

# Events Plan & Marketing Brochure 2024



Please Join us to Celebrate the 20th Anniversary of  
**CitiesAlive!**  
November 6-9: Toronto, ON



## About Green Roofs for Healthy Cities (GRHC)

GRHC is celebrating 20 years of its flagship **CitiesAlive** Conference in Toronto, November 6-9, 2024. This is the event that launched the industry in Chicago over 20 years ago, pulling together manufacturers, designers, researchers, installers and policy makers to develop the industry. GRHC's mission is to increase 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's many events have been instrumental in connecting manufacturers and suppliers with design professionals and disseminating knowledge of best practices and trends through various programs and projects. [www.greenroofs.org](http://www.greenroofs.org)

## 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 administers the Living Architecture Performance Tool certification program and organizes Green Infrastructure Charrettes in various communities. GIF is a tax-exempt, charitable 501(c)(3) organization. [www.greeninfrastructurefoundation.org](http://www.greeninfrastructurefoundation.org)

## 2024 Event Schedule



**Regional Grey to Green Conference:** Chicago | June 6 & 7



**Regional Grey to Green Conference:** Cascadia (Portland) | July 25 & 26



**Virtual Symposium Online:** Monitoring and the "Internet of Nature" | August 15



**Virtual Symposium Online:** Designing for Biodiversity | September 19



**CitiesAlive 20th Anniversary Conference, Awards, Trade Show and Celebration:**  
Toronto | November 6-9



**Virtual Symposium Online:** High Performing Integrated Stormwater Management Projects | July 18

*\*please note that these dates are subject to change\**

**For all event inquiries please contact:**

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[edurnford@greenroofs.org](mailto:edurnford@greenroofs.org) - (416) 971-4494 x 228





# CITIESALIVE

GREEN ROOF & WALL CONFERENCE  
20TH ANNIVERSARY IN TORONTO

## About CitiesAlive Toronto - November 6-9, 2024

**CitiesAlive 2024** is celebrating its twentieth anniversary in 2024, promising to be an exceptional experience! This multi-disciplinary conference will be held in the vibrant city of Toronto, spotlighting pioneering green roof designs, groundbreaking policies, and groundbreaking products and services within the green infrastructure industry.

**CitiesAlive** offers plenty of opportunities for participants to connect and interact with experts and design professionals in the field. The event serves as a unique platform to foster Business-to-Business and Business-to-Consumer transactions, networking. Our tailored programming is geared toward engaging architects, landscape architects, and other design professionals, specifiers, researchers, policymakers, and students who represent the future.

### Toronto at a Glance

- Toronto is the largest city in Canada, and the 4th largest in North America
- The Greater Toronto Area (GTA) has a population of approximately 6,300,000
- The GTA has an annual population growth rate of ~60,000 people
- 18% of Toronto's surface area is dedicated to parks
- As of 2009, Toronto was the first city in North America to implement a bylaw requiring green roofs on new construction
- Toronto has installed approximately 10 million sq. ft. of green roofs
- Toronto has over 10 million trees
- Toronto has 160 skyscrapers with 112 currently under construction
- Citizens represent over 200 distinct ethnic origins
- Average Toronto temperature in November is around 50 degrees Fahrenheit, with little to no snowfall

