Growing the Industry Together!

2019 Awards of Excellence Winner
Garage Apartments
Photo Courtesy: Living Roofs Inc

2020 Planning Guide & Engagement Opportunities

greenroofs.org | greeninfrastructurefoundation.org
Table of Contents

Organization Background

Background 3
Green Roofs for Healthy Cities 3
Green Infrastructure 3
Foundation

Direct Participation

GRHC Membership 4
Advisory Committee 4
Open Forum Webinars 4
Industry Survey 5
Training and Accreditation 5

Market Development

Living Architecture 6
Performance Tool 6
Awards of Excellence

Publications and Advertising

Living Architecture Monitor 7
Green Pages: Green Roof & Wall 7
Industry Directory

Events and Advertising

2020 Event Programming 8
Overview
Grey to Green Conference 8
CitiesAlive Conference 10
Symposia 12
World Green Infrastructure Congress 12

Contact Information

Staff Directory 13
GRHC 2020 Board of Directors 13
Website and Social Media 13
Engagement Opportunity Summary 14

Order Forms

Membership Order Form 15
LAM & Green Pages Order Form 16
Grey to Green Order Form 17
CitiesAlive Order Form 17
Symposium Order Form 18
Payment Information 18

Key Dates

• January 13th, 2020
  Grey to Green Toronto call for proposals closes
• Jan 31st, 2020
  LAM Spring edition ad close
• March 2nd - April 17th, 2020
  CitiesAlive call for proposals
• May 31st, 2020
  LAPT project submissions close
• June 26th, 2020
  Awards of Excellence project submissions close

• October 18th-19th, 2020
  Grey to Green Toronto
• October 23, 2020 - Raleigh Symposium
• October 30, 2020 - Chicago Symposium
• November 30, 2020 - New York Symposium
• December 4, 2020 - Seattle Symposium
• December 7, 2020 - Vancouver Symposium
• December 14, 2020 - Orlando Symposium
• November 15th-18th, 2020
  CitiesAlive Philadelphia

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>Supporter</td>
<td>Government/Institutional</td>
</tr>
<tr>
<td>$55</td>
<td>$550</td>
</tr>
<tr>
<td>Corporate Affiliate</td>
<td>Professional</td>
</tr>
<tr>
<td>$100</td>
<td>$550</td>
</tr>
<tr>
<td>Individual</td>
<td>Nursery</td>
</tr>
<tr>
<td>$160</td>
<td>$750</td>
</tr>
<tr>
<td>Green Roof Professional</td>
<td>Green Walls</td>
</tr>
<tr>
<td>$207.50</td>
<td>$1,250</td>
</tr>
<tr>
<td></td>
<td>Suppliers of Accessories</td>
</tr>
<tr>
<td></td>
<td>$3,800</td>
</tr>
<tr>
<td></td>
<td>Manufacturers</td>
</tr>
<tr>
<td></td>
<td>$5,200</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.
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
October 19th-20th, 2020*

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

Agenda at a Glance

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 19,  2020*</td>
<td>8:30am - 8:00pm</td>
<td>Chestnut Conference Center</td>
<td>Opening keynote, tradeshow, technical sessions, tradeshow, reception, networking</td>
</tr>
<tr>
<td>Oct 20,  2020*</td>
<td>9:00am - 4:30pm</td>
<td>Chestnut Conference Center/ Off-site</td>
<td>Training and tours</td>
</tr>
</tbody>
</table>

*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 10’ 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><strong>Total Savings:</strong></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>
<tr>
<td>Marketing opportunity to offer promotional materials at event and logo placement on signage at specific events at the conference.</td>
<td>Opening Plenary</td>
<td>Afternoon Plenary</td>
<td>Lunch</td>
<td>Breakfast</td>
<td>Reception</td>
</tr>
<tr>
<td>Participation on the conference Advisory Committees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to have a local project profiled on a tour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to present at the Innovative Product Session</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to Moderate a Technical Session</td>
<td></td>
<td></td>
<td></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>
<td>Medium</td>
<td>Standard</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Promotional Value:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td><strong>Logo Exposure:</strong> +500,000 Impressions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(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

*Events dates and locations are subject to change.

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 15th-18th, 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, committee 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 2nd, 2020 - April 17th, 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.

### Exhibition 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

---

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</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>
<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>
</tr>
</tbody>
</table>

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

### Specialized Marketing Opportunities

- **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**

**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*

- October 23rd, 2020* - Raleigh, NC
- October 30th, 2020 - Chicago, IL
- November 30th, 2020 - New York, NY
- December 4th, 2020- Seattle, WA
- December 7th - Vancouver, BC
- December 14th, 2020* - Orlando, FL

