Symposium Guide 2020

DEVELOP LOCAL MARKETS
IDENTIFY NEW CLIENTS
MEET LOCAL CHAMPIONS
Green Roofs for Healthy Cities (GRHC) is a non-profit industry association working to promote the green roof and wall industry throughout North America.

Mission

GRHC’s mission is to develop and protect the green roof and wall market by increasing awareness of the economic, social and environmental benefits of green roofs, green walls, and other forms of living architecture.

These goals are achieved through a combination of education, advocacy, professional development, and celebrations of excellence.

Policy Accomplishments

- Instrumental in green roof policy development in cities such as San Francisco, Toronto, Washington DC, Portland, and New York City
- Development of policy and market development tools such as Living Architecture Policy Library and Industry Surveys
- Supported Denver’s successful green roof ballot initiative
- Development of capacity building and technical assistance tools and programs through the Green Infrastructure Foundation, GRHC’s charitable arm
- Prepared the Policy Report which has descriptions of more than 30 jurisdiction’s policies
Local Market Development

As part of its mission to advocate for green roof and wall policy across North America, Green Roofs for Healthy Cities hosts Local Market Development Symposia.

The Local Market Symposium program is a GRHC event series used in emerging green roof markets to advocate for policy support. GRHC has held Symposia in more than 40 cities across North America.

These one-day events feature industry experts and local policy leaders presenting on green roof and wall benefits and best practices, standout local projects, and the importance of strong green roof and wall policy. Symposia also feature a small trade show for green roof and wall companies, and interactive panel discussions to help promote and develop local policy options.

Supportive green roof and wall policy and programming is an important driver for growing any local market, and has led to immense market growth in cities like Washington D.C., Chicago, and Toronto.

Past Cities

Annville, PA  Houston, TX  Ottawa, ON
Atlanta, GA  Indianapolis, IN  Pittsburgh, PA
Austin, TX  Knoxville, TN  Portland, OR
Boston, MA  Las Vegas, NV  Regina, SK
Calgary, AB  Lexington, KY  San Diego, CA
Charlotte, NC  Los Angeles, CA  San Francisco, CA
Cincinnati, OH  Louisville, KY  San Jose, CA
Cleveland, OH  Markham, ON  Tampa, FL
Denver, CO  Miami, FL  Vancouver, BC
Detroit, MI  Milwaukee, WI  Washington, DC
Edmonton, AB  Montreal, QC  Waterloo, ON
Grand Rapids, MI  Nashville, TN  Winnipeg, MB
Hoboken, NJ  Oakland, CA  Winston-Salem, NC
2020 Symposium Program

Raleigh, NC
March 30, 2020

Orlando, FL
April 27, 2020

New York, NY
June 19, 2020

Chicago, IL
July 17, 2020

Vancouver, BC
Fall 2020

Seattle, WA
Fall 2020

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Local Market Symposia attract audiences of around 50-75 highly interested and engaged attendees who are active in their local market.

Local Market Symposia attract a wide array of professionals from the public, private, and educational sectors. They present opportunities for sponsors and exhibitors to identify themselves as local experts and present information and products to an interested and enthusiastic audience.

### Exhibitor Opportunities

Local Market Development Symposia traditionally attract around 50-75 local developers, policy-makers, educators, and specifiers. Exhibiting at a Symposium helps you engage as a local leader of sustainable technologies.

**Trade Show Space (Non-Member) - 1049 USD**

- 6’x6’ Tabletop display or equivalent footprint space
- One symposium pass per exhibitor registration
- Attendee list after event completion
- Listing in symposium program
- Logo featured on symposium registration site

**Trade Show Space (Member) - 799 USD**

- Discounted rate available to all GRHC Members
- 6’x6’ Tabletop display or equivalent footprint space
- One symposium pass per exhibitor registration
- Attendee list after event completion
- Listing in symposium program
- Logo featured on symposium registration site
Marketing Opportunities

Sponsoring a symposium is an excellent way for your company or organization to distinguish itself as an industry leader in several local green roof and wall markets. Additionally, it allows us to leverage our promotional network to highlight your brand across North America, and helps us attract more attendees with a lower registration rate.

Single Event

TIER 1 SPONSORSHIP - $2,500 USD
• Half-hour presentation slot at symposium
• Quarter page color ad in symposium program
• Prominent logo display in all print and online materials
• Promotional insert into attendee kits
• Three complimentary symposium passes
• Two complimentary exhibitor spaces

TIER 2 SPONSORSHIP - $1,500 USD
• Half-hour presentation slot or panel participation at symposium
• Prominent logo display in all print and online materials
• Two complimentary symposium passes
• One complimentary exhibitor spaces

TIER 3 SPONSORSHIP - $1,500 USD
• Half-hour presentation slot at symposium
• Prominent logo display in all print and online materials
• Five complimentary symposium passes

Multiple Events

Ensure your message is heard in multiple markets across North America!

Symposia are a great way to highlight your organization’s products and services. With so many opportunities throughout 2020 there has never been a better way to connect with emerging markets.

Sponsor two or more events and receive a 5% discount per event. The more events you sponsor, the more you save, while still receiving the same fantastic benefits of sponsorship.

To secure a sponsorship or exhibitor space for any of these events, contact: 416-971-4494 or symposia@greenroofs.org. Custom packages and offerings are also available.
Symposium 2020 Order 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 Opportunities:
We are interested in the following sponsorship opportunities (please check all that apply):
☐ TIER 1
(2,500 USD)
☐ TIER 2
(1,500 USD)
☐ TIER 3
(1,500 USD)

Custom sponsorship opportunities are available. Please contact Chantelle Gubert at symposia@greenroofs.org or 416-971-4494 x225 for more information.

Exhibiting Opportunities:
☐ TRADE SHOW SPACE  (MEMBER: 799 USD // NON-MEMBER: 1,049 USD)

Event Selection:
☐ RALEIGH ☐ ORLANDO ☐ NEW YORK ☐ CHICAGO ☐ VANCOUVER ☐ SEATTLE

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: _____________________________

Credit Card transactions are subject to a 3% service fee that will be added to your total.

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