### Agenda at a Glance

#### **Wednesday Nov. 6**

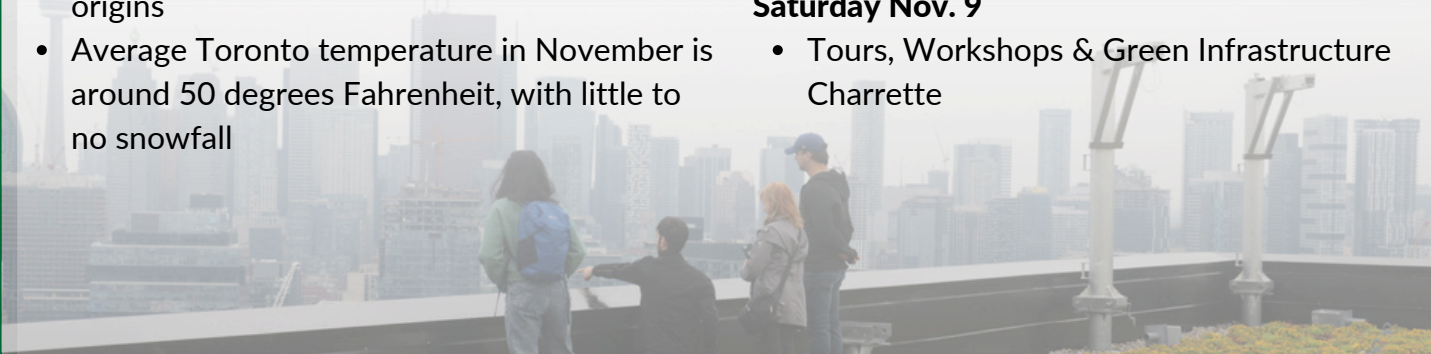
- GRIMP & GRP Training Sessions
- Biophilic Design / Biodiversity Workshops
- Opening Keynote Address
- Trade Show Set Up

#### **Thursday Nov. 7 - Friday Nov. 8th**

- Morning Keynote Address
- Trade Show & Lunch on Trade Show Floor
- Expert Presentations & Panels
- Cocktail Reception on Trade Show Floor (Nov. 7)
- Industry Pioneers Gala (Nov. 7)
- Awards of Excellence Ceremony (Nov. 8)
- Closing Keynote (Nov. 8)
- Trade Show Tear Down (Nov. 8)

#### **Saturday Nov. 9**

- Tours, Workshops & Green Infrastructure Charrette



## Marketing and Promotional Opportunities at CitiesAlive?

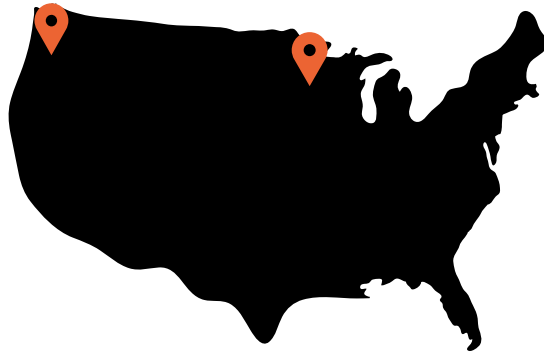
CitiesAlive 2024 offers a unique set of marketing and promotional opportunities for your firm. CitiesAlive 2024 will attract attendees from around North America, with an **estimated attendee count of 750**. Your marketing and promotional investment allows us to continue to grow the market through policy and education. Custom packages are also available!

	Gold US\$15,000	Silver US\$10,000	Bronze US\$7,500	Copper US\$5,000
10' x 8' tradeshow booth	2	1	1	1
Full page ad in the online conference program	Full page	3/4 page	1/2 page	1/4 page
Complimentary delegate passes	6	4	3	2
Networking Reception Reception Passes	6	4	3	2
Complimentary Training/Workshop Sessions & GRP Training	2 days (2 GRP)	1.5 days (1 GRP)	1 day	0.5 day
Total Estimated Savings	\$12,910	\$7,955	\$5,966	\$3,802
Specialized marketing opportunity	Cocktail Reception Sponsor (1 available)	Lunch Sponsor (2 available)	Breakfast Sponsor (2 available)	
Have a local project profiled on a tour	✓	✓	✓	
Present at the Innovative Product Session	✓	✓	✓	
Marketing & Promotion: Logo recognition in all digital materials	Extra large	Large	Medium	Standard
<b>Exhibitor Booth Only</b>				
2 Complimentary Passes + Booth Space + Listing on Website and Online Program <b>US\$2,199</b> Member / <b>US\$2,599</b> Non GRHC member				
Sponsor Logo Exposure with CitiesAlive Promotion Across NA: 1 Million + Impressions (Estimated value of \$25,000 to \$82,000 depending on level of investment)				



