

# Growing the Industry Together!



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

## 2020 Planning Guide & Engagement Opportunities

[greenroofs.org](http://greenroofs.org) | [greeninfrastructurefoundation.org](http://greeninfrastructurefoundation.org)



**GREEN**  
INFRASTRUCTURE  
FOUNDATION



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## Key Dates

- December 10<sup>th</sup>, 2019  
Green Pages ad close
- January 13<sup>th</sup>, 2020  
Grey to Green Toronto call for proposals closes
- Jan 31<sup>st</sup>, 2020  
LAM Spring edition ad close
- March 30<sup>th</sup>, 2020  
Symposium, Raleigh, NC
- March 2<sup>nd</sup> - April 17<sup>th</sup>, 2020  
CitiesAlive call for proposals
- April 27<sup>th</sup>, 2020  
Symposium, Orlando, FL
- May 28-29<sup>th</sup>, 2020  
Grey to Green Toronto
- May 31<sup>st</sup>, 2020  
LAPT project submissions close
- June 19<sup>th</sup>, 2020  
Symposium, New York, NY
- June 26<sup>th</sup>, 2020  
Awards of Excellence project submissions close
- July 17<sup>th</sup>, 2020  
Symposium, Seattle, WA
- November 15<sup>th</sup>-18<sup>th</sup>, 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*<sup>TM</sup> (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*<sup>TM</sup> 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](http://greenroofs.org)

[livingarchitectureacademy.com](http://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](http://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](http://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](mailto:membership@greenroofs.org) or 416-971-4494 x223.

## Levels of Membership and Pricing

### Individual Membership Fees (Annual USD):

Supporter	\$55
Corporate Affiliate	\$100
Individual	\$160
Green Roof Professional	\$207.50

### Corporate Membership Fees (Annual USD):

Government/Institutional	\$550
Professional	\$550
Nursery	\$750
Green Walls	\$1,250
Suppliers of Accessories	\$3,800
Manufacturers	\$5,200

## 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](mailto:membership@greenroofs.org) to inquire about committee opportunities.

**Policy Committee:**  
Jeff Joslin, Chair

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

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

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

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

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

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

**Research Committee:**  
Reid Coffman, Chair

**Technical Committee:**  
Richard Hayden, 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](mailto: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](mailto: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](http://livingarchitectureacademy.com)



Professional training online and on-demand

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

Save over \$1000 and earn up to 22.5 CEUs.

[livingarchitectureacademy.com](http://livingarchitectureacademy.com)

**LAA** | LIVING ARCHITECTURE ACADEMY

### 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

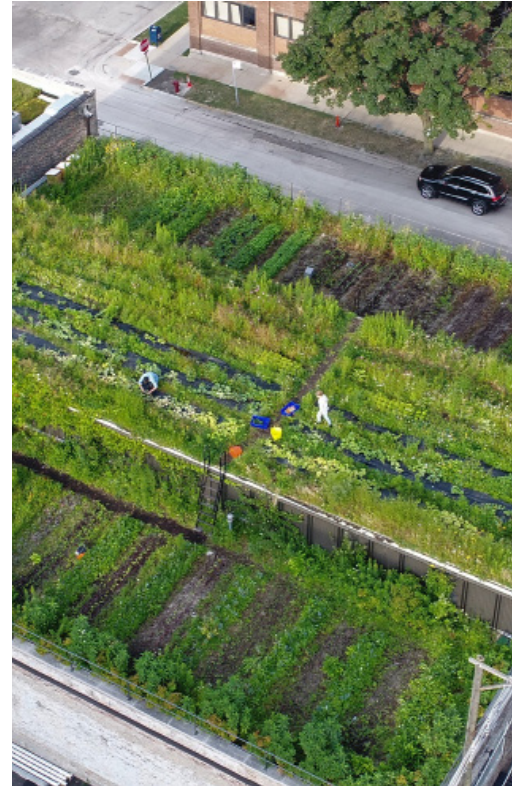
Developed and facilitated by GRHC and GIF, the Living Architecture Performance Tool (LAPT) is a rating system and resource, created to certify that green roofs and walls are designed and maintained to achieve measurable and replicable performance benefits, assuring they can be funded, designed, installed, 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 31<sup>st</sup>, 2020.

