Growing the Industry Together!

2020 Planning Guide & Engagement Opportunities

greenroofs.org | greeninfrastructurefoundation.org

2019 Awards of Excellence Winner
Garage Apartments
Photo Courtesy: Living Roofs Inc
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- December 10$^{th}$, 2019
  - Green Pages ad close
- January 13$^{th}$, 2020
  - Grey to Green Toronto call for proposals closes
- Jan 31$^{st}$, 2020
  - LAM Spring edition ad close
- March 30$^{th}$, 2020
  - Symposium, Raleigh, NC
- March 2$^{nd}$ - April 17$^{th}$, 2020
  - CitiesAlive call for proposals
- April 27$^{th}$, 2020
  - Symposium, Orlando, FL
- May 28-29$^{th}$, 2020
  - Grey to Green Toronto
- May 31$^{st}$, 2020
  - LAFT project submissions close
- June 19$^{th}$, 2020
  - Symposium, New York, NY
- June 26$^{th}$, 2020
  - Awards of Excellence project submissions close
- July 17$^{th}$, 2020
  - Symposium, Seattle, WA
- November 15$^{th}$-18$^{th}$, 2020
  - CitiesAlive Philadelphia

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This guide provides an overview of the types of engagement opportunities which exist through Green Roofs for Healthy Cities (GRHC) and the Green Infrastructure Foundation (GIF), both which work to support market development within the green roof and wall industry and promote your business. Let’s grow the industry together!
Background

Opportunities to Engage:

- Attend, speak, exhibit, or sponsor at Grey to Green, CitiesAlive, or Symposia
- Read, advertise or publish in the Living Architecture Monitor™ (LAM)
- Become a GRHC Member: save money and help to shape the industry
- Advertise in the 2019/2020 Green Pages: Green Roof & Wall Industry Directory
- Obtain your Green Roof Professional (GRP) Accreditation
- Organize a Green Infrastructure Charrette in your community
- Certify a project with the Living Architecture Performance Tool (LAPT)
- Join a Conference Advisory Committee or Standing Committee
- Take an online course on the Living Architecture Academy (LAA)
- Help advocate for green roof and wall policies

Green Roofs for Healthy Cities

Online GRHC Resources:

- Online training in Living Architecture Academy
- New Policy Report with information on over 30 green roof and wall policies
- Find a GRP and Corporate Members
- Download Green Pages: Green Roof & Wall Industry Directory
- Awards of Excellence winning projects and people
- Market industry surveys
- Living Architecture Monitor™ Magazine

GRHC develops and protects the market by increasing the awareness of the economic, social and environmental benefits of green roofs, green walls, and other forms of living architecture through professional development, education, advocacy, and celebrations of excellence. We advocate for green roof and wall policy to grow the market. greenroofs.org
livingarchitectureacademy.com

Green Infrastructure Foundation

Online GIF Resources:

- Download the LAPT Framework and case studies of certified projects
- Green Infrastructure Design Charrette program
- Green Infrastructure Training Courses
  - Introduction to Green Infrastructure: Principles, Applications, and Policies
  - Valuing the Benefits of Green Infrastructure: Principles and Methods
- The peer reviewed Journal of Living Architecture (JLIV)

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.
greeninfrastructurefoundation.org
GRHC Membership

GRHC members are integral to the growth of the green roof and wall industry, representing experts from all aspects of green roof and wall design, installation, maintenance, research, policy, and manufacturing. Members of GRHC form a community of like-minded individuals and organizations investing in growing the market through policy, as well as designing, implementing, and maintaining these technologies. Members’ logos, links, and banner ads are featured on greenroofs.org, and members are included in the annual Green Pages: Green Roof & Wall Industry Directory, and online. Members receive discounts on events, booths, and advertising. To renew or become a member, please contact Blaine Stand at membership@greenroofs.org or 416-971-4494 x223.