# GREY TO GREEN

## 2024 Locations



### 2024 Cities & Dates

#### **Chicago**

June 6 & 7

#### **Cascadia (Portland)**

July 25 & 26

*\*dates subject to change\**

### **About the Grey to Green Conference**

The 2024 Regional Grey to Green Conferences are one-day events held in two of the leading green roof cities in North America - Portland and Chicago. At Grey to Green we will be exploring why these cities are leaders in green roof construction, and what needs to happen to maintain their leadership status. Our goal is to help inform the current policy debate by highlighting these cities, and showing policymakers across the continent that green roofs are necessary and beneficial.

Grey to Green is presented by Green Roofs for Healthy Cities and attracts approximately 100 attendees per event. The conferences will also feature a Green Roof Installation and Maintenance Professional Training Session, and tours of local projects in each city and networking opportunities.

#### Grey to Green Conference

Plenary Session & Trade Show

- Trade show located around the perimeter of the plenary session
- Full day plenary session with approximately twelve, thirty minute speaking slots available
- Featuring regionally specific topics and speakers
- Ideal for landscape architects, architects, policymakers, and contractors

#### Grey to Green Offsite Programming

Networking, Training & Tours

- Green Roof Installation and Maintenance Professional Certification - Hands On Training off site
- Tours provided by local green roof companies
- Networking and Happy Hour events, on and off site

## Why Market at a Grey to Green Event?

Grey to Green conferences offer you a unique set of marketing and promotional opportunities to a specialized audience. Marketing at Grey to Green events can help you to build strategic partnerships in new markets, create new relationships, build brand visibility, and contribute to our mission of advancing supportive policies. See various marketing levels and associated benefits in the table below.

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> <li>• 2 Total Complimentary Online GRP Training Passes</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>• 1 Complimentary Online GRP Training Pass</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>• 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>• 3 complimentary conference passes</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 from Grey to Green Marketing ranges between \$5000 - \$16,400, based on an average of 200,000 impressions

## 2024 Virtual Symposia

### Spending an Afternoon to Learn From Experts Online

#### Solar + Green Roof Integration

**February 15 | Completed!**

We should not have to make a choice between green roofs or solar panels. This webinar will focus on explaining the synergies created when combining solar with green roofs. Join us in this online symposium as industry experts use case studies to showcase the beneficial relationship between solar and green roofs, and how your project can be designed to include both.



#### Innovative Product Profiles

**March 14 | Completed!**

In 2024, we will be launching the Innovative Product Profile Session for Members who wish to showcase new developments. Attendees will learn about cutting edge products and services, and how they can be used in future project designs. This symposium is tailored specifically for Design Professionals to learn more about the various components of green roof and wall systems. Featuring shorter, 15 minute technical presentations, this virtual symposium will serve as an online trade show.



#### Urban Agriculture & Rooftop Farming

**May 14 | Completed!**

Part of enhancing sustainability means designing for biodiversity. Explore innovative designs, landscaping strategies, and conservation efforts that contribute to a greener and more biodiverse future. Don't miss this opportunity to learn from thought leaders shaping the urban ecosystems of tomorrow.

#### Monitoring and Internet of Nature

**August 15 | 1:00 - 4:00 PM EST**

Join leading experts as they delve into the fascinating world of technology and its impact on the natural world. Explore how innovative sensors and data analysis are revolutionizing our understanding of ecosystems, wildlife, and conservation efforts. This event promises to enlighten, showcasing the incredible synergy between technology and nature.

#### Designing for Biodiversity

**September 19 | 1:00 - 4:00 PM EST**

Biodiverse green roofs have an ecological focus and are intentionally designed to provide habitat for a range of organisms. Join us to learn from a variety of North American designers to learn how to design and maintain green roofs with biodiversity as the goal.