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steven Peck, GRP, Hon. ASLA</td>
<td>Founder and President</td>
<td>416-971-4494 x233</td>
<td><a href="mailto:speck@greenroofs.org">speck@greenroofs.org</a></td>
</tr>
<tr>
<td>Blaine Stand</td>
<td>Professional Resources Manager</td>
<td>416-971-4494 x223</td>
<td><a href="mailto:bstand@greenroofs.org">bstand@greenroofs.org</a></td>
</tr>
<tr>
<td>Rohan Lilauwala, GRP</td>
<td>Program Manager</td>
<td>416-971-4494 x231</td>
<td><a href="mailto:rlilauwala@greenroofs.org">rlilauwala@greenroofs.org</a></td>
</tr>
<tr>
<td>Chantelle Gubert</td>
<td>Program Coordinator/Symposia</td>
<td>416-971-4494 x225</td>
<td><a href="mailto:cgubert@greenroofs.org">cgubert@greenroofs.org</a></td>
</tr>
<tr>
<td>Manpreet Sahota</td>
<td>Event &amp; Business Development Coordinator/CitiesAlive/Grey to Green</td>
<td>416-971-4494 x228</td>
<td><a href="mailto:msahota@greenroofs.org">msahota@greenroofs.org</a></td>
</tr>
<tr>
<td>Emma Tamlin</td>
<td>Engagement Manager/Communications</td>
<td>416-971-4494 x222</td>
<td><a href="mailto:etamlin@greenroofs.org">etamlin@greenroofs.org</a></td>
</tr>
<tr>
<td>Blaine Stand</td>
<td>Professional Resources Manager</td>
<td>416-971-4494 x223</td>
<td><a href="mailto:bstand@greenroofs.org">bstand@greenroofs.org</a></td>
</tr>
<tr>
<td>Chantelle Gubert</td>
<td>Program Coordinator/Symposia</td>
<td>416-971-4494 x225</td>
<td><a href="mailto:cgubert@greenroofs.org">cgubert@greenroofs.org</a></td>
</tr>
<tr>
<td>Manpreet Sahota</td>
<td>Event &amp; Business Development Coordinator/CitiesAlive/Grey to Green</td>
<td>416-971-4494 x228</td>
<td><a href="mailto:msahota@greenroofs.org">msahota@greenroofs.org</a></td>
</tr>
<tr>
<td>Emma Tamlin</td>
<td>Engagement Manager/Communications</td>
<td>416-971-4494 x222</td>
<td><a href="mailto:etamlin@greenroofs.org">etamlin@greenroofs.org</a></td>
</tr>
</tbody>
</table>

## GRHC 2020 Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matthew Barmore, GRP, MBA</td>
<td>GRHC Chair</td>
<td>Greenrise Technologies</td>
</tr>
<tr>
<td>Jeffery Bruce, GRP, FASLA</td>
<td>Past Chair</td>
<td>Jeffery L. Bruce &amp; Co. LLC</td>
</tr>
<tr>
<td>Peter Lowitt</td>
<td>Past Chair</td>
<td>Devens Enterprise Commission</td>
</tr>
<tr>
<td>Christian Mahlstedt, LEED AP, GRP</td>
<td>Treasurer</td>
<td>Gingko Sustainability</td>
</tr>
<tr>
<td>Michael Krause</td>
<td>Treasurer</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Elizabeth Hart Morris, GRP, CDT</td>
<td>Green Roof Professional Chair</td>
<td>Henry Company</td>
</tr>
<tr>
<td>Dr. Reid Coffman</td>
<td>Research Committee Chair</td>
<td>Kent State University</td>
</tr>
<tr>
<td>Ann-Neil Cosby</td>
<td>Attorney</td>
<td>McGuire Woods LLP</td>
</tr>
<tr>
<td>Ed Snodgrass</td>
<td>Green Roof Plants Chair</td>
<td>Professional Development Chair</td>
</tr>
<tr>
<td>Daniel Martin</td>
<td>Corporate Members Chair</td>
<td>Permaloc</td>
</tr>
<tr>
<td>Jeff Joslin</td>
<td>Policy Committee Chair</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Melissa Caggiano, CNLP</td>
<td>Green Walls Chair</td>
<td>Plant Connection</td>
</tr>
<tr>
<td>Michael Krause</td>
<td>Green Infrastructure Foundation</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Liz Deardorff</td>
<td>American Rivers</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Nancy Choi</td>
<td>ARUP</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Wendi Goldsmith</td>
<td>Center for Urban Watershed Renewal</td>
<td>Center for Urban Watershed Renewan</td>
</tr>
<tr>
<td>Lois Vitt Sale</td>
<td>Wight &amp; Company</td>
<td>Center for Urban Watershed Renewan</td>
</tr>
</tbody>
</table>

## GIF 2020 Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Yocca</td>
<td>GIF Chair</td>
<td>Biohabitats</td>
</tr>
<tr>
<td>Andy Creath</td>
<td>Green Roofs of Colorado</td>
<td>Green Roofs of Colorado</td>
</tr>
<tr>
<td>Michael Krause</td>
<td>Treasurer</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Liz Deardorff</td>
<td>American Rivers</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Nancy Choi</td>
<td>ARUP</td>
<td>Kandiyo Consulting, LLC</td>
</tr>
<tr>
<td>Peter Lowitt</td>
<td>Devens Enterprise Commission</td>
<td>Devens Enterprise Commission</td>
</tr>
<tr>
<td>Wendi Goldsmith</td>
<td>Center for Urban Watershed Renewal</td>
<td>Center for Urban Watershed Renewan</td>
</tr>
<tr>
<td>Lois Vitt Sale</td>
<td>Wight &amp; Company</td>
<td>Wight &amp; Company</td>
</tr>
</tbody>
</table>