Levels of Membership and Pricing

<table>
<thead>
<tr>
<th>Individual Membership Fees (Annual USD):</th>
<th>Corporate Membership Fees (Annual USD):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supporter</strong></td>
<td><strong>Government/Institutional</strong></td>
</tr>
<tr>
<td><strong>Corporate Affiliate</strong></td>
<td><strong>Professional</strong></td>
</tr>
<tr>
<td><strong>Individual</strong></td>
<td><strong>Nursery</strong></td>
</tr>
<tr>
<td><strong>Green Roof Professional</strong></td>
<td><strong>Green Walls</strong></td>
</tr>
<tr>
<td><strong>$55</strong></td>
<td><strong>$1,250</strong></td>
</tr>
<tr>
<td><strong>$100</strong></td>
<td><strong>$3,800</strong></td>
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<tr>
<td><strong>$160</strong></td>
<td><strong>$5,200</strong></td>
</tr>
<tr>
<td><strong>$207.50</strong></td>
<td><strong>Manufacturers</strong></td>
</tr>
</tbody>
</table>

Advisory Committees

GRHC has a number of standing committees that work on various aspects of market development. Committees are formed with GRHC Members who are leaders and experts in their field. There are also regional Advisory Committees for the CitiesAlive and Grey to Green conferences. Please contact Blaine Stand at membership@greenroofs.org to inquire about committee opportunities.

**Policy Committee:**
Jeff Joslin, Chair

**Green Walls Committee:**
Melissa Caggiano, Chair

**Technical Committee:**
Richard Hayden, Chair

**Green Roof Professional Committee:**
Liz Hart Morris, Chair

**Corporate Members Committee:**
Daniel Martin, Chair

**Professional Development Committee:**
Ed Snodgrass, Chair

**CitiesAlive Philadelphia:**
Howard Neukrug, Co-Chair

**Grey to Green Toronto:**
Steven Peck, Co-Chair

**Research Committee:**
Reid Coffman, Chair

Open Forum Webinars

GRHC offers its members access to free webinars on a variety of green roof and wall topics. Drawing on the wealth of industry expertise brought by GRHC members, the Open Forum Webinar platform offers opportunities to learn from and interact with industry leaders on engaging topics and earn CEUs. Have a case study, product profile, or area of interest related to green roofs and walls you would like to present? Members are invited to submit a topic for the Open Forum Webinar series. Email Blaine Stand at membership@greenroofs.org with your idea today!
Industry Survey

GRHC annually conducts a survey of its corporate members to collect data on the growth and composition of the green roof industry across North America. This resource allows GRHC to provide support for policy outreach efforts in municipalities across the United States and Canada. The survey report also delivers 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 survey, please contact Blaine Stand at survey@greenroofs.org.

Training and 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.

Become a Green Roof Professional (GRP) in 2020! The GRP training program is North America’s most comprehensive professional development for individuals who market, design, install and maintain green roofs. Three full-day GRP courses and an exam, along with new content are available online 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. Earn CEUs from AIA, ASLA, GRHC, and more!

Check out the livingarchitectureacademy.com

New Training Available Now!

In 2019 we added two new training courses from GIF:
- Introduction to Green Infrastructure
- Green Infrastructure Valuation

More Training to Come!

GRHC will be releasing the following courses by the end of 2019, with more to come in 2020:
- Green Walls Design 101
- Making Green Roofs and Walls Pay
- Designing Green Roofs for Stormwater Management
Living Architecture Performance Tool

Developed and facilitated by GRHC and GIF, 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.

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. Three projects have been certified thus far and applications will be accepted until May 31st, 2020.

Submit Your Project

Download the LAPT Framework for free at: greeninfrastructurefoundation.org

Contact Rohan Lilauwala, rlilauwala@greenroofs.org or 416-971-4494 x231 to inquire about participating in the pilot phase.

Awards of Excellence

Submit Your Project

Each year our industry recognizes integrated design and installation excellence with the Awards of Excellence program. 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 2020, the Awards of Excellence will be hosted at the 17th Annual CitiesAlive in Philadelphia. Award applications will be accepted online until June 26th, 2020.