**High Performance Integrated Stormwater Management Projects**

**December 12 | 1:00 - 4:00 PM EST**

Discover different approaches that maximize sustainability while effectively managing stormwater on green roofs. Dive into successful case studies, innovative techniques, and the business case for stormwater retention and detention on green roofs.

**Symposia Agenda at a Glance**

1:00 PM - 4:00 PM EST

- 1:00 PM | Opening Remarks
- 1:15 PM | 1st Speaker Presentation
- 1:45 PM | 2nd Speaker Presentation
- 2:15 PM | Break / Sponsorship Recognition
- 2:45 PM | 3rd Speaker Presentation
- 3:15 PM | Panel Discussion Q&A
- 3:50 PM | Closing Remarks

**Why Sponsor a Virtual Symposium?**

**Lead Generation** - Sponsors receive full contact information for each attendee

**Thought Leadership** - Associate your company with compelling and upcoming industry trends

**Minimal Resources Required** - We prepare and handle everything so you can focus on creating rich content for a specialized audience

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**2024 Symposia Marketing & Promotional Opportunities**

Sponsorship Tier	Benefits
<p style="text-align: center;"><b>Gold</b> \$2000 USD</p>	<ul style="list-style-type: none"> <li>Speaking Opportunity (In line with symposium topic)</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>
<p style="text-align: center;"><b>Silver</b> \$1000 USD</p>	<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>
<p style="text-align: center;"><b>Bronze</b> \$500 USD</p>	<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>

**Custom and Package Sponsorship Opportunities Available!**

Contact Eric Durnford, Director of Business Development & Events at [edurnford@greenroofs.org](mailto:edurnford@greenroofs.org) to inquire.



## Green Roof Installation and Maintenance Professional (GRIMP) Training

In 2023, GRHC conducted four successful hands on training courses across North America in partnership with Ginkgo Sustainability, Recover Green Roofs, New York Green Roofs and RCABC. We trained over 50 people in green roof installation and maintenance principles. Join GRHC in 2024 in Toronto and other locations and become a GRIMP. The GRIMP Training involves a combination of hands-on and presentation style training that introduces the basic skills and knowledge required to install green roofs and maintain them. This training covers a variety of green roof systems providing green roof installers and maintenance professionals with the information, techniques, and training necessary to successfully install and maintain basic extensive green roofs.



*A successful GRIMP class finishing training in Vancouver, November 2023.*

### Included with Registration:

- Combination hands-on and online learning
- Digital Resource Manual
- Installation and maintenance best practices
- Learn critical green roof job skills
- Gain direct practical experience
- 2.5 hours of online instruction focused on maintenance
- One hour multiple choice online exam

### Dates for Training:

- Chicago (Grey to Green) | Jun. 6
- Cascadia (Grey to Green) | Jul. 25
- Toronto (CitiesAlive) | Nov. 6
- New York City | TBD
- Boston | TBD
- Vancouver | TBD

# 2024 Event Marketing & Promotion Order Form

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

## 2. Select Event and Level of Engagement ALL PRICES ARE IN USD

### Grey to Green Chicago | June 7

- \$10,000
- \$7,500
- \$5,000
- \$2,500
- \$1,250

### Grey to Green Cascadia | July 26

- \$10,000
- \$7,500
- \$5,000
- \$2,500
- \$1,250

### CitiesAlive Toronto | Nov 6-9

- \$15,000     \$2,199
- \$10,000     \$2,599
- \$7,500
- \$5,000

### Symposium Internet of Nature | April 18

- \$2,000
- \$1,000
- \$500

### Symposium Biodiversity | Sept 19

- \$2,000
- \$1,000
- \$500

### Symposium Stormwater | Dec 12

- \$2,000
- \$1,000
- \$500

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

## 3. Payment

- Cheque     PayPal
- 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. Canadian firms please add 13% HST to the total.

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