



# CITIESALIVE

GREEN ROOF & WALL CONFERENCE  
THE HOMECOMING: PHILADELPHIA - OCT 16-19, 2022

## Marketing & Promotional Opportunities

October 16 – 19, 2022

[www.CitiesAlive.org](http://www.CitiesAlive.org)



Green Infrastructure & Water in a Changing Climate

# CitiesAlive 2022:

## Green Infrastructure & Water in a Changing Climate

### What to Expect

Keynote Speakers

Expert Round Tables

Panel Discussions

Trade Show

Tours of Local Projects

Networking Events

Awards of Excellence

Technical Presentations

Product Presentations

**CitiesAlive** is back in 2022 and is going to be bigger and better than ever! This multi-disciplinary conference will be hosted in Philadelphia, where we will be highlighting innovative green roof designs, groundbreaking 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 with industry professionals, 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.

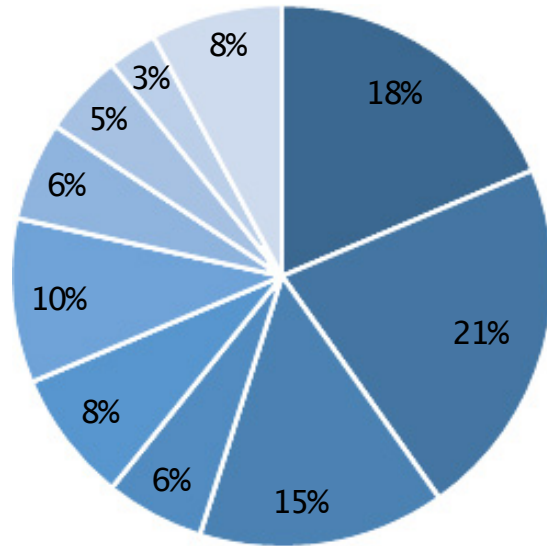
### 2022 Agenda At a Glance

Sunday October 16	<ul style="list-style-type: none"><li>• Committee Meetings</li><li>• Professional Training Courses</li><li>• Opening Plenary With Keynote Speakers</li><li>• Trade Show Setup, Cocktail/Emerging Professionals Reception</li></ul>
Monday October 17	<ul style="list-style-type: none"><li>• Morning Keynote Speakers</li><li>• Concurrent Technical Sessions</li><li>• Lunch on the Trade Show Floor</li><li>• Trade Show Reception</li><li>• Advisory Committee Reception (offsite)</li></ul>
Tuesday October 18	<ul style="list-style-type: none"><li>• Morning Keynote Speakers</li><li>• Lunch on the Trade Show Floor</li><li>• Poster Sessions on Trade Show Floor</li><li>• Concurrent Technical Sessions</li><li>• Closing Keynote and Awards</li></ul>
Wednesday October 19	<ul style="list-style-type: none"><li>• Tours of local green infrastructure projects. These will be conducted with the experts who design, maintain and install these spectacular projects</li></ul>

## Who Attends CitiesAlive?

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 **500+ participants** including:

- 21% Manufacturers and Suppliers
- 18% Architects & Landscape Architects
- 15% Contractors & Maintenance
- 10% Researchers & Scientists
- 8% Academics (Educators/Students)
- 8% Interested Consumers/Media
- 6% Civil/Environmental Engineers
- 6% Nonprofit/Environmental Professionals
- 5% Policymakers & Planners
- 3% Environmental Consultants



## What's New With CitiesAlive 2022?

### Professional Development

Earn additional CEUs by taking one of our new courses, eligible for AIA CES, LA CES, APLD, BOMI, and GRP Credits

### Trade Show Exhibition

Engage with the trade show 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.

### 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.

# Why Invest In CitiesAlive 2022?

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 & promotional efforts reach across North America and generate more than **1 (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 have 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**

Promote and market your goods and services to a targeted audience by connecting directly to designers, suppliers, and manufacturers. 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 by helping minimize costs.

## **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 GRP 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 & Local Sponsorship Packages** are also available!