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

Design Awards - for extensive, intensive, agricultural, and interior green roof and wall projects.
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™.
Chair’s Corporate Award - honoring individuals that have made a significant contribution to the industry.

For more information visit greenroofs.org/awards | Submission deadline is June 26th, 2020
Living Architecture Monitor™ Advertising

The Living Architecture Monitor™ magazine 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 in the Living Architecture Monitor™, the Green Pages: Green Roof & Wall Industry Directory and the LAM website to reach the green roof and wall industry’s audience! This audience includes landscape architects, architects, manufacturers, contractors, researchers, and more. Spring LAM ad closes January 31st, 2020.

Total Reach Per Issue
Over 40,000

Download the 2020 Media Guide for member and non-member rates at: livingarchitecturemonitor.com/advertise

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 2019/20 will be available in January 2020, and will be published and distributed in the Winter 2019 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 2018/19 (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 2018/19 Green Pages has enjoyed over 8,000 views and 48,000 page views. Green Pages ad closes on December 10th, 2020.
2020 Event Programming Overview

Grey to Green
May 28th-29th, 2020 - Toronto, ON

CitiesAlive
November 15th-18th, 2020
Philadelphia, PA

Symposia
March 30th, 2020* - Raleigh, NC
April 27th, 2020* - Orlando, FL
June 19th, 2020* - New York, NY
July 17th, 2020* - Chicago, IL
Fall 2020* - Vancouver, BC
Fall 2020* - Seattle, WA

Grey to Green Conference - Toronto

ATTEND, SPEAK, EXHIBIT, SPONSOR
The Grey to Green Conference explores the most recent green infrastructure science, economic valuation, asset management, public policy developments, new technologies, and best practices in design, installation and maintenance. Grey to Green typically attracts approximately 300+ attendees, half of whom are designers. 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, the 8th annual Grey to Green Conference will highlight new policies, design practices, and innovative products in the green infrastructure sector.

Date and Location
May 28th-29th, 2020*

Venue Information
Chestnut Conference Centre
89 Chestnut St. Toronto, ON, M5G 1R1

Agenda at a Glance

| Day               | Time            | Location                  | Events                                                        |
|-------------------|-----------------|---------------------------|                                                              |
| May 28, 2020*     | 8:30am - 8:00pm | Chestnut Conference Center| Opening keynote, tradeshow, technical sessions, tradeshow, reception, networking |
| May 29, 2020*     | 9:00am - 4:30pm | Chestnut Conference Center/ Off-site | Training and tours                                          |

*Events dates and locations are subject to change
Call for Proposals

Ends January 13th*, 2020. Visit greytogreenconference.org or contact Manpreet Sahota for more information at conference@greenroofs.org or 416-971-4494 x228

Sponsorship & Marketing Opportunities (CAD)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold $10,000</th>
<th>Silver $7,500</th>
<th>Bronze $5,000</th>
<th>Copper $3,000</th>
<th>Reception $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>8’x 8′ Trade Show Booth</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Ad in the Conference Programs</td>
<td>Full Page</td>
<td>3/4 Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>-</td>
</tr>
<tr>
<td>Complementary Delegate Passes</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Reception Passes</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Total Savings:</td>
<td>5,856 CAD</td>
<td>3,777 CAD</td>
<td>3,203 CAD</td>
<td>2,629 CAD</td>
<td>754 CAD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing opportunity to offer promotional materials at event and logo placement on signage at specific events at the conference.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Plenary</td>
</tr>
<tr>
<td>Participation on the conference Advisory Committees</td>
</tr>
<tr>
<td>Opportunity to have a local project profiled on a tour</td>
</tr>
<tr>
<td>Opportunity to present at the Innovative Product Session</td>
</tr>
<tr>
<td>Opportunity to Moderate a Technical Session</td>
</tr>
<tr>
<td>Logo Display at Conference, in all print &amp; digital materials, including event website and program</td>
</tr>
<tr>
<td>Total Promotional Value:</td>
</tr>
<tr>
<td>Logo Exposure: +500,000 Impressions (Estimated value of 12,500 to 40,000 CAD depending on level of investment)</td>
</tr>
</tbody>
</table>

Custom Sponsorship Opportunities

Are you interested in participating in the conference by speaking or attending with your colleagues, clients, or friends? If so, we have custom opportunities based on your goals for your company and presence at the conference.