## Social Media

- [Facebook](http://www.facebook.com/GreenRoofsForHealthyCities)
- [Twitter](http://twitter.com/GRHHCna)
- [Instagram](https://www.instagram.com/grhcnal)
- [LinkedIn](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
Steven Peck, GRP, Hon ASLA
Founder, President
416-971-4494 x233
speck@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
bstand@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><strong>Total Member Savings</strong></td>
<td><strong>4,674 USD</strong></td>
<td><strong>0 USD</strong></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><strong>Total Member Savings</strong></td>
<td><strong>1,273 USD</strong></td>
<td><strong>0 USD</strong></td>
</tr>
</tbody>
</table>

Membership Selection:

- [ ] Individual Membership
- [ ] Corporate Membership

<table>
<thead>
<tr>
<th>Individual Membership</th>
<th>Corporate Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Supporter/Student ($55 USD)</td>
<td>[ ] Charitable/Non-Profit ($550 USD)</td>
</tr>
<tr>
<td>[ ] Corporate Affiliate ($100 USD)</td>
<td>[ ] Government/Institutional ($550 USD)</td>
</tr>
<tr>
<td>[ ] Individual ($160 USD)</td>
<td>[ ] Professional ($550 USD)</td>
</tr>
<tr>
<td>[ ] GRP Renewal ($ 207.50 USD)</td>
<td>[ ] Nursery ($750 USD)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1x 1x (15% off)</th>
<th>2x (20% 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>

### Non-member LAM rates

<table>
<thead>
<tr>
<th></th>
<th>1x (3% off)</th>
<th>2x (5% 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>

### 2 — Living Architecture Monitor - Standard Tier Rates

<table>
<thead>
<tr>
<th></th>
<th>1x 2x (5% off)</th>
<th>3x (10% off)</th>
<th>4x (15% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>$3,878</td>
<td>$7,368</td>
<td>$10,471</td>
</tr>
<tr>
<td>IFC or IBC</td>
<td>$3,722</td>
<td>$7,072</td>
<td>$10,049</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,793</td>
<td>$5,306</td>
<td>$7,540</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,172</td>
<td>$4,126</td>
<td>$5,863</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,513</td>
<td>$2,874</td>
<td>$4,084</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,085</td>
<td>$2,062</td>
<td>$2,930</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$793</td>
<td>$1,506</td>
<td>$2,140</td>
</tr>
</tbody>
</table>

### 3 — Website Advertising On:

**LIVINGARCHITECTUREMONITOR.COM**

<table>
<thead>
<tr>
<th>Rotating Banner Ad</th>
<th>Corporate Member Rate (25% off)</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>283 x 73 pixels</td>
<td>$147</td>
<td>$196</td>
</tr>
<tr>
<td>283 x 283 pixels</td>
<td>$220</td>
<td>$294</td>
</tr>
<tr>
<td>920 x 115 pixels</td>
<td>$324</td>
<td>$432</td>
</tr>
</tbody>
</table>

The website sees more than 30,000 unique visits and 50,000 unique page views per year.

### 4 — 2019/20 Green Pages Advertising

#### Ad Sizes

- OBC
- IFC or IBC
- Full Page
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/4 Page

#### Non-Advertisers or 3x or less

- $4,379
- $8,495
- $12,480
- $16,289

### 2019/20 Green Pages Advertising

| Listing - Includes company name, description, website address and phone number |
|---------------------------------|--|--|--|
| Corporate Member Rate | Free! | $163 | $265 |
| Non-Member Rate      | $112  | $214 | $316 |

### 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)

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):

- ☐ GOLD (10,000 CAD) (7,692 USD)
- ☐ SILVER (7,500 CAD) (5,769 USD)
- ☐ BRONZE (5,000 CAD) (3,846 USD)
- ☐ COPPER (3,000 CAD) (2,038 USD)
- ☐ RECEPTION (1,500 CAD) (1,154 USD)

- ☐ A LA CARTE (_________ CAD) (_________ USD)
- ☐ CUSTOM PACKAGE (_________ USD)

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))
- ☐ EXHIBITION BOOTH ONLY (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):

- ☐ GOLD (15,000 USD)
- ☐ SILVER (10,000 USD)
- ☐ BRONZE (7,500 USD)
- ☐ COPPER (5,000 USD)

- ☐ A LA CARTE (_________ USD)
- ☐ CUSTOM PACKAGE (_________ USD)

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)
- ☐ EXHIBITION BOOTH ONLY (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 ☐ CHICAGO ☐ NEW YORK ☐ SEATTLE ☐ VANCOUVER ☐ ORLANDO

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: _____________________________

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

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