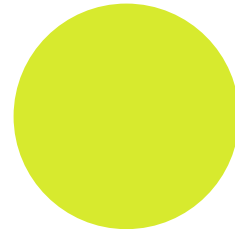




# 2023 MARKETING AND PROMOTIONAL BROCHURE



## About Green Roofs for Healthy Cities (GRHC)

GRHC's mission is to develop and protect the green roof and wall market by increasing awareness of the economic, social and environmental benefits of green roofs, green walls, and other forms of living architecture. These goals are achieved through a combination of education, advocacy, professional development, and celebrations of excellence. GRHC has been instrumental connecting the industry in disseminating knowledge and trends through various programs and projects.

## About Green Infrastructure Foundation (GIF)

GIF was founded in 2007 to respond to the need for greater awareness and resources to promote the design, installation, and maintenance of green infrastructure in local communities. GIF is a tax-exempt, charitable 501(c)(3) organization affiliated with Green Roofs for Healthy Cities.

## Resources

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

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

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

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

## 2023 Event Schedule

-  **Virtual Symposium:** Blue Green Technologies | February 23
-  **Regional Grey to Green:** Boston Area | April 23-24
-  **Virtual Symposium:** Green Infrastructure Policy | May 25
-  **Regional Grey to Green:** Toronto Area | June 11-12
-  **Regional Grey to Green:** Grand Rapids Area | August 9-10
-  **Regional Grey to Green:** New York City Area | September 17-18
-  **Virtual Symposium:** Green Infrastructure Research | October 26
-  **Regional Grey to Green:** Vancouver & Cascadia Area | November 12-13
-  **Virtual Symposium:** Jeffrey L. Bruce Awards of Excellence | December 7

*\*dates subject to change\**

For Event Inquiries, contact  
Eric Durnford, Director of Business Development and Events:  
[edurnford@greenroofs.org](mailto:edurnford@greenroofs.org)  
(416) 971-4494 x 228

# 2023 Virtual Symposia Schedule

## Blue Green Technologies

Feb 23rd  
12:00 - 5:00 PM EST

Learn how to plan and design efficient blue-green systems to mitigate the effects of urbanization and the economic justifications to invest in blue-green technologies. Designers will share captivating designs and case studies that dispel current myths about blue-green roofs and how they enhance the urban landscape while improving resilience and human health.

## Green Infrastructure Policy

May 25th  
12:00 - 5:00 PM EST

Join us to learn from a variety of North American policy makers about how to administer transformative policy to create a more resilient future with green infrastructure. The policy symposium is designed for policy makers and advocates.

## Green Infrastructure Research

October 26th  
12:00 - 5:00 PM EST

Green Infrastructure is an ever-evolving group of technologies that are vital for building our collective resiliency as the climate changes. As these technologies improve and expand, new research is needed to explore and explain their efficacy, especially when systems are used in tandem (ex/ green roofs and solar integration). This symposium will dive into new advancements in green infrastructure research.

## 2023 Symposia Marketing & Promotional Opportunities

Sponsorship Tier	Benefits
<b>Gold</b> \$3000 USD	<ul style="list-style-type: none"> <li>• Speaking Opportunity</li> <li>• Website and Promotional Marketing as Gold Sponsor</li> <li>• 5 Complimentary Symposium Passes</li> <li>• Logo Placement: GRHC Slide Deck and Registration Page</li> </ul>
<b>Silver</b> \$2000 USD	<ul style="list-style-type: none"> <li>• Website and Promotional Marketing as Silver Sponsor</li> <li>• 3 Complimentary Symposium Passes</li> <li>• Logo Placement: GRHC Slide Deck</li> </ul>
<b>Bronze</b> \$1000 USD	<ul style="list-style-type: none"> <li>• Website and Promotional Marketing as Bronze Sponsor</li> <li>• 2 Complimentary Symposium Passes</li> <li>• Logo Placement: GRHC Slide Deck</li> </ul>



## GREY TO GREEN

### North American Tour 2023



#### **2023 Cities & Dates**

##### **Boston Region**

April 23-24

##### **Toronto Region**

June 11-12

##### **Grand Rapids Region**

August 9-10

##### **NYC Region**

Sept. 17-18

##### **Vancouver/Cascadia Region**

Nov. 12-13

#### **About Grey to Green**

At the 2023 Regional Grey to Green Conferences we will be exploring the most recent green infrastructure science, economic valuation, asset management, public policy, technologies, and best practices in design, installation and maintenance. 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 now occurring worldwide. Grey to Green is presented by Green Roofs for Healthy Cities and attracts approximately 100+ attendees per event.





# GREY TO GREEN

## 2023 Regional Events

In lieu of a CitiesAlive conference, GRHC is opting to take the Grey to Green conference on the road to different regions in North America. These will be smaller scale conferences, with a strong focus on providing content tailored for designers, contractors, installers, maintenance professionals, and policy makers. This content includes practical information about the implementation and maintenance of green infrastructure systems. There will also be introductory programming to attract new attendees.

Each event will be 2 days, with training, a plenary session, tours, technical presentations, panel discussions and a central trade show. There is no overarching theme for the conferences, but each will feature regionally significant speakers and presentations.

