



GREEN ROOFS
FOR HEALTHY CITIES

www.greenroofs.org

Symposia 2017

Develop Local Markets
Identify New Clients
Meet Local Champions



Green Roofs for Healthy Cities



Organization

Green Roofs for Healthy Cities (GRHC) is a 501(c)(6) non-profit industry association working to promote the green roof and wall industry throughout North America.

Mission

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.

Policy Accomplishments

- Instrumental in green roof policy development and implementation in cities such as San Francisco and Toronto.
- Development of a Stormwater Technical Workshop, designed to provide tools and knowledge about green roofs as a stormwater management BMP and consent decree fulfillment.
- Development of policy and market development tools such as Living Architecture Policy Library and Industry Surveys.
- Helped establish Living Architecture New York (LANY), an advocacy group for green roofs and walls in New York City.

Local Market Symposium

As part of its mission to advocate for green roof and wall policy across North America, Green Roofs for Healthy Cities hosts Local Market Development Symposia.

The Local Market Symposium program is a GRHC event series and development tool used in emerging green roof markets to advocate for policy support. GRHC has held Symposia in more than 30 cities across North America.



These one-day events feature industry experts and local policy leaders presenting on green roofs and walls, standout local projects, and the importance of strong green roof and wall policy, much like a collective lunch and learn event.

These events also feature a small trade show for local green roof and wall companies, interactive panel discussions, and workshops to help develop local policy options.

Supportive green roof and wall policy and programming is an important element of growing any local market, and has led to immense market growth in cities like Washington D.C. and Toronto.

Symposia events engage local stakeholders and help develop local support and awareness for green roofs and walls. Cities like Washington, D.C., Chicago, San Francisco, and Toronto have adopted green roof policies and incentives and have seen their green roof markets flourish. Cities are selected based on a variety of feedback and criteria, one of which is which cities have EPA Consent Decrees levied against them. These municipalities are in critical need of alternative solutions to sustainable water management practices that green infrastructure technologies present.

