Green Roofs for Healthy Cities (GRHC) is opting for a more regional approach to market development through its events. Instead of hosting CitiesAlive in 2019, we are partnering with four new Centers of Living Architecture Excellence, located in Illinois, Denver, Ohio and New Jersey. GRHC and Green Infrastructure Foundation (GIF) will both have events that encourage the adoption of green infrastructure.

This guide is an overview of the types of engagement opportunities which exist through GRHC, all of which work to support market development within the green roof and wall industry and promote your business. Please note that each section has a separate detailed document which includes metrics, pricing structures, event and production details and everything you need to know to plan your participation with Green Roofs for Healthy Cities or the Green Infrastructure Foundation in 2019.

**Opportunities to Engage:**
- Grey to Green Conferences: Toronto, Minneapolis, Washington D.C
- Exhibit at Market Development Symposia and Seminars
- Advertising in the Living Architecture Monitor
- GRHC Membership
- Advertise in the Green Pages Annual Directory
- Obtain your GRP Accreditation
- Green Infrastructure Charrette
- Certify a project with the Living Architecture Performance Tool
- Join an Advisory Committee

**Green Infrastructure Foundation**

The Green Infrastructure Foundation (GIF) partners with communities to shape healthy, resilient, and sustainable places using living green infrastructure through education, charrettes, and performance tools. GIF is the charitable arm of GRHC.

Visit our website for information on the following GIF Resources:
- Green Infrastructure Design Charrette program
- Green Infrastructure Training Courses
- The Journal of Living Architecture (JLIV)
- The Living Architecture Performance Tool (LAPT)
Grey to Green Conferences

Grey to Green explores the most recent green infrastructure science, economic valuation, asset management, public policy developments, new 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 occurring worldwide. This year, three regional Grey to Green Conferences will highlight new policies, design practices, and innovative products in the green infrastructure sector.

Dates and Locations
- Toronto: April 4 & 5
- Minneapolis/St. Paul: September 30
- Washington/Baltimore: October 28

Exhibition Opportunities
Trade show booths range from **$999 (member)** - **$1249 (non-member)** early bird pricing and from **$1249 (member)** - **$1449 (non-member)** regular pricing. GRHC members receive a $250 discount on trade show booths with the early-bird.

Symposia & Seminars

As part of its mission to advocate for green roof and wall policy across North America, GRHC hosts local Green Roof and Wall Market Development Symposia for 50-100 engaged stakeholders in the local market. These one-day events feature industry experts and local policy leaders presenting on green roofs and walls, standout local projects, and examples of effective green roof and wall policy. These events also feature a small trade show for local green roof and wall companies/representatives, interactive panel discussions, and workshops to help develop local policy options.

Proposed Locations & Dates*
- **Seminar:** Cleveland, OH (OH Center) Tuesday, May 21 @ Cleveland Urban Design Collaborative
- **Symposium:** Boston, MA, May 31
- **Seminar:** Hoboken, NJ (NJ Center) Wednesday, June 5
- **Symposium:** Pittsburgh, PA (Biophilic Design focus), July 19
- **Seminar:** Denver/Fort Collins, CO (CO Center), August 7-9
- **Symposium:** Portland, OR (in partnership w/ GRiT), September 13
- **Seminar:** Edwardsville IL (IL Center) September 23
- **Symposium:** Austin, TX, November 5

Exhibition Opportunities
Members receive a discount to these events
- **Member:** $750
- **Non-Member:** $999

Sponsorship Marketing Opportunities
Opportunities are available for one or a combination of symposia and seminars and can be conveniently chosen from our sponsorship grid or customized to fit your needs for the event.

Marketing opportunities range from $1,500 to $2,500 depending on the benefits included in your package.

*Events dates and locations are subject to change
Living Architecture Monitor Advertising

20th Anniversary!

The Living Architecture Monitor™ is the green roof and wall industry’s source for innovative trends, thought-provoking interviews with industry leaders, reports on policy development, new technology, and industry growth.