### Day One

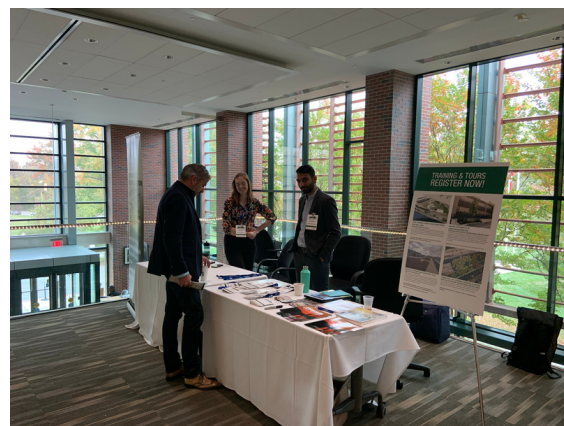
#### Training & Tours

- Full and half day training courses such as:
  - *Green Roof Professional Training*
  - *Green Roof Installation and Maintenance Professional Certification Training*
- Tours provided by local green infrastructure companies
- Networking Sessions, on and off site

### Day Two

#### Plenary Session & Trade Show

- Central trade show located around the perimeter of the plenary session
- Full day plenary session with approximately sixteen, thirty minute speaking slots available
- Featuring regionally specific topics and speakers



## Why Market at a Grey to Green Event?

Grey to Green offers a unique set of marketing and promotional opportunities for your firm. Investing in Grey to Green also establishes your leadership position in this innovative and rapidly growing sector. Opportunities abound at Grey to Green to build strategic partnerships, new relationships, greater brand visibility, and to help us advance supportive policy. Your investment allows us to continue to grow the market through policy and education.

Marketing Tier	Benefits
<b>Title Partner</b> \$10,000 USD	<ul style="list-style-type: none"> <li>• Promotion as Title Partner of Event                             <ul style="list-style-type: none"> <li>◦ Ex/ The (company name) Grey to Green Conference</li> </ul> </li> <li>• All Benefits from Gold Package</li> </ul>
<b>Gold</b> \$7,500 USD	<ul style="list-style-type: none"> <li>• 1 Booth Space</li> <li>• 30 minute Speaking Slot</li> <li>• 5 complimentary conference passes</li> <li>• 2 complimentary GRIMP Online Training Passes</li> <li>• 2 Complimentary Online GRP Training</li> <li>• Option to provide tour</li> <li>• Logo on website &amp; promotional materials: Extra Large</li> <li>• List of leads after the event</li> </ul>
<b>Silver</b> \$5,000 USD	<ul style="list-style-type: none"> <li>• 1 Booth Space</li> <li>• 4 complimentary conference passes</li> <li>• 1 complimentary GRIMP online training pass</li> <li>• 1 complimentary GRP online training pass</li> <li>• Option to provide tour</li> <li>• Logo on website &amp; promotional materials: Large</li> </ul>
<b>Bronze</b> \$2,500 USD	<ul style="list-style-type: none"> <li>• 1 Booth Space</li> <li>• 2 complimentary conference passes</li> <li>• Option to provide tour</li> <li>• Logo display on website: Medium</li> </ul>
<b>Exhibitor</b> \$1,250 USD	<ul style="list-style-type: none"> <li>• 1 Booth Space</li> <li>• 2 complimentary conference passes</li> <li>• Logo display on website: Standard</li> </ul>

Logo Exposure Value ranges between \$5000 - \$16,400, based on 200,000 impressions

# 2023 Order Form

Date: _____	Name: _____	Company: _____
Phone: _____	Fax: _____	Email: _____
Address: _____		

## 2. Select Event and Level of Engagement

<b>Grey to Green</b> <i>Boston   Apr 23/24</i>	<b>Grey to Green</b> <i>Toronto   Jun 11/12</i>	<b>Grey to Green</b> <i>Grand Rapids   Aug 9/10</i>	<b>Grey to Green</b> <i>NYC   Sept 17/18</i>
<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$10,000
<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$7,500
<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000
<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500
<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,250

<b>Grey to Green</b> <i>Cascadia   Nov 12/13</i>	<b>Symposium</b> <i>Blue-Green   Feb 23</i>	<b>Symposium</b> <i>Policy   May 25</i>	<b>Symposium</b> <i>Research   Oct 26</i>	<b>Symposium</b> <i>Awards   Dec 7</i>
<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000
<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000
<input type="checkbox"/> \$2,500				
<input type="checkbox"/> \$1,250				

*\*Canadian firms must add 13% to their total for HST*

## 3. Payment

Cheque  
 Credit Card

Amount Paid (\$): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

Scan this document and email it to [conference@greenroofs.org](mailto:conference@greenroofs.org)  
or send it by post to:

Green Roofs for Healthy Cities - North America, Inc.  
406 King Street East  
Toronto, ON, Canada  
M5A 1L4

*\*All cheques must be made payable to Green Roofs for Healthy Cities - North America, Inc.*

*\*All credit card transactions will incur a 3% service charge*