Exhibition Opportunities

Trade show booths are limited and range from:

- 1,099 CAD (member) - 1,349 CAD (non-member) early bird pricing (Ends April 3rd, 2020)
- 1,349 CAD (member) - 1,599 CAD (non-member) regular pricing

All trade show booths include 2 conference delegate passes valued at 598 CAD.

Sponsorship Contact

Steven Peck, GRP, Hon. ASLA
Founder and President
Green Roofs for Healthy Cities
416-971-4494 x233
speck@greenroofs.org

Download detailed package at greytogreyconference.org
CitiesAlive Conference - Philadelphia

Green Infrastructure & Water in a Changing Climate

ATTEND, SPEAK, EXHIBIT, SPONSOR

CitiesAlive is returning to Philadelphia in 2020. The Conference explores the most recent green infrastructure science, economic valuation, asset management, public policy developments, new technologies, and best practices in design, installation and maintenance. With a focus on green roofs, walls, and water, 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, 17th annual CitiesAlive Conference will feature new opportunities for delegate engagement such as expert roundtables. With 700+ attendees, CitiesAlive provides excellent business to business and business to consumer conference opportunities.

Date and Location

November 15<sup>th</sup>-18<sup>th</sup>, 2020*

Venue Information

DoubleTree by Hilton
237 S Broad St.
Philadelphia, PA, 19107
+1 215-893-1600

Agenda at a Glance

<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
<th>LOCATION</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 15, 2020*</td>
<td>5:00pm-9:00pm</td>
<td>DoubleTree Hilton</td>
<td>Training, commitee meetings, opening keynotes, tradeshow, networking</td>
</tr>
<tr>
<td>November 16, 2020*</td>
<td>8:30am-8:00pm</td>
<td>DoubleTree Hilton</td>
<td>Keynote, technical sessions, tradeshow, reception</td>
</tr>
<tr>
<td>November 17, 2020*</td>
<td>8:30am-8:00pm</td>
<td>DoubleTree Hilton</td>
<td>Keynotes, awards luncheon, technical sessions, tradeshow, reception, networking</td>
</tr>
<tr>
<td>November 18, 2020*</td>
<td>9:00am - 4:30pm</td>
<td>Offsite</td>
<td>Tours</td>
</tr>
</tbody>
</table>

Call for Proposals

March 2<sup>nd</sup>, 2020 - April 17<sup>th</sup>, 2020

Visit citiesalive.org or contact Manpreet Sahota for more information at: conference@greenroofs.org

*Events dates and locations are subject to change.
Sponsorship & Marketing Opportunities (USD)

CitiesAlive offers varied and convenient customized sponsorship and marketing opportunities to match your company’s outreach goals.

### Exhibit Opportunities

Trade show booths are limited and range from:

- **2,299 USD (member) - 2,549 USD (non-member) early bird pricing (ends Sept 25th, 2020)**
- **2,549 USD (member) - 2,799 USD (non-member) regular pricing**

All trade show booths include 2 conference delegate passes valued at 1,198 USD.

### Custom Sponsorship Opportunities

Are you interested in participating in the conference by speaking or attending with your colleagues, clients, or friends? If so, we have custom opportunities based on your goals for your company and presence at the conference.