## Submit Your Project

Download the LAPT Framework for free at: [greeninfrastructurefoundation.org](http://greeninfrastructurefoundation.org)

Contact Rohan Lilauwala, [rlilauwala@greenroofs.org](mailto:rlilauwala@greenroofs.org) or 416-971-4494 x231 to inquire about participating in the pilot phase.



LAPT Certified Project. The Carroll Rooftop - Credit Omni Ecosystems

# 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*<sup>™</sup>, 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 26<sup>th</sup>, 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*<sup>™</sup> Advertising Award**- honoring supporters of the *Living Architecture Monitor*<sup>™</sup>.

**Chair's Corporate Award** - honoring individuals that have made a significant contribution to the industry.

For more information visit [greenroofs.org/awards](http://greenroofs.org/awards) | Submission deadline is June 26<sup>th</sup>, 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 31<sup>st</sup>, 2020.

Total Reach Per Issue  
**Over 40,000**

Download the 2020 Media Guide for member and non-member rates at: [livingarchitecturemonitor.com/advertise](http://livingarchitecturemonitor.com/advertise)

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

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

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

	1x	2x (5% off)	3x (10% off)	4x (15% off)
OBC	\$3,878	\$7,368	\$10,471	\$13,185
IFC or IBC	\$3,722	\$7,072	\$10,049	\$12,655
Full Page	\$2,793	\$5,306	\$7,540	\$9,495
2/3 Page	\$2,172	\$4,126	\$5,863	\$7,383
1/2 Page	\$1,513	\$2,874	\$4,084	\$5,143
1/3 Page	\$1,085	\$2,062	\$2,930	\$3,690
1/4 Page	\$793	\$1,506	\$2,140	\$2,695

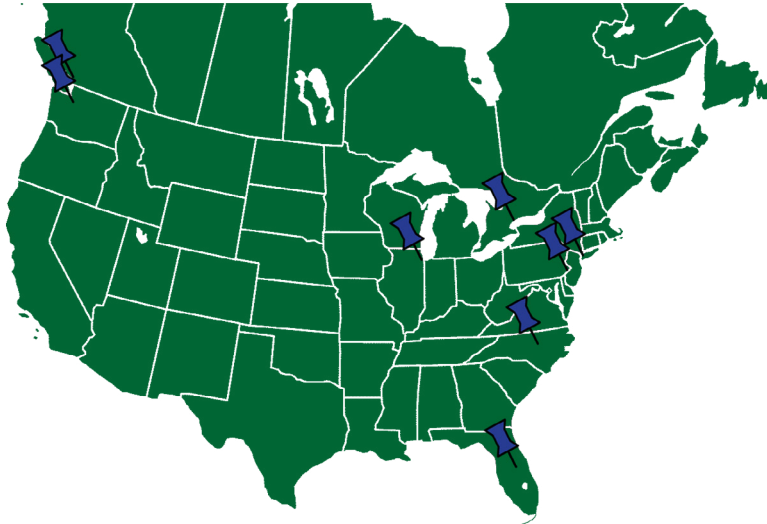
## Green Pages Industry Directory Advertising

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 10<sup>th</sup>, 2020.



# 2020 Event Programming Overview



## Grey to Green

May 28<sup>th</sup>-29<sup>th</sup>, 2020 - Toronto, ON

## CitiesAlive

November 15<sup>th</sup>-18<sup>th</sup>, 2020  
Philadelphia, PA

## Symposia

March 30<sup>th</sup>, 2020\* - Raleigh, NC  
April 27<sup>th</sup>, 2020\* - Orlando, FL  
June 19<sup>th</sup>, 2020\* - New York, NY  
July 17<sup>th</sup>, 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 8<sup>th</sup> annual *Grey to Green* Conference will highlight new policies, design practices, and innovative products in the green infrastructure sector.

### Date and Location

May 28<sup>th</sup>-29<sup>th</sup>, 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 13<sup>th</sup>\*, 2020. Visit [greytogreenconference.org](http://greytogreenconference.org) or contact Manpreet Sahota for more information at [conference@greenroofs.org](mailto:conference@greenroofs.org) or 416-971-4494 x228