Advertise with the Living Architecture Monitor to reach the green roof and wall industry’s audience! This audience includes landscape architects, architects, manufacturers, contractors, researchers, and many more.

Total Reach Per Issue

Over 40,000

Download the Media Guide at: livingarchitecturemonitor.com/advertise

Living Architecture Monitor - Print - Advanced Tier
Manufacturers, suppliers of accessories, green walls

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Living Architecture Monitor - Print - Standard Tier
Nurseries, professionals, government/institutional, charitable/non-profit

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Green Pages Industry Directory Advertising

This handy directory is a comprehensive listing of companies and Green Roof Professionals (GRPs), as well as award winning project descriptions and industry facts and figures. The Green Pages Green Roof & Wall Industry Directory for 2018/19 will be available in January 2019, and will be published and distributed in the Winter 2018 Living Architecture Monitor™. Purchase an ad or an enhanced company listing to promote your organization in the 2019/20 update!

More than 4,000 hard copies were distributed in 2017/18 (including 500 to the top architecture and landscape architecture firms in North America). The Green Pages will also be emailed to the complete GRHC database. The digital version of 2017/18 Green Pages has enjoyed over 7,000 views and 44,000 page views.
Training & Accreditation

Our education program reflects our continuing commitment to provide leading-edge professional development opportunities that support our members’ collective efforts to integrate living architecture systems into the built environment.

Consider becoming a Green Roof Professional (GRP) in 2019! The GRP training program is North America’s most comprehensive reference for individuals who market, design, install and maintain green roofs. In-class training courses will be offered at GRHC events as always. Additionally, all GRP courses and exam, along with new content will be available through the Living Architecture Academy (LAA). The LAA offers more flexibility for continuing education at a reduced cost. There has never been a better way to become a GRP or stay current on industry trends.

Professional training online and on-demand

Limited Online Offer!
Earn your Green Roof Professional accreditation AND become a member all for only $999 USD.

Save over $1000 and earn up to 22.5 CEUs.

livingarchitectureacademy.com

2019 will also see the introduction of new training courses from GIF. After years of development and revision, we are happy to host these important courses on the LAA with more to come in the future.

Green Infrastructure Foundation Introduces New Courses

Introduction to Green Infrastructure: Principles, Applications, and Policies
Valuing the Benefits of Green Infrastructure: Principles and Methods

Each course is eligible for 2.5 CEUs for GRPs

Industry Survey

Every year, Green Roofs for Healthy Cities conducts an annual survey of its corporate members in order to collect data on the growth and composition of the green roof industry across North America. This resource allows GRHC to speak confidently about the shape and state of the North American green roof market, and provide support for policy outreach efforts in municipalities across the United States and Canada. The survey report also provides valuable market intelligence on green roof installation hot-spots, and tracks the size, source, and variety of green roofs that have been installed. All submitted data is anonymous and all corporate members are encouraged to participate.

To participate in this important undertaking, contact Blaine Stand at survey@greenroofs.org
**Goodwings**

A partnership with the hotel portal Goodwings combines the hotel booking process with revenue generation for a more sustainable future. A small portion of every hotel booking the GRHC members make through Goodwings provides funds for student participation at GRHC conferences, training opportunities, and other events at no extra cost. Goodwings is free to use, easy to access, and helps develop the next generation of the green roof and wall field.

Sign up for free at goodwings.com

**Living Architecture Performance Tool**

Developed and facilitated by the Green Infrastructure Foundation, the Living Architecture Performance Tool (LAPT) is a rating system and resource, created to certify that green roofs and walls are designed and maintained to achieve measurable and replicable performance benefits, assuring they can be funded, designed, installed, and maintained with a higher degree of confidence. In 2018, the LAPT was released and companies are encouraged to submit pilot projects.

The LAPT is a 110-point system, encompassing 30 credits in eight major areas of living architecture performance. It is designed to be robust and comprehensive, yet easy to use with a streamlined compliance process.