### Sponsorship Contact

**Steven Peck, GRP, Hon. ASLA**
Founder and President
Green Roofs for Healthy Cities
416-971-4494 x233
speck@greenroofs.org

or

**Manpreet Sahota**
Event & Business Development Co-ordinator
416-971-4494 x228
conference@greenroofs.org

Download detailed package at citiesalive.org

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### Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Copper</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 8' Trade Show Booth</td>
<td>2</td>
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<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>
</tr>
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</table>

**Total Savings:**
- **Gold:** $13,910
- **Silver:** $8,955
- **Bronze:** $6,966
- **Copper:** $4,802

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Lunch Sponsor</th>
<th>Breakfast Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Specialized marketing opportunity at conference for logo placement</td>
<td>-</td>
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</tr>
<tr>
<td>Opportunity to have a local project profiled on a tour</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to present at the Innovative Product Session</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to Moderate a Technical Session</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo Display at Conference, in all print &amp; digital materials, including event website and program</td>
<td>Extra Large</td>
<td>Large</td>
</tr>
</tbody>
</table>

**Total Promotional Value:**

**Logo Exposure:** +1 Million Impressions

(Estimated value of $25,000 to $82,000 depending on level of investment)
Symposia

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 50-75 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 green roof and wall policies. 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*

- March 30th, 2020* - Raleigh, NC
- April 27th, 2020* - Orlando, FL
- June 19th, 2020* - New York, NY
- July 17th, 2020* - Chicago, IL
- Fall 2020* - Vancouver, BC
- Fall 2020* - Seattle, WA

Sponsorship Opportunities

- Sponsorships from 1,500-2,500 USD
- Custom sponsorship opportunities available

Exhibition Opportunities

- Member: 799 USD
- Non-Member: 1,049 USD

*Sponsorship Contact
Chantelle Gubert
Program Coordinator
Green Roofs for Healthy Cities
416-971-4494 x225
symposia@greenroofs.org

*Events dates and locations are subject to change

World Green Infrastructure Congress

There are international business opportunities available during June 16th-18th, 2020 in Berlin. This conference is hosted by the German Green Roofs Association (BUGG) and the World Green Infrastructure Network. See worldgreeninfrastructurenetwork.org for further details.
Staff Contacts

Steven Peck, GRP, Hon. ASLA
Founder and President
416-971-4494 x233
speck@greenroofs.org

Rohan Lilauwala, GRP
Program Manager
416-971-4494 x231
rlilauwala@greenroofs.org

Blaine Stand
Professional Resources Manager
416-971-4494 x223
bstand@greenroofs.org

Chantelle Gubert
Program Coordinator/Symposia
416-971-4494 x225
cgubert@greenroofs.org

Manpreet Sahota
Event & Business Development Coordinator/CitiesAlive/Grey to Green
416-971-4494 x228
msahota@greenroofs.org

Emma Tamlin
Engagement Manager/Communications
416-971-4494 x222
etamlin@greenroofs.org

GRHC 2020 Board of Directors

Matthew Barmore, GRP, MBA
Greenrise Technologies
GRHC Chair

Jeffery Bruce, GRP, FASLA
Jeffery L. Bruce & Co. LLC
Past Chair

Peter Lowitt
Devens Enterprise Commission
Past Chair

Christian Mahlstedt, LEED AP, GRP
Gingko Sustainability
Treasurer

Ann-Neil Cosby
McGuire Woods LLP
Attorney

Dr. Reid Coffman
Kent State University
Research Committee Chair

Elizabeth Hart Morris, GRP, CDT
Henry Company
Green Roof Professional Chair

Michael Krause
Kandiyo Consulting, LLC
Green Infrastructure Foundation

Melissa Caggiano, CNLP
Plant Connection
Green Walls Chair

Ed Snodgrass
Green Roof Plants
Professional Development Chair

Daniel Martin
Permaloc
Corporate Members Chair

Jeff Joslin
San Francisco
Policy Committee Chair

GIF 2020 Board of Directors

David Yocca
Biohabitats
GIF Chair

Andy Creath
Green Roofs of Colorado

Wendi Goldsmith
Center for Urban Watershed Renewal

Michael Krause
Kandiyo Consulting
Treasurer

Liz Deardorff
American Rivers

Lois Vitt Sale
Wight & Company

Nancy Choi
Arup

Peter Lowitt
Devens Enterprise Commission

Social Media

http://www.facebook.com/GreenRoofsForHealthyCities

http://twitter.com/GRHCna

https://www.instagram.com/grhcna/

https://www.linkedin.com/company/green-roofs-for-healthy-cities
Engagement Opportunity Summary

**Membership**
To take advantage of many great opportunities to engage with GRHC and the green roof and wall industry, become a member!