	Gold \$15,000	Silver \$10,000	Bronze \$7,500	Copper \$5,000
10'x 8' TradeShow 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
<b>Total Estimated Savings:</b>	\$13,910	\$8,955	\$6,966	\$4,802
Opportunity to gain extra recognition with a Unique Sponsorship Title:	Lunch Sponsor	Breakfast Sponsor	N/A	N/A
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
<b>Total Promotional Value:</b>	<b>Logo Exposure: +1 Million Impressions</b> (Estimated value of \$25,000 to \$82,000 depending on level of investment)			

Since every business is unique, we strive to build partnerships that meet your needs. To inquire about **Custom Sponsorships**, please contact GRHC.

## À La Carte & Local Sponsor Packages

À La Carte sponsorship opportunities below also include: 2 delegate passes, 2 Advisory Committee reception passes, Logo inclusion with on-site and online sponsor signage.

**Local Sponsorships** are reserved for companies headquartered in Pennsylvania, and all benefits received are listed in their respective chart.

The following charts display our À La Carte and Local Sponsorship packages. These packages are available on a first come, first serve basis with a **deadline of June 30th, 2022**. Please note that **exhibition space is not included** with À La Carte and Local Sponsorship.

**Total Cost:** US \$1,000–US \$10,000  
**Total Promotional Value:** Logo Exposure of +1 Million Impressions

**À La Carte Sponsorship**

<b>\$10,000</b>	<p><b>Awards of Excellence Sponsor</b> (1 available)</p> <ul style="list-style-type: none"> <li>• Logo included on presentation slides</li> <li>• Logo included Awards of Excellence Podium Sign</li> <li>• Company handout positioned at each place setting</li> <li>• Opportunity for a company representative to address attendees (5 minutes)</li> <li>• Opportunity to place pull up banner at Awards of Excellence Entrance</li> </ul>	<b>\$7,500</b>	<p><b>Morning Plenary Sponsor</b> (2 available)</p> <ul style="list-style-type: none"> <li>• Logo included on opening plenary presentation slides</li> <li>• Opportunity to have a company employee address the crowd (5minutes)</li> <li>• Company handout placed on each chair of Morning Plenary</li> <li>• Opportunity to place pull up banner at the plenary entrance</li> <li>• Logo on Morning Plenary podium sign</li> </ul>
<b>\$5,000</b>	<p><b>Lanyard Sponsor</b> (Chatfield Green Roofing)</p> <ul style="list-style-type: none"> <li>• Logo included on the name badge lanyard distributed to all attendees</li> <li>• Opportunity to display company handouts at registration booth</li> <li>• Constant brand recognition through out conference</li> </ul>	<b>\$3,000</b>	<p><b>Student Sponsor</b> (3 available)</p> <p>Sponsor 15 students or emerging Professionals to attend your choice day of <b>CitiesAlive</b> to network and attend sessions.</p> <p>Sponsors receive:</p> <ul style="list-style-type: none"> <li>• Logo recognition on event signage and in conference program</li> <li>• Meeting space time slot to meet with your sponsored students</li> </ul>

**Local Sponsorship**

<b>\$10,000</b>	<p><b>Living Architecture Champion</b> (1 available)</p> <ul style="list-style-type: none"> <li>• 15 complimentary passes to attend the Advisory Committee Reception</li> <li>• Opportunity to speak at Advisory Committee Reception</li> <li>• 4 complimentary delegate passes to attend the CitiesAlive 2022 Conference</li> <li>• Logo recognition on event signage and in conference program</li> </ul>	<b>\$5,000</b>	<p><b>Stormwater Strategist</b> (1 available)</p> <ul style="list-style-type: none"> <li>• Ten (10) complimentary passes to attend the Advisory Committee Reception</li> <li>• Two (2) complimentary delegate passes to attend the CitiesAlive 2022 Conference</li> <li>• Logo recognition on event signage and in conference program</li> </ul>
<b>\$2,500</b>	<p><b>Resiliency Advocate</b> (Unlimited)</p> <ul style="list-style-type: none"> <li>• Five (5) complimentary Advisory Committee Reception Passes</li> <li>• One (1) complimentary delegate pass to attend the CitiesAlive 2022 Conference</li> <li>• Logo recognition on event signage and in conference program</li> </ul>	<b>\$1,000</b>	<p><b>Sustainability Supporter</b> (Unlimited)</p> <ul style="list-style-type: none"> <li>• Two (2) complimentary Advisory Committee Reception Passes</li> <li>• Logo recognition on event signage and in conference program</li> </ul>

# Trade Show Floor Map

\*Floor plan subject to change



E = Trade Show Entrance

## Exhibitor Information

**Exhibitors will receive the following benefits:**

**One (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)

**Two (2) Conference Delegate Passes**  
Including breakfast, lunch & evening reception on the trade show floor, technical sessions and keynote plenaries, a value of \$1,200 USD.