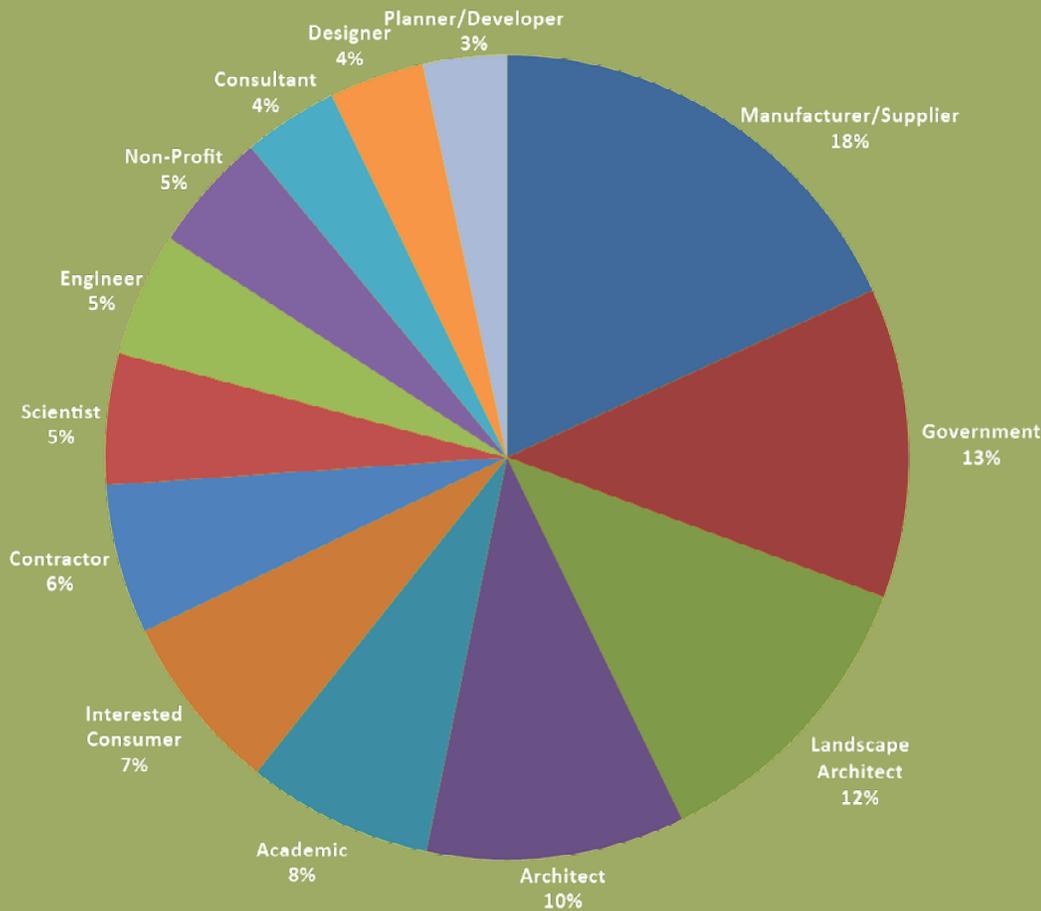
Past Cities

Annapolis, MD
Annville, PA
Atlanta, GA
Austin, TX
Boston, MA
Calgary, AB
Charlotte, NC
Cincinnati, OH
Cleveland, OH
Edmonton, AB
Grand Rapids, MI
Halifax, NS
Indianapolis, IN

Knoxville, TN
Las Vegas, NV
Lexington, KY
Los Angeles, CA
Louisville, KY
Markham, ON
Miami, FL
Milwaukee, WI
Montreal, QC
Nashville, TN
Oakland, CA
Omaha, NE

Ottawa, ON
Regina, SK
San Diego, CA
San Francisco, CA
San Jose, CA
Tampa, FL
Vancouver, BC
Washington, DC
Waterloo, ON
Winnipeg, MB
Winston-Salem, NC

Symposia Attendance



Local Market Symposia attract an audiences of around 50-60 highly interested and engaged attendees who are active in their local market.

Local Market Symposia attract a wide array of professionals from the public, private, and educational sectors. They present opportunities for sponsors and exhibitors to identify themselves as local experts and present information and products to a highly interested audience.



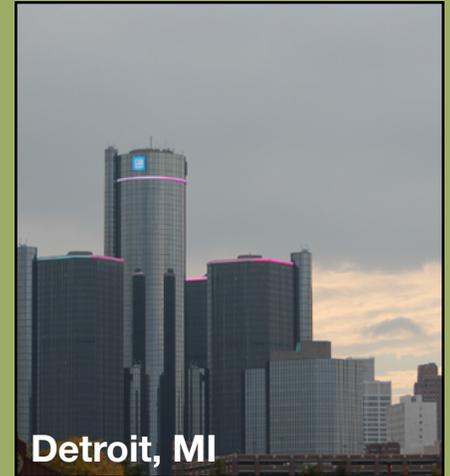
Proposed 2017 Locations



Supported by the One Region Forward effort for the Niagara Region, green infrastructure has been an increasingly prevalent proposal for dealing with Buffalo's stormwater issues and the EPA's Clean Water Act consent decree.



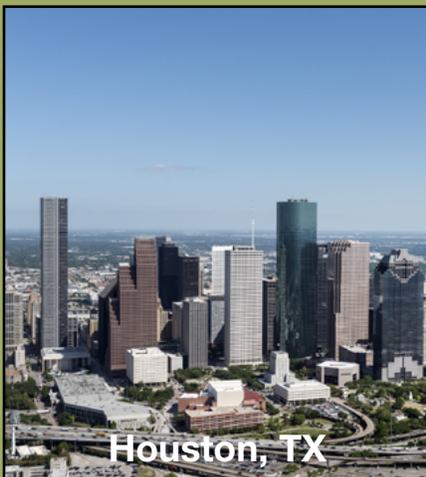
As a city with the third most intense heat island effect in the US, Denver citizens are pushing for a new green roof initiative on November ballots in 2017 modeled after Toronto's existing requirements to promote these installations city-wide.