- Individual memberships 55-207.50 USD
- Corporate memberships 550-5500 USD

**Contact**
Blaine Stand  
Professional Resources Manager  
416-971-4494 x223  
membership@greenroofs.org  
greenroofs.org/membership

**Advertising**
For your digital and print advertising, choose our publications such as the *Living Architecture Monitor™*, the *Green Pages: Green Roof & Wall Industry Directory*, or our websites.

- Individual ads starting under 600 USD!

**Contact**
Steven Peck, GRP, Hon ASLA  
Founder, President  
416-971-4494 x233  
speck@greenroofs.org  
livingarchitecturemonitor.com/advertise

**Grey to Green and CitiesAlive Conferences**
Grey to Green and CitiesAlive provide many opportunities for engagement such as attending, speaking, exhibiting or sponsoring! Connect with professionals from around North America.

- Custom sponsorship opportunities are available.

**Contact**
Manpreet Sahota  
Events and Business Development Coordinator  
416-971-4494 x228  
conference@greenroofs.org  
stevenpeck@greenroofs.org  
greytogreenconference.org  
citiesalive.org

**Symposia**
For engagement opportunities in local markets, support our Symposia in 2020! Small groups of 50-75 attendees ensure high visibility for your brand.

- Custom sponsorship opportunities are available.

**Contact**
Chantelle Gubert  
Program Coordinator  
416-971-4494 x225  
symposia@greenroofs.org  
greenroofs.org/symposia

**Training**
We offer professional training and accreditation through our online training courses! Sign up today to boost your learning in the green infrastructure field.

- Courses starting at just 39 USD! See online for full course listings and prices.

**Contact**
Blaine Stand  
Professional Resources Manager  
416-971-4494 x223  
blaine@greenroofs.org  
livingarchitectureacademy.com
Membership Order Form

Membership Benefits:

- Stay connected to the industry through networking opportunities, events, and communications
- Shape the future of the industry by participating in industry developments and committees
- Learn more by keeping up with cutting-edge research, best practices, standards, and developments
- Save on marketing your products and services via events, the Living Architecture Monitor™ magazine, and online

Membership Savings Scenarios:

<table>
<thead>
<tr>
<th></th>
<th>Advanced Tier (1) Member Prices</th>
<th>Non-Member Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page LAM ad 4x</td>
<td>8,378 USD</td>
<td>12,222 USD</td>
</tr>
<tr>
<td>1 symposium exhibitor</td>
<td>799 USD</td>
<td>1,049 USD</td>
</tr>
<tr>
<td>1/2 Green Pages ad</td>
<td>756 USD</td>
<td>756 USD</td>
</tr>
<tr>
<td>CitiesAlive exhibitor</td>
<td>2,299 USD</td>
<td>2,549 USD</td>
</tr>
<tr>
<td>Totals</td>
<td>12,232 USD</td>
<td>16,906 USD</td>
</tr>
<tr>
<td>Total Member Savings</td>
<td>4,674 USD</td>
<td>0 USD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Standard Tier (2) Member Prices</th>
<th>Non-Member Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page LAM ad 4x</td>
<td>2,695 USD</td>
<td>3,468 USD</td>
</tr>
<tr>
<td>1 symposium exhibitor</td>
<td>799 USD</td>
<td>1,049 USD</td>
</tr>
<tr>
<td>1/2 page Green Pages ad</td>
<td>756 USD</td>
<td>756 USD</td>
</tr>
<tr>
<td>CitiesAlive exhibitor</td>
<td>2,299 USD</td>
<td>2,549 USD</td>
</tr>
<tr>
<td>Totals</td>
<td>13,349 USD</td>
<td>16,906 USD</td>
</tr>
<tr>
<td>Total Member Savings</td>
<td>1,273 USD</td>
<td>0 USD</td>
</tr>
</tbody>
</table>

