Sponsorship and Marketing Opportunities

November 8-11, 2021

www.CitiesAlive.org

Courtesy: VanDusen Botanical Gardens
CitiesAlive 2021

What to Expect

<table>
<thead>
<tr>
<th>Technical Presentations</th>
<th>Panel Discussions</th>
<th>Networking Events</th>
<th>Awards of Excellence</th>
<th>Cutting Edge Research</th>
<th>Keynote Speakers</th>
</tr>
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In response to the ongoing COVID 19 Pandemic, Green Roofs for Healthy Cities and the Green Infrastructure Foundation have teamed up to bring you CitiesAlive, combining outstanding world class speakers with cutting edge emerging professionals and award-winning project videos.

CitiesAlive® Virtual 2021 is a multi-disciplinary conference, bringing together the very best designers, product manufacturers, researchers, and policy makers in the field of living architecture and green infrastructure. Attendees will hear from leading-edge designers, discussing their innovative approaches and award winning projects. We will be highlighting award winning projects, new policies, international markets and the latest research. Join us in shaping a better, more resilient future, as we emerge stronger from COVID-19 pandemic.

What’s New With CitiesAlive 2021?

<table>
<thead>
<tr>
<th>Cutting Edge Research</th>
<th>International Market Showcase</th>
<th>Ask an Expert Sessions</th>
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</thead>
<tbody>
<tr>
<td>Enjoy a full day of cutting edge research, from researchers across the continent. From blue green technology, to urban food production, we will discuss it all!</td>
<td>Featuring presentations from the leaders of Green Infrastructure Development from around the world in partnership with the World Green Infrastructure Network</td>
<td>Want to share info about new products? Talk about your expertise? Engage attendees with a 1 hour long “ask an expert” session!</td>
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A Virtual Experience: 1000 attendees!

In response to the ongoing COVID-19 pandemic, Green Roofs for Healthy Cities (GRHC) is providing virtual opportunities to help industry leaders and professionals reach out to target audiences in 2021. During 2020, our Virtual Symposia and CitiesAlive Conference attracted more than 1,000 attendees. GRHC remains a strong and trusted voice within the design community. These new virtual products and services have been put together to help our industry to grow during the pandemic.
CitiesAlive attendees represent all aspects of the green infrastructure industry with 2021 adding a focus on a more diverse collection of living architecture disciplines. Connect with 1000 anticipated participants, including:

- **28%** Design Professionals
- **22%** Manufacturers & Suppliers
- **18%** Researchers, Scientists and Academics
- **15%** Landscape Contractors & Maintenance Professionals
- **11%** Policy Makers, Planners, and Environmental Professionals
- **8%** Interested Consumers & Media

### Agenda At a Glance

<table>
<thead>
<tr>
<th>November 8</th>
<th>Emerging Research Professionals and Panel Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 9</td>
<td>Green Roofs and Urban Agriculture, Biodiversity, CitiesAlive Ask an Expert Session</td>
</tr>
<tr>
<td>November 10</td>
<td>BlueGreen Technology, Biophilic Design, Policy Panel, CitiesAlive Networking Hour</td>
</tr>
<tr>
<td>November 11</td>
<td>International Market Showcase presented by World Green Infrastructure Network</td>
</tr>
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</table>

Presented by:

![Green Roofs for Healthy Cities](www.greenroofs.org)  
![Green Infrastructure Foundation](www.greeninfrastructurefoundation.org)  
![World Green Infrastructure Network](www.wginn.org)
Why Invest in CitiesAlive 2021?

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 provides significant value with approximately 500,000 brand 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 an estimated 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.

GROWING THE MARKET THROUGH POLICY
Policy is the main driver of market growth. CitiesAlive is designed to encourage governments to adopt and improve policies that support green roofs, walls and other forms of green infrastructure.

BUSINESS TO BUSINESS & BUSINESS TO CONSUMER
Bring your marketing and promotion to your target audience by connecting directly to designers and other businesses. Network and connect with global players in green infrastructure during the International Market Showcase at CitiesAlive. Your investment 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 LEADERS & EMERGING PROFESSIONALS
CitiesAlive provides a meeting place for design leaders, emerging professionals, and students to discuss, debate, and set priorities for creating solutions in the green infrastructure industry. Through the Advisory Committee, CitiesAlive creates an opportunity for local champions to become engaged in the promotion of the industry.
Marketing & Promotional Opportunities

The CitiesAlive 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 CitiesAlive also establishes your leadership position in this innovative and rapidly growing sector today. Opportunities abound at CitiesAlive to build strategic partnerships, new relationships, achieve greater brand visibility, and advance supportive policy.

Please note that custom packages are also available.

<table>
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<tr>
<th>Benefits</th>
<th>Platinum Non-Member: $10,000</th>
<th>Gold Non-Member: $5,000</th>
<th>Silver Non-Member: $2,000</th>
<th>Bronze Non-Member: $1,500</th>
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<tbody>
<tr>
<td>Highlight a Product or Service in a 1-minute feature</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition during event</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linkable Logo on GRHC, Conference website and e-programs</td>
<td>Extra Large</td>
<td>Large</td>
<td>Medium</td>
<td>Standard</td>
</tr>
<tr>
<td>Complimentary Event Passes</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Optional participation on the conference Advisory Committee</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to present an &quot;Ask an Expert&quot; session</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logo Display at Conference, in all print &amp; digital materials, including</td>
<td>Extra Large</td>
<td>Large</td>
<td>Medium</td>
<td>Standard</td>
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<td>event website and program</td>
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Please Note: All prices for sponsorship are in U.S. Dollars. Canadian organizations 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.

Ask an Expert Sessions

Want to engage directly with attendees? Host your own ask an expert session for the opportunity to discuss a topic of your choice with attendees. Want to talk about a specific issue within the green infrastructure industry? Want to showcase a new and innovative product or service? Use this time as you please!

Limited spaces are available for these 1 hour concurrent sessions on November 9.

Ask an Expert Sessions are available on a first-come, first-served basis.
CitiesAlive 2021 Sponsorship 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: ________________________________

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

☐ PLATINUM (USD $10,000)  ☐ GOLD (USD $5,000)  ☐ SILVER (USD $2,000)  ☐ BRONZE (USD $1,000)  ☐ CUSTOM (USD $_______)

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

Select Payment Method  ☐ Credit Card  ☐ Cheque*

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

Authorized Amount* (USD $): ________________________________

Name on Card: ________________________________

Card Number: ________________________________

Expiry Date: ________________________________  CVV: _________

Signature: ________________________________

*Dollar amounts are in US Dollars. Canadian organizations 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.

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.
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