**Submit a Project:** $1500
**Download the LAPT Framework for FREE at:** greeninfrastructurefoundation.org

Contact Rohan Lilauwala, rlilauwala@greenroofs.org to inquire about participating in the Pilot.

**Awards of Excellence**

Each year we recognize integrated design and installation excellence with the Green Roof & Wall Awards of Excellence. We also recognize outstanding contributions to the industry in research, policy, and corporate contribution. Award winners are profiled in front of hundreds of industry professionals at CitiesAlive, in the Living Architecture Monitor, and in numerous other publications. In 2019, the Awards of Excellence will be hosted at the Minneapolis Grey to Green Conference.

The Green Roof & Wall Awards of Excellence program recognizes distinction in five areas:

- **Design Award** acknowledging excellence in innovative and integrative green roof and wall design.
- **Research Award** honoring outstanding research contributions to the green roof industry.
- **Civic Award** honoring outstanding contributions to green roof policy development.
- **Living Architecture Monitor Advertising Award** honoring supporters of the Living Architecture Monitor.
- **President’s Corporate Award** honoring individuals that have made a significant contribution to the industry.

For more information visit greenroofs.org/awards
GRHC Membership

GRHC members are the backbone of the green roof and wall industry. They represent experts from every aspect of green roof and wall design, installation, maintenance, research, testing, policy, and manufacturing.

Members of GRHC form a community of like-minded individuals and organizations working to increase the awareness of the myriad of benefits of green roofs and walls can provide; as well as how to design, implement, and maintain these technologies. Members’ logos, links, and banner ads are featured on greenroofs.org, and members are included in the annual Green Pages Green Roof and Wall Industry Directory, and online.

Levels of Membership and Pricing

There are different levels of membership available depending on your company. The annual cost of corporate membership is typically paid for by the significant savings on advertising or events throughout the year.

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Advisory Committees

GRHC has a number of standing committees that work on various aspects of market development. To join a committee, all you need is enthusiasm and to be a member in good standing. There are also regional Advisory Committees for each Grey to Green Conference. Contact committee chairs and co-chairs to get involved.

- **Green Walls Committee:**
  - Melissa Daniels, Co-Chair.
  - reuben@myplantconnection.com

- **Corporate Members Committee:**
  - Matthew Barmore, Chair.
  - mattb@greenrisetech.com

- **Research Committee:**
  - Reid Coffman, Chair.
  - coffma4@kent.edu

- **Policy Committee:**
  - Jeff Joslin, Chair.
  - jeff.joslin@sfgov.org

- **Technical Committee:**
  - Richard Hayden, Chair.
  - rhayden@hydrotechusa.com

Board Elections

To help guide the organization and represent its diverse membership, Green Roofs for Healthy Cities conducts elections for corporate member representatives to sit on the Board of Directors. In the Fall of 2019, the GRHC Board will consider candidates for two positions from the corporate membership body, and voting will be open to all GRHC members. If you would like to get involved and help shape the direction of Green Roofs for Healthy Cities, contact Blaine Stand at membership@greenroofs.org.
Staff Contacts

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**Madina Tabesh**  
Communications Manager  
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mtabesh@greenroofs.org

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Join the Conversation Online

Visit us on the web at one of at

- Green Roofs for Healthy Cities - https://greenroofs.org/
- The Living Architecture Monitor - https://livingarchitecturemonitor.com/
- Grey to Green Conference - https://greytogreenconference.org/
- Green Infrastructure Foundation - https://greeninfrastructurefoundation.org/

Or join our more than 20,000 followers across social media

- [http://twitter.com/GRHCna](http://twitter.com/GRHCna)
- [https://www.instagram.com/grhcna/](https://www.instagram.com/grhcna/)
- [http://www.facebook.com/GreenRoofsForHealthyCities](http://www.facebook.com/GreenRoofsForHealthyCities)
- [https://www.linkedin.com/company/green-roofs-for-healthy-cities](https://www.linkedin.com/company/green-roofs-for-healthy-cities)