



# CITIESALIVE

8TH ANNUAL GREEN ROOF & WALL CONFERENCE  
VANCOUVER: NOVEMBER 30 - DECEMBER 03, 2010

## Overview

*“The Time is Now ... Exploring Opportunities to Address Climate Change”*

*“Snowstorm: East Coast Blizzard Tied to Climate Change” ... “Arctic Climate Changing Faster Than Expected” ... “China Sea Levels Reach Record High” ... “Carbon Emissions Increasing Acidity of Ocean, Threatening Marine Life”*

Whether you are a skeptic or not, headlines around the world are recognizing global warming as a major threat facing us right now. Can we make more of a difference in shaping our future? Can we slow down the impacts of global warming?

Join us in Vancouver for **CitiesAlive!** 2010 and explore opportunities to expand your business. Position your business to take advantage of the leading edge conversation about new products, new design practices, new projects and markets, and new policies and research opportunities designed to maximize the ability of widespread green roof and wall implementation to contribute solutions to climate change.

**CitiesAlive!** 2010 is a three-day celebration of green roofs and walls, and the only event in North America that is specifically designed to bring the international community together in an effort to address the issues of green roofs and walls as they relate to environmental, social and economic needs on a local, regional and global level. Tap into the expanding West Coast Market and learn how to better position your products and services to help manage climate change by integrating building systems and increasing client payback and buy-in. Urban food, energy savings, renewables, embodied energy, water-energy dynamics, biofuels, cost savings – all these subjects will be on the table in the beautiful City of Vancouver, Canada in 2010.

**CitiesAlive!** 2010 will include a formal reception, tours, networking sessions, training courses and GRP accreditation testing. The **CitiesAlive!** Trade Show will be populated by industry leaders in the field of green infrastructure, a Global Village of Green Roof associations, and leading-edge educational institutions. A carefully developed program for international guests will feature special green roof and sustainable design destinations in Vancouver, and tourist activities.

## DID YOU KNOW?

That 2010 is predicted to be the hottest year on record, with a strong El Niño phenomenon and record greenhouse gas levels combining to send the mercury rising?

That twelve regions will be most affected by global warming, among them the Amazon rainforest and California?

That buildings are responsible for almost half (48%) of all energy consumption and greenhouse gas emissions and consume 76% of all power plant-generated electricity?

That 4 billion sq ft of roofs (new and retrofit) will be built this year in North America – and only a small fraction of them are green?

That by green roofing 1% of the country's roof space, 190,000 jobs will be created?

That by combining solar panels with green roof systems, you can increase the efficiency of the solar panel by up to 20%?

That a 2ft x 2ft green wall panel can offset the equivalent of one person's daily carbon output?

***“Explore the Opportunities”***

[www.citiesalive.org](http://www.citiesalive.org)

Presented by:



In Partnership with:



# 2010 SPONSORSHIP OPPORTUNITIES: VANCOUVER

**CitiesAlive! 2010** offers a range of opportunities to sponsor this innovative international event and maximize your exposure to leaders within the green roof and wall infrastructure industry. For more information about sponsorship opportunities, or to create a custom sponsorship package, please contact Jennifer Sprout at [jsprout@greenroofs.org](mailto:jsprout@greenroofs.org).

## Sponsor Benefits:

- Recognition as a leader in the green infrastructure field
- International awareness of your organization's services and products
- Networking opportunities with international and regional green infrastructure experts, industry leaders and policy makers
- New partnership opportunities
- Exposure to new markets and financing opportunities
- Profile your organization to a target audience of 1000 Congress participants

## Sponsorship Profiles

### Platinum Sponsorships: \$25,000 (Maximum 2)

- 4 complimentary trade show booths (10' x 10')
- 10 complimentary Conference Delegate Passes
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials
- Full page colour ad in the Conference Program
- Promotional inserts in Delegate Registration Kits
- Full-page colour ad in the Living Architecture Monitor magazine

### Gold: \$15,000

- Two Complimentary trade show booths (10' x 10')
- 5 complimentary Conference Delegate Passes
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials
- Full page colour ad in the Conference Program
- Promotional inserts into Delegate Registration Kits
- Half-page colour ad in the Living Architecture Monitor magazine

### Silver: \$10,000

- One free trade show booth (10 x 10)
- 2 complimentary Conference Delegate Passes
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials
- 1/2 page colour ad in the Conference Program
- Promotional inserts into Delegate Registration Kits

### Bronze: \$7,500

- One free trade show booth (10' x 10')
- Prominent logo display in all print and online materials
- 1/2 page colour ad in the Conference Program
- Promotional inserts into Delegate Registration Kits

### Copper: \$5,000

- 1 complimentary Conference Delegate Pass
- Logo display on selected print and online materials
- 1/4 page colour ad in the Conference Program
- Promotional inserts into Delegate Registration Kits

### Brass: \$2,500

- 1 complimentary Conference Delegate Pass
- Logo display on selected print and online materials
- Name Recognition in the Conference Program
- Promotional inserts into Delegate Registration Kits

### Awards of Excellence (Exclusive): \$25,000

- The sponsor will be introduced at the Awards of Excellence Luncheon and will be featured in the annual awards presentation and printed program. The Sponsor will also be an honored guest with a reserved table at the Awards Luncheon (8 tickets).

### Official Meeting Bag: \$10,000

- The sponsor logo will be featured prominently on a canvas bag distributed to all conference delegates. This is one of the most visible sponsorship opportunities.

### Badge Lanyards: \$5,000

- The badge lanyards will feature the sponsor's name and logo.

### Presentation Theatre: \$5,000

- First launched in Washington, DC, the Presentation Theater was very popular with participating exhibitors allowing them a designated block of time to promote their products and services. This year's conference will enable a sponsor to "present" the Presentation Theater with signage in the theater and two pre-selected slots of time to make a presentation to the tradeshow audience.

### Trade Show Booths: \$2,400