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

Marketing & Promotional Brochure

October 16 – 19, 2022
www.CitiesAlive.org

Green Infrastructure & Water in a Changing Climate
CitiesAlive 2022: Green Infrastructure & Water in a Changing Climate

What to Expect

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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| **Sunday**         | • Committee Meetings  
| October 16         | • Professional Training Courses  
|                   | • Opening Plenary With Keynote Speakers  
|                   | • Trade Show Setup, Cocktail/Emerging Professionals Reception |
| **Monday**         | • Morning Keynote Speakers  
| October 17         | • Concurrent Technical Sessions  
|                   | • Lunch on the Trade Show Floor  
|                   | • Trade Show Reception  
|                   | • Advisory Committee Reception (offsite) |
| **Tuesday**        | • Morning Keynote Speakers  
| October 18         | • Lunch on the Trade Show Floor  
|                   | • Poster Sessions on Trade Show Floor  
|                   | • Concurrent Technical Sessions  
|                   | • Reception on the Spirit of Philadelphia  
|                   | • Closing Keynote and Awards |
| **Wednesday**      | • Tours of local green infrastructure projects. These will be conducted with the experts who design, maintain and install these spectacular projects |
| October 19         |                                                                       |
**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 $199** 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

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**GRHC Contacts**  
For Sponsorship & Exhibition Opportunities

**Steven Peck, GRP, Hon. ASLA**  
**Founder and President**  
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speck@greenroofs.org

**Elizabeth Hart-Morris**  
**Director of Business Development – CitiesAlive**  
404.725.1602  
emorris@greenroofs.org

**Eric Durnford**  
**Director of Business Development & Events**  
(905) 407-9584  
edurnford@greenroofs.org
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.
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.
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!

<table>
<thead>
<tr>
<th></th>
<th>Gold 15,000</th>
<th>Silver 10,000</th>
<th>Bronze 7,500</th>
<th>Copper 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10'x 8' TradeShow Booth</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ad in the Conference Program</td>
<td>Full Page</td>
<td>3/4 Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
</tr>
<tr>
<td>Complementary Delegate Passes</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Local Host Committee Reception Passes</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complementary Training sessions</td>
<td>2 days</td>
<td>1.5 days</td>
<td>1 day</td>
<td>0.5 day</td>
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<tr>
<td><strong>Total Estimated Savings:</strong></td>
<td><strong>$13,910</strong></td>
<td><strong>$8,955</strong></td>
<td><strong>$6,966</strong></td>
<td><strong>$4,802</strong></td>
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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

**Total Promotional Value:**

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 +1Million Impressions
### À La Carte Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Details</th>
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</table>
| **Awards of Excellence Sponsor**      | $10,000 | • Logo included on presentation slides  
• Logo included Awards of Excellence Podium Sign  
• Company handout positioned at each place setting  
• Opportunity for a company representative to address attendees (5 minutes)  
• Opportunity to place pull up banner at Awards of Excellence Entrance |
| **Morning Plenary Sponsor**           | $7,500 | • 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 | • Logo included on the name badge lanyard distributed to all attendees  
• Opportunity to display company handouts at registration booth  
• Constant brand recognition throughout conference |
| **Student Sponsor**                   | $3,000 | Sponsor 15 students or emerging Professionals to attend your choice day of CitiesAlive to network and attend sessions.  
Sponsors receive:  
• Logo recognition on event signage and in conference program  
• Meeting space time slot to meet with your sponsored students |

### Local Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Details</th>
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| **Living Architecture Champion**      | $10,000 | • 15 complimentary passes to attend the Advisory Committee Reception  
• Opportunity to speak at Advisory Committee Reception  
• 4 complimentary delegate passes to attend the CitiesAlive 2022 Conference  
• Logo recognition on event signage and in conference program |
| **Stormwater Strategist**             | $5,000 | • Ten (10) complimentary passes to attend the Advisory Committee Reception  
• Two (2) complimentary delegate passes to attend the CitiesAlive 2022 Conference  
• Logo recognition on event signage and in conference program |
| **Resiliency Advocate**               | $2,500 | • Five (5) complimentary Advisory Committee Reception Passes  
• One (1) complimentary delegate pass to attend the CitiesAlive 2022 Conference  
• Logo recognition on event signage and in conference program |
| **Sustainability Supporter**          | $1,000 | • Two (2) complimentary Advisory Committee Reception Passes  
• Logo recognition on event signage and in conference program |
CitiesAlive 2022: Reception on the Spirit of Philadelphia

Departing from Penn’s Landing, a cruise on the Delaware River lets you relax and enjoy the beauty of Philly’s historic waterfront. Whether you’re looking to network and make new connections, or enjoy the company of old friends and colleagues, an evening aboard Spirit is one you’ll remember!

**Date:** Tuesday October 18th, 2022  
**Boarding Time:** 6:30 PM EST  
**Duration:** 7:00 PM – 9:30 PM EST

There are **sponsorship opportunities** tied directly to the Reception on the Spirit of Philadelphia.

Please review the packages below and fill out the insertion form at the end to claim your sponsorship package.

### Reception Sponsorship

| Sponsorship | Reception – Platinum  
| (Unlimited) | **$2,500**  
|             | Sponsors receive:  
|             | • Six (6) complimentary passes to the Reception on the Spirit of Philadelphia  
|             | • Logo recognition in conference program as Reception Sponsor  

| Sponsorship | Reception – Gold  
| (Unlimited) | **$2,000**  
|             | Sponsors receive:  
|             | • Five (5) complimentary passes to the Reception on the Spirit of Philadelphia  
|             | • Logo recognition in conference program as Reception Sponsor  

| Sponsorship | Reception – Silver  
| (Unlimited) | **$1,500**  
|             | Sponsors receive:  
|             | • Four (4) complimentary passes to the Reception on the Spirit of Philadelphia  
|             | • Logo recognition in conference program as Reception Sponsor  

| Sponsorship | Reception – Bronze  
| (Unlimited) | **$1,000**  
|             | Sponsors receive:  
|             | • Three (3) complimentary passes to the Reception on the Spirit of Philadelphia  
|             | • Logo recognition in conference program as Reception Sponsor  

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):

☐ GOLD – $15,000 USD

Local Sponsorship Tiers

☐ SILVER – $10,000 USD

☐ BRONZE – $7,500 USD

☐ COPPER – $5,000 USD

☐ A LA CARTE – $_________ USD

☐ CUSTOM – $_________ USD

Reception Sponsorship

☐ REC. PLATINUM – $2,500 USD

☐ REC. SILVER – $1,500 USD

☐ REC. GOLD – $2,000 USD

☐ REC. BRONZE – $1,000 USD

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

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 (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