Membership Selection:

- Individual Membership
  - Supporter/Student ($55 USD)
  - Corporate Affiliate ($100 USD)
  - Individual ($160 USD)
  - GRP Renewal ($207.50 USD)

- Corporate Membership
  - Charitable/Non-Profit ($550 USD)
  - Government/Institutional ($550 USD)
  - Professional ($550 USD)
  - Nursery ($750 USD)
  - Green Wall ($1,250 USD)
  - Suppliers of Accessories ($3,800 USD)
  - Manufacturer ($5,200 USD)

Memberships are for one calendar year. Contact Blaine Stand for more information at membership@greenroofs.org or 416-971-4494 x223
To become a member online, visit greenroofs.org/memberportal, click the Log In button and Sign Up.

Membership total (USD): _______________
**LAM & Green Pages Order Form**

### 1. CORPORATE MEMBER LAM RATES

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

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x (15% off)</th>
<th>3x (20% off)</th>
<th>4x (25% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>$3,878</td>
<td>$6,593</td>
<td>$9,307</td>
<td>$11,634</td>
</tr>
<tr>
<td>IFC or IBC</td>
<td>$3,722</td>
<td>$6,327</td>
<td>$8,933</td>
<td>$11,166</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,793</td>
<td>$4,748</td>
<td>$6,703</td>
<td>$8,378</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,172</td>
<td>$3,692</td>
<td>$5,212</td>
<td>$6,515</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,513</td>
<td>$2,572</td>
<td>$3,630</td>
<td>$4,538</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,085</td>
<td>$1,845</td>
<td>$2,605</td>
<td>$3,256</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$793</td>
<td>$1,347</td>
<td>$1,902</td>
<td>$2,378</td>
</tr>
</tbody>
</table>

### 2. NON-MEMBER LAM RATES

**Living Architecture Monitor - Non-Members**
Inquire about upgrading to a membership that fits your organization's needs.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x (3% off)</th>
<th>3x (5% off)</th>
<th>4x (7% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>$4,562</td>
<td>$8,851</td>
<td>$13,003</td>
<td>$16,972</td>
</tr>
<tr>
<td>IFC or IBC</td>
<td>$4,379</td>
<td>$8,495</td>
<td>$12,480</td>
<td>$16,289</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,285</td>
<td>$6,374</td>
<td>$9,363</td>
<td>$12,222</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,555</td>
<td>$4,957</td>
<td>$7,282</td>
<td>$9,505</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,780</td>
<td>$3,453</td>
<td>$5,073</td>
<td>$6,621</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,277</td>
<td>$2,477</td>
<td>$3,640</td>
<td>$4,751</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$932</td>
<td>$1,809</td>
<td>$2,657</td>
<td>$3,468</td>
</tr>
</tbody>
</table>

### 3. 2019/20 GREEN PAGES ADVERTISING

**Ad Sizes**

<table>
<thead>
<tr>
<th></th>
<th>OBC</th>
<th>IFC or IBC</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAM 4X Advertisers (50% off)</td>
<td>$1,939</td>
<td>$1,861</td>
<td>$1,396</td>
<td>$1,086</td>
<td>$756</td>
<td>$543</td>
<td>$396</td>
</tr>
<tr>
<td>Non-Advertisers or 3x or less</td>
<td>$3,878</td>
<td>$3,722</td>
<td>$2,793</td>
<td>$2,172</td>
<td>$1,513</td>
<td>$1,085</td>
<td>$793</td>
</tr>
</tbody>
</table>

**Listing** - Includes company name, description, website address and phone number

<table>
<thead>
<tr>
<th>Listing</th>
<th>Bronze (20 words)</th>
<th>Silver (30 words)</th>
<th>Gold (50 words)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member Rate</td>
<td>Free!</td>
<td>$163</td>
<td>$265</td>
</tr>
<tr>
<td>Non-Member Rate</td>
<td>$112</td>
<td>$214</td>
<td>$316</td>
</tr>
</tbody>
</table>