A city on the rebound, Detroit needs long term solutions for high cost concerns. With Federal funding aid, and support from local citizen groups, Detroit has the potential to start a new green revolution from the ground up.



Just across the Hudson River from New York City, Hoboken contributes to Hudson River CSO events and is effected by the broader Jersey City EPA Consent Decree for violations of the Clean Water Act.



The most populous city in the state of Texas, Houston is in the process of negotiating an EPA consent decree that could cost the city at least \$5 billion in grey infrastructure upgrades to combat CSO events.



Under EPA Clean Water Act Consent Decree, Pittsburgh's Water and Sewer Authority has committed to a "green first" strategy through a variety of means, including a Green Infrastructure Grant program to support green construction.

Marketing & Promotional Opportunities

Sponsoring a symposia ensures these events can be held at a minimal attendee rate and is an excellent way for your company or organization to distinguish itself as an industry leader and in local green roof and wall market as well as leverage our promotional network to highlight your brand.

Single Event

Title Sponsorship - \$7,500 USD

- Credit as the presenting partner of the symposia
- Half-hour presentation slot at symposia
- Three-quarter page color ad in symposia program
- Prominent logo display in all print and online materials
- Promotional insert into attendee kits
- Seven complimentary symposia passes
- Two complimentary exhibitor spaces

Gold Sponsorship - \$5,000 USD

- Half-hour presentation slot at symposia
- Half page color ad in symposia program
- Prominent logo display in all print and online materials
- Promotional insert into attendee kits
- Five complimentary symposia passes
- Two complimentary exhibitor spaces

Silver Sponsorship - \$2,500 USD

- Half-hour presentation slot at symposia
- Quarter page color ad in symposia program
- Prominent logo display in all print and online materials
- Promotional insert into attendee kits
- Three complimentary symposia passes
- Two complimentary exhibitor spaces

Bronze Sponsorship - \$1,500 USD

- Half-hour presentation slot at symposia
- Prominent logo display in all print and online materials
- One complimentary symposia pass
- One complimentary exhibitor spaces

Multiple Events

Four Symposia - 15% off sponsorship price

Title: \$25,500 | Gold: \$17,000
Silver: \$8,500 | Bronze: \$5,100

- All benefits of highest selected sponsorship level
- Opportunity to host a local tour project
- Three extra complimentary passes per event
- Opportunity to MC symposia event
- Opportunity to host a GRHC Open Forum Webinar
- Article published on livingarchitecturemonitor.com

Three Symposia - 10% off sponsorship price

Title: \$19,125 | Gold: \$12,750
Silver: \$6,375 | Bronze: \$3,825

- All benefits of highest selected sponsorship level
- Two extra complimentary passes per event
- Opportunity to introduce the symposia event
- Opportunity to host a GRHC Open Forum Webinar
- Article published on livingarchitecturemonitor.com

Two Symposia - 5% off sponsorship price

Title: \$12,750 | Gold: \$8,500
Silver: \$4,250 | Bronze: \$2,550

- All benefits of highest selected sponsorship level
- One extra complimentary passes per event
- Opportunity to host a GRHC Open Forum Webinar
- Article published on livingarchitecturemonitor.com

Custom packages and offerings are available



Credit: David Sundberg/Esto

Exhibitor Opportunities

Local Market Development Symposium traditionally attract around 75-100 local developers, policy-makers, educators, and specifiers. Exhibiting at a Symposium helps you engage as a local leader of sustainable technologies.

Trade Show Space (Non-Member) - **\$850 USD**

- 6'x6' Tabletop display or equivalent footprint space
- One symposia pass per exhibitor registration
- Attendee list after event completion
- Listing in symposium program
- Logo featured on symposium registration site

Trade Show Space (Member) - **\$600 USD**

- Discounted rate available to all GRHC Members
- 6'x6' Tabletop display or equivalent footprint space
- One symposia pass per exhibitor registration
- Attendee list after event completion
- Listing in symposium program
- Logo featured on symposium registration site

To secure a sponsorship or exhibitor space for any of these events, contact:

Blaine Stand, Membership Coordinator

416-971-4494 x223 - bstand@greenroofs.org - greenroofs.org/symposia





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