## Sponsorship & Marketing Opportunities (CAD)

Benefits	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Copper \$3,000	Reception \$1,500
8'x 8' Trade Show Booth	2	1	1	1	-
Ad in the Conference Programs	Full Page	3/4 Page	1/2 Page	1/4 Page	-
Complementary Delegate Passes	8	6	4	2	2
Reception Passes	4	3	2	1	4
<b>Total Savings:</b>	<b>5,856 CAD</b>	<b>3,777 CAD</b>	<b>3,203 CAD</b>	<b>2,629 CAD</b>	<b>754 CAD</b>
Marketing opportunity to offer promotional materials at event and logo placement on signage at specific events at the conference.	Opening Plenary	Afternoon Plenary	Lunch	Breakfast	Reception
Participation on the conference Advisory Committees			-	-	-
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	-
<b>Total Promotional Value:</b>	<b>Logo Exposure: +500,000 Impressions</b> (Estimated value of 12,500 to 40,000 CAD depending on level of investment)				

## 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](mailto:speck@greenroofs.org)

## Exhibition Opportunities

Trade show booths are limited and range from:

- 1,099 CAD (member) - 1,349 CAD (non-member) early bird pricing (Ends April 3<sup>rd</sup>, 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.

Download detailed package at  
[greytogreyconference.org](http://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, 17<sup>th</sup> 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

DAY	TIME	LOCATION	EVENTS
November 15, 2020*	5:00pm-9:00pm	DoubleTree Hilton	Training, committee meetings, opening keynotes, tradeshow, networking
November 16, 2020*	8:30am-8:00pm	DoubleTree Hilton	Keynote, technical sessions, tradeshow, reception
November 17, 2020*	8:30am-8:00pm	DoubleTree Hilton	Keynotes, awards luncheon, technical sessions, tradeshow, reception, networking
November 18, 2020*	9:00am - 4:30pm	Offsite	Tours

### Call for Proposals

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












Visit [citiesalive.org](http://citiesalive.org) or contact Manpreet Sahota for more information at: [conference@greenroofs.org](mailto: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.

	Gold \$15,000	Silver \$10,000	Bronze \$7,500	Copper \$5,000
10'x 8' Trade Show Booth	2	1	1	1
Ad in the Conference Program	Full Page	3/4 Page	1/2 Page	1/4 Page
Complementary Delegate Passes	8	6	4	3
Local Host Committee Reception Passes	8	4	3	2
Complementary Training sessions	2 days	1.5 days	1 day	0.5 day
<b>Total Savings:</b>	<b>\$13,910</b>	<b>\$8,955</b>	<b>\$6,966</b>	<b>\$4,802</b>
Specialized marketing opportunity at conference for logo placement	Lunch Sponsor	Breakfast Sponsor	-	-
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
<b>Total Promotional Value:</b>	<b>Logo Exposure: +1 Million Impressions</b> (Estimated value of \$25,000 to \$82,000 depending on level of investment)			

### 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:

- 2,299 USD (member) - 2,549 USD (non-member) early bird pricing (ends Sept 25<sup>th</sup>, 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.

### Sponsorship Contact

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

or

**Manpreet Sahota**  
 Event & Business Development  
 Co-ordinator  
 416-971-4494 x228  
[conference@greenroofs.org](mailto:conference@greenroofs.org)

**Download detailed package at**  
[citiesalive.org](http://citiesalive.org)



# 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 30<sup>th</sup>, 2020\* - Raleigh, NC
- April 27<sup>th</sup>, 2020\* - Orlando, FL
- June 19<sup>th</sup>, 2020\* - New York, NY
- July 17<sup>th</sup>, 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

