

# 10 CITIESALIVE

10TH ANNUAL GREEN ROOF & WALL CONFERENCE  
CHICAGO: OCTOBER 17 - OCTOBER 20, 2012

## SPONSORSHIP PACKAGE

### **GREEN ROOFS FOR HEALTHY CITIES IS PROUD TO ANNOUNCE THE SUPPORT OF THE CITY OF CHICAGO AS CO-HOST OF CITIESALIVE 2012.**

Chicago has long been a leader in the green roof and wall industry, setting the standard for other major cities throughout North America. As the financial and commercial hub of the U.S. Mid-West, Chicago was the city first to use green roofs and walls to successfully combat urban heat-island effect, create green space and reduce stormwater runoff.

To date Chicago has over 359 completed green roof projects totaling more than 5.5 million square feet. Chicago plans to have more than 7 million square feet completed by 2020 under its *Chicago Climate Action Plan*.

**Demonstrate your company's commitment to developing the green roof and wall industry at North America's pre-eminent annual living architecture event.**

**Be recognized as a mover and shaker in an industry that continues to record double-digit growth.**

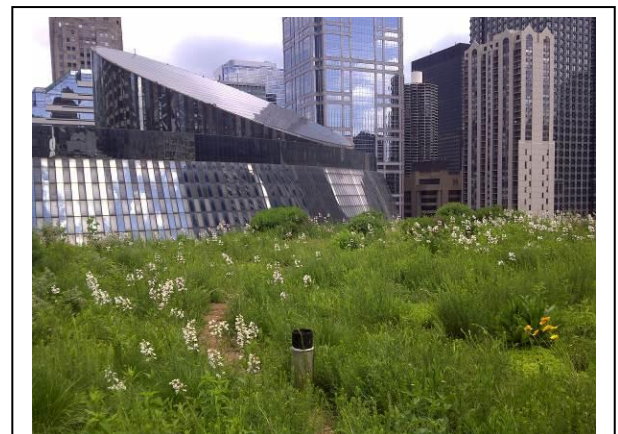
### **WHY PROMOTE YOURSELF THROUGH SPONSORSHIP OF CITIESALIVE 2012?**

- Organizers are planning the biggest, most extraordinary conference to date to celebrate the 10<sup>th</sup> Anniversary of the event.
- Gain both national and regional recognition as a leader in the green roof and wall infrastructure field.
- Create and grow national and regional awareness of your organization's services and products.
- Network with international and regional green roof infrastructure experts, industry leaders, and policy makers.
- Develop new partnership opportunities in international markets. Reach expanding markets and financing opportunities.
- Support industry efforts to develop standards, lobby for supportive policies, and generate new business opportunities.

**Hosted by:**



**Co-hosted by:**



**Chicago City Hall Demonstration Green Roof.**  
Established in 2001, over 250 species, Summer 2011



## 2012 SPONSORSHIP OPPORTUNITIES

### PLAN TO PLAY A MAJOR ROLE AT THE 10<sup>TH</sup> ANNIVERSARY CONFERENCE IN CHICAGO

All sponsors will receive verbal and logo recognition at the opening and closing plenaries, sponsor signage for their booth, sponsor ribbons for all registered staff, and complimentary access to conference audio proceedings, in addition to the benefits specific to the profile level described below.

#### **PLATINUM SPONSORSHIPS: \$25,000 (MAXIMUM 2)**

- 3 complimentary trade show booths (8' x 8') or one booth plus opportunity to co-sponsor of Awards of Excellence Luncheon
- 10 complimentary Conference Delegate Passes
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials & as onsite sponsor recognition signage
- 2 full page color ads in the Conference Program
- Promotional insert in Delegate Registration Kits

#### **GOLD SPONSORSHIP: \$15,000**

- Two complimentary trade show booths (8' x 8') or one booth plus session or tour branding opportunity (to be determined with GRHC)
- 5 additional complimentary Conference Delegate Passes
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials as well as onsite sponsor recognition signage
- Full page color ad in the Conference Program
- Promotional insert into Delegate Registration Kits

#### **SILVER SPONSORSHIP: \$10,000**

- One complimentary trade show booth (8' x 8')
- 3 additional complimentary Conference Delegate Passes
- Brand an "On the Roof with..." Conference Session
- Opportunity to moderate a Conference Session
- Prominent logo display in all print and online materials as well as onsite sponsor recognition signage
- 1/2 page color ad in the Conference Program
- Promotional insert into Delegate Registration Kits

#### **WHO WILL ATTEND CITIESALIVE 2012?**

Don't miss this unique opportunity to connect with more than 1000 participants including:

- Architects and Landscape Architects
- Building contractors
- Roofing and construction professionals
- Engineers
- Developers
- Building Managers
- Policy-makers
- Government officials
- Environmental Non-governmental Organization representatives
- Planners and Municipal Representatives
- Academics, Researchers and Students
- Engaged members of the public

#### **For information about sponsorship please contact:**

Rebecca Black, Director, Business Development at Green Roofs for Healthy Cities  
(416) 971 4494 ext. 226, rblack@greenroofs.org



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#### **BRONZE SPONSORSHIP: \$5,000**

- One complimentary trade show booth (8' x 8')
- Two additional complimentary delegate passes
- Prominent logo display in all print and online materials as well as onsite sponsor recognition signage.
- 1/4 page color ad in the Conference Program

#### **OPENING RECEPTION SPONSOR: \$15,000**

The opening reception takes place immediately following the opening plenary, a highly popular event. The sponsor of this reception will receive:

- Prominent exposure during the opening plenary as well as a complimentary trade show booth
- 5 complimentary Delegate Passes
- A full page ad in the Conference Program
- Logo recognition & promotional insert in the Delegate Kits

#### **OFFICIAL MEETING BAG SPONSOR: \$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, as more than 1000 targeted delegates will be using these bags throughout the conference and well after they return home.

- Logo on all delegate bags (1000, to be produced by GRHC)
- 3 complimentary Delegate Passes
- Logo recognition & promotional insert in the Delegate Kits

#### **BADGE LANYARDS SPONSOR: \$6,000**

The sponsor logo will be featured prominently on the lanyards used by all targeted 1000 conference delegates throughout the conference.

- Logo on all event lanyards (1000, to be produced by GRHC)
- 2 complimentary Delegate Passes
- Logo recognition and promotional insert in the Delegate Kits

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