### 4. ORDER DETAILS

**WHAT ADVERTISING ARE YOU BOOKING?**

- Winter 2019/2020
- Spring 2020
- Summer 2020
- Fall 2020
- Winter 2020/2021
- Green Pages 2019/2020
- Livingarchitecturemonitor.com

**TOTAL ADVERTISING PURCHASE COST**
USD (Canadian firms, please add 13% HST)

**HOW TO FILL OUT SHEET:**

<table>
<thead>
<tr>
<th>Option</th>
<th>Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>2</td>
</tr>
</tbody>
</table>

Circle desired choices

Content and design of all advertisements are subject to the publisher's approval. Every attempt is made to ensure the supplied file matches the supplied proof; however, the publisher cannot accept responsibility for ads that are not accompanied by a contract color proof. Publisher is not responsible for line-up of type or image through the gutter on spreads or single pages next to an inset. It is not uncommon for pages to shift up to 1/8-inch during the binding process. Therefore publisher strongly recommends avoiding creative designs with running type or image through the gutter. Prepayment by check or credit card is required for all ads. Frequency discounts will not be recognized unless a contract is issued and signed. Verbal agreements are not recognized. No cancellations are accepted after closing for advertiser spaced.

Contact Steven Peck for more details at speck@greenroofs.org or 416-971-4494 x233.
# Grey to Green 2020 Order Form

**Marketing & Promotional Opportunities:**

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

<table>
<thead>
<tr>
<th></th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>10,000</td>
<td>7,692</td>
</tr>
<tr>
<td>SILVER</td>
<td>7,500</td>
<td>5,769</td>
</tr>
<tr>
<td>BRONZE</td>
<td>5,000</td>
<td>3,846</td>
</tr>
<tr>
<td>COPPER</td>
<td>3,000</td>
<td>2,038</td>
</tr>
<tr>
<td>RECEPTION</td>
<td>1,500</td>
<td>1,154</td>
</tr>
<tr>
<td>A LA CARTE</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>CUSTOM PACKAGE</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

**Custom sponsorship opportunities are available.** Please contact Manpreet Sahota for more details at conference@greenroofs.org or 416-971-4494 x228

**Exhibition Booth Only**

- **Paid Before Feb 29/20**
  - **Member:** 1,099 CAD (845 USD) // **Non-Member:** 1,349 CAD (1,038 USD)
- **Paid After Feb 29/20**
  - **Member:** 1,349 CAD (1,038 USD) // **Non-Member:** 1,599 CAD (1,230 USD)

**Booth Choice:**

1st: ____________  2nd: ____________  3rd: ____________

Grey to Green total (USD): ____________

---

# CitiesAlive 2020 Order Form

**Marketing & Promotional Opportunities:**

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

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>15,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>10,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>7,500</td>
</tr>
<tr>
<td>COPPER</td>
<td>5,000</td>
</tr>
<tr>
<td>A LA CARTE</td>
<td>_______</td>
</tr>
<tr>
<td>CUSTOM PACKAGE</td>
<td>_______</td>
</tr>
</tbody>
</table>

**Custom sponsorship opportunities are available.** Please contact Manpreet Sahota for more details at conference@greenroofs.org or 416-971-4494 x228

**Exhibition Booth Only**

- **Paid Before Apr 17/20**
  - **Member:** 2,299 USD // **Non-Member:** 2,549 USD
- **Paid After Apr 17/20**
  - **Member:** 2,549 USD // **Non-Member:** 2,749 USD

**Booth Choice:**

1st: ____________  2nd: ____________  3rd: ____________

CitiesAlive total (USD): ____________
Symposium 2020 Order Form

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 for more details at symposia@greenroofs.org or 416-971-4494 x225

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

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

Symposium total (USD): ______________

Payment Information

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

Select Payment Method
☐ Credit Card ☐ Cheque

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

Total Membership, Advertising, & Events (USD): ______________

Name on Card: _____________________________
Card Number: _____________________________
Expiry Date: ______________ CVV: ______________
Signature: _____________________________

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

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