\*Events dates and locations are subject to change

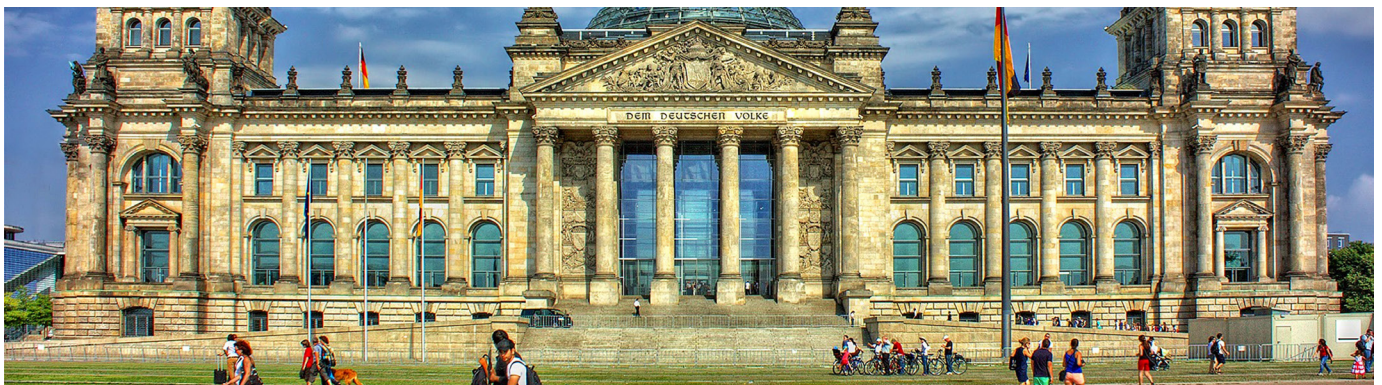


## Sponsorship Contact

**Chantelle Gubert**  
Program Coordinator  
Green Roofs for Healthy Cities  
416-971-4494 x225  
[symposia@greenroofs.org](mailto:symposia@greenroofs.org)

# World Green Infrastructure Congress

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



## Staff Contacts

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**Manpreet Sahota**  
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 416-971-4494 x231  
[rlilauwala@greenroofs.org](mailto:rlilauwala@greenroofs.org)

**Chantelle Gubert**  
 Program Coordinator/Symposia  
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[cgubert@greenroofs.org](mailto:cgubert@greenroofs.org)

**Emma Tamlin**  
 Engagement Manager/  
 Communications  
 416-971-4494 x222  
[etamlin@greenroofs.org](mailto:etamlin@greenroofs.org)

## GRHC 2020 Board of Directors

**Matthew Barmore, GRP, MBA**  
 Greenrise Technologies  
 GRHC Chair

**Ann-Neil Cosby**  
 McGuire Woods LLP  
 Attorney

**Melissa Caggiano, CNLP**  
 Plant Connection  
 Green Walls Chair

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

**Dr. Reid Coffman**  
 Kent State University  
 Research Committee Chair

**Ed Snodgrass**  
 Green Roof Plants  
 Professional Development Chair

**Peter Lowitt**  
 Devens Enterprise Commission  
 Past Chair

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

**Daniel Martin**  
 Permaloc  
 Corporate Members Chair

**Christian Mahlstedt, LEED AP, GRP**  
 Gingko Sustainability  
 Treasurer

**Michael Krause**  
 Kandiyoo Consulting, LLC  
 Green Infrastructure Foundation

**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**  
 Kandiyoo 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://www.facebook.com/GreenRoofsForHealthyCities)



<http://twitter.com/GRHCna>



[https://www.instagram.com/  
grhcna/](https://www.instagram.com/grhcna/)



[https://www.linkedin.com/  
company/green-roofs-for-  
healthy-cities](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](mailto:membership@greenroofs.org)

[greenroofs.org/membership](http://greenroofs.org/membership)

## Advertising

For your digital and print advertising, choose our publications such as the *Living Architecture Monitor*<sup>TM</sup>, 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](mailto:speck@greenroofs.org)

[livingarchitecturemonitor.com/advertise](http://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](mailto:conference@greenroofs.org)

**Steven Peck, GRP, Hon ASLA**

Founder, President

416-971-4494 x233

[speck@greenroofs.org](mailto:speck@greenroofs.org)

[greytogreenconference.org](http://greytogreenconference.org)

[citiesalive.org](http://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](mailto:symposia@greenroofs.org)

[greenroofs.org/symposia](http://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](mailto:bstand@greenroofs.org)

[livingarchitectureacademy.com](http://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*<sup>TM</sup> magazine, and online

## Membership Savings Scenarios:

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

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

## Membership Selection:

### Individual Membership

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

### Corporate Membership

- Tier 2  Charitable/Non-Profit (\$550 USD)
- Tier 2  Government/Institutional (\$550 USD)
- Tier 2  Professional (\$550 USD)
- Tier 2  Nursery (\$750 USD)
- Tier 1  Green Wall (\$1,250 USD)
- Tier 1  Suppliers of Accessories (\$3,800 USD)
- Tier 1  Manufacturer (\$5,200 USD)

Memberships are for one calendar year. Contact Blaine Stand for more information at [membership@greenroofs.org](mailto:membership@greenroofs.org) or 416-971-4494 x223

To become a member online, visit [greenroofs.org/memberportal](http://greenroofs.org/memberportal), click the Log In button and Sign Up.