**Two (2) Additional Booth-Only Passes**

**Conference Website Profile**

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

**GRHC Member Price for Booth:**

\$2,549 USD

**Non-Member Price for Booth:**

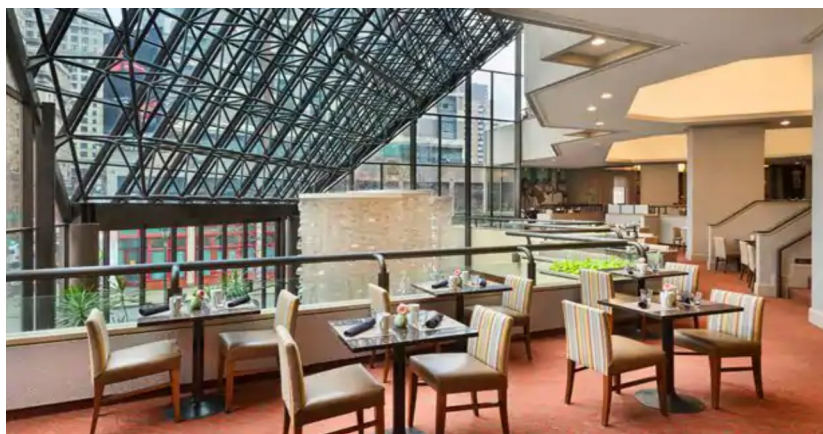
\$2,799 USD

## Venue Information

### Philadelphia Center City DoubleTree by Hilton Hotel

237 South Broad Street  
Philadelphia, PA, 19107

CitiesAlive2022 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:

Custom & A La Carte packages | June 30, 2022  
Call for Proposals | March 7–April 29, 2022  
CitiesAlive 2022 | October 16–19, 2022

Remember to  
mention  
CitiesAlive when  
Booking your room!

## GRHC Contacts

For Sponsorship & Exhibition Opportunities

Steven Peck, GRP, Hon. ASLA

Founder and President

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Development – CitiesAlive

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Eric Durnford

Director of Business  
Development & Events

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# CitiesAlive 2022 Sponsor/Exhibitor Form

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

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

We are a GRHC Member  We are NOT a GRHC Member

## Marketing & Promotional Opportunities:

We are interested in the following opportunities (please check all that apply):

- |  |   |
|--|---|
| <input type="checkbox"/> GOLD – \$15,000 USD       | <u>Local Sponsorship Tiers</u>                    |
| <input type="checkbox"/> SILVER – \$10,000 USD     | <input type="checkbox"/> CHAMPION – \$10,000 USD  |
| <input type="checkbox"/> BRONZE – \$7,500 USD      | <input type="checkbox"/> STRATEGIST – \$5,000 USD |
| <input type="checkbox"/> COPPER – \$5,000 USD      | <input type="checkbox"/> ADVOCATE – \$2,500 USD   |
| <input type="checkbox"/> A LA CARTE – \$ _____ USD | <input type="checkbox"/> SUPPORTER – \$1,000 USD  |
| <input type="checkbox"/> CUSTOM – \$ _____ USD     |   |

EXHIBITION BOOTH ONLY (MEMBER: US \$2,549 //NON-MEMBER: US \$2,749)

BOOTH # CHOICE: 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**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: \_\_\_\_\_

\*All prices are in US Dollars.  
Credit Card transactions are subject to a 3% service fee.

### Send Your Payment

Scan and email this document to:  
conference@greenroofs.org

**OR**

### Send by mail to:

Green Roofs for Healthy Cities North America, Inc.  
406 King Street East  
Toronto, ON, Canada,  
M5A 1L4