, Chicago, Portland and San Francisco, all of whom have supportive policy. NYC, where we have held several conferences and engaged policy makers, has just made green roofs and solar panels mandatory on all new buildings.

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 CitiesAlive. Your investment in CitiesAlive allows us to attract new design professionals to the industry by helping us keep costs to a minimum.

TRAINING & KNOWLEDGE EXCHANGE
Through our policy, design, research and panel discussion tracks, designers can earn CEU’s from AIA CES, LA CES, USGBC/GBCI, APLD, BOMI, CNLA, CCA, GRHC, and RCIGRP Credits and become more aware of the many economic benefits of green roofs and walls in their projects. As a sponsor, you can also take advantage of our built-in training opportunities for your staff - which help make the more well informed.

ENGAGING DESIGN & LOCAL INDUSTRY LEADERS
As a new industry we rely on the leaders to address emerging issues and CitiesAlive provides a meeting place for the industry to discuss and debate issues and set priorities for addressing them. Through the Local Host Committee, CitiesAlive provides opportunities for local champions to become engaged in the promotion of the industry.
Marketing & Promotional Opportunities

CitiesAlive offers a unique set of marketing and promotional opportunities for your firm. Investing in CitiesAlive also establishes your leadership position in this innovative and rapidly growing sector. Opportunities abound at CitiesAlive to build strategic partnerships, new relationships, greater brand visibility, and to help us advance supportive policy. Your investment allows us to continue to grow the market through policy and education.

Please note that custom packages are also available.

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<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Copper</th>
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<tbody>
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<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
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| 10'x 8' Trade Show Booth | 2 | 1 | 1 | 1 |
| Ad in the Conference Program | Full Page | 3/4 Page | 1/2 Page | 1/4 Page |
| Complementary Delegate Passes | 8 | 6 | 4 | 3 |
| Local Host Committee Reception Passes | 8 | 4 | 3 | 2 |
| Complementary Training sessions | 2 days | 1.5 days | 1 day | 0.5 day |

Total Savings: $13,910 $8,955 $6,966 $4,802

Specialized marketing opportunity at conference for logo placement:

- Lunch Sponsor
- Breakfast Sponsor

Opportunity to have a local project profiled on a tour

Opportunity to present at the Innovative Product Session

Opportunity to Moderate a Technical Session

Logo Display at Conference, in all print & digital materials, including event website and program

Extra Large Large Medium Standard

Total Promotional Value: Logo Exposure: +1 Million Impressions

Since every business is unique, we strive to build partnerships that meet your needs. Custom sponsorship opportunities are available. Please contact our team for more information.

Exhibitor & A La Carte Package Information

The following chart displays examples of some of our A La Carte package, which provide alternative investment opportunities. These benefits are available on a first come, first serve basis with a deadline of June 30th, 2020. All sponsorship opportunities below also include:

- 2 delegate passes
- 2 Local Host Committee reception passes and logo inclusion on on-site sponsor signage, in the program and on the event website.

Each sponsor will also have an opportunity to sign up for the Innovative Product Profile Session speaking opportunity on a first come first serve basis. Exhibition space not included; please contact for custom arrangements.

Total Cost: US $3,000 - US $10,000
Total Savings: US$1,628
Total Promotional Value: Logo Exposure of +1 Million Impressions
A La Carte Packages

**Exhibitor Information**

Exhibitors will receive the following benefits:

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

2. **2 Conference Delegate Passes**
   Including breakfast, lunch & evening reception on the tradeshow floor, technical sessions and keynote plenaries. (Value of $1,200)

3. **2 Additional Booth-Only Passes**

4. **Conference Website Profile**

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

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**Awards of Excellence Sponsor**

- $10,000 (1 available)
  - Logo included on slides
  - Opportunity to have a company employee address the attendees (5 minutes)
  - Company handout placed on each place setting
  - Opportunity to place pull up banner at the awards entrance
  - Logo on Awards of Excellence podium sign

**Morning Plenary Sponsor**

- $7,500 (2 available)
  - Logo included on opening plenary presentation slides
  - Opportunity to have a company employee address the crowd (5 minutes)
  - Company handout placed on each chair of Morning Plenary
  - Opportunity to place pull up banner at the plenary entrance
  - Logo on Morning Plenary podium sign

**Lanyard Sponsor**

- $5,000 (1 available)
  - Full Conference
  - Logo included on the name badge lanyard distributed to all attendees
  - Opportunity to display company handouts at registration booth
  - Constant brand recognition throughout conference

**Sponsor Students for a Day**

- $3,000 (1 available)
  - Full Conference
  - Students are future industry leaders!
  - Sponsor 15 students or emerging professionals to attend your choice day of CitiesAlive to network and attend sessions.
  - Logo recognition on event signage and in conference program
  - Meeting space time slot available to meet with your sponsored students

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**GRHC Member Price for 10’x 8’ Booth:**

- US $2,299 (Until Feb 28) / $2,549 (Starting Mar 1)

**Non-Member Price for 10’x 8’ Booth:**

- US $2,549 (Until Feb 28) / $2,799 (Starting Mar 1)

*Please contact us for non-profit pricing.*

*Floor plan subject to change*
Venue Information

Philadelphia Center City
DoubleTree by Hilton Hotel
237 South Broad Street
Philadelphia, PA, 19107

CitiesAlive 2020 will bring you to the cultural heart of Philadelphia. The Hilton DoubleTree is minutes away from the best that Philadelphia has to offer, including historic City Hall, the largest municipal building in the United States. The hotel is located on the famous Avenue of the Arts placing it across from the Academy of Music, Merriam Theatre, The Kimmel Center and adjacent to Wilma Theatre.

Stay close to all the action and other conference attendees at the Doubletree by Hilton and gain access to exclusive networking. Attendees receive a special discounted conference rate of US $179 to enjoy all the amenities including a fitness center, business services, onsite parking and a rooftop pool.

KEY DATES:
Earlybird Pricing | Until June 26, 2020
Custom & A La Carte packages | June 30, 2020
Call for Proposals | March 2 - April 17, 2020

Contact
For Sponsorship & Exhibition Opportunities

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CitiesAlive 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 (US $15,000) ☐ SILVER (US $10,000) ☐ BRONZE (US $7,500) ☐ COPPER (US $5,000)
☐ A LA CARTE (US $_____________) ☐ CUSTOM PACKAGE (US $_____________)

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

☐ EXHIBITION BOOTH ONLY (PAID BEFORE APR 17/20) (MEMBER: US $2,299 // NON-MEMBER: US $2,549)
☐ EXHIBITION BOOTH ONLY (PAID AFTER APR 18/20) (MEMBER: US $2,549 // NON-MEMBER: US $2,749)

BOOTHCHEICE: 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 (US $): ____________________________
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 prices are in US Dollars. Credit Card transactions are subject to a 3% service fee.