<b>Membership total (USD):</b> _____
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# LAM & Green Pages Order Form

## 1 — CORPORATE MEMBER LAM RATES

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

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

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

	1x	2x (5% off)	3x (10% off)	4x (15% off)
OBC	\$3,878	\$7,368	\$10,471	\$13,185
IFC or IBC	\$3,722	\$7,072	\$10,049	\$12,655
Full Page	\$2,793	\$5,306	\$7,540	\$9,495
2/3 Page	\$2,172	\$4,126	\$5,863	\$7,383
1/2 Page	\$1,513	\$2,874	\$4,084	\$5,143
1/3 Page	\$1,085	\$2,062	\$2,930	\$3,690
1/4 Page	\$793	\$1,506	\$2,140	\$2,695

## NON-MEMBER LAM RATES

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

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

## 2 — LIVINGARCHITECTUREMONITOR.COM

Website Advertising On:

Rotating Banner Ad	Corporate Member Rate (25% off)	Non-Member Rate
283 x 73 pixels	\$147	\$196
283 x 283 pixels	\$220	\$294
920 x 115 pixels	\$324	\$432

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

## 3 — 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
LAM 4X Advertisers (50% off)	\$1,939	\$1,861	\$1,396	\$1,086	\$756	\$543	\$396
Non-Advertisers or 3x or less	\$3,878	\$3,722	\$2,793	\$2,172	\$1,513	\$1,085	\$793

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

Listing	Bronze (20 words)	Silver (30 words)	Gold (50 words)
Corporate Member Rate	Free!	\$163	\$265
Non-Member Rate	\$112	\$214	\$316

### HOW TO FILL OUT SHEET:

Option	Choice
A	1
B	2

Circle desired choices

## 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)
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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](mailto: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):

- |   |  |   |   |  |
|---|--|---|---|--|
| <input type="checkbox"/> GOLD<br>(10,000 CAD)<br>(7,692 USD)      | <input type="checkbox"/> SILVER<br>(7,500 CAD)<br>(5,769 USD)            | <input type="checkbox"/> BRONZE<br>(5,000 CAD)<br>(3,846 USD) | <input type="checkbox"/> COPPER<br>(3,000 CAD)<br>(2,038 USD) | <input type="checkbox"/> RECEPTION<br>(1,500 CAD)<br>(1,154 USD) |
| <input type="checkbox"/> A LA CARTE<br>(_____ CAD)<br>(_____ USD) | <input type="checkbox"/> CUSTOM<br>PACKAGE<br>(_____ CAD)<br>(_____ USD) |   |   |  |

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

- |   |   |
|---|---|
| <input type="checkbox"/> EXHIBITION BOOTH ONLY<br>(PAID BEFORE FEB 29/20) | (MEMBER: 1,099 CAD (845 USD) // NON-MEMBER:<br>1,349CAD (1,038 USD))  |
| <input type="checkbox"/> EXHIBITION BOOTH ONLY<br>(PAID AFTER FEB 29/20)  | (MEMBER: 1,349 CAD(1038 USD) // NON-MEMBER:<br>1,599 CAD (1,230 USD)) |

BOOTH CHOICE: 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

<b>Grey to Green total (USD):</b> _____
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# CitiesAlive 2020 Order Form

## Marketing & Promotional Opportunities:

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

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> GOLD<br>(15,000 USD)      | <input type="checkbox"/> SILVER<br>(10,000 USD)           | <input type="checkbox"/> BRONZE<br>(7,500 USD) | <input type="checkbox"/> COPPER<br>(5,000 USD) |
| <input type="checkbox"/> A LA CARTE<br>(_____ USD) | <input type="checkbox"/> CUSTOM<br>PACKAGE<br>(_____ USD) |  |  |

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

- |   |  |
|---|--|
| <input type="checkbox"/> EXHIBITION BOOTH ONLY<br>(PAID BEFORE APR 17/20) | (MEMBER: 2,299 USD // NON-MEMBER: 2,549 USD) |
| <input type="checkbox"/> EXHIBITION BOOTH ONLY<br>(PAID AFTER APR 17/20)  | (MEMBER: 2,549 USD // NON-MEMBER: 2,749 USD) |

BOOTH CHOICE: 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

<b>CitiesAlive total (USD):</b> _____
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# 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](mailto: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): \_\_\_\_\_

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# 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](mailto: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.