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# GREEN ROOFS

FOR HEALTHY CITIES

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



## 2019 PLANNING GUIDE

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



# Background and Plans for 2019

In 2019, Green Roofs for Healthy Cities (GRHC) is opting for a more regional approach to market development through its events. Instead of hosting CitiesAlive in 2019, we are partnering with four new Centers of Living Architecture Excellence, located in Illinois, Denver, Ohio and New Jersey. GRHC and Green Infrastructure Foundation (GIF) will both have events that encourage the adoption of green infrastructure.

This guide is an overview of the types of engagement through GRHC, all of which work to support market development within the green roof and wall industry. Please note that each section has a separate detailed document which includes metrics, pricing structures, event and production details and everything you need to know to plan your participation with Green Roofs for Healthy Cities or the Green Infrastructure Foundation in 2019.

## Opportunities to Engage:

- Grey to Green Conferences: Toronto, Minneapolis, Washington D.C
- Market Development Symposia and Seminars
- Advertising in the Living Architecture Monitor
- GRHC Membership
- Advertise in the Green Pages Annual Directory
- Training and GRP Accreditation
- Green Infrastructure Charrette
- Living Architecture Performance Tool
- Join an Advisory Committee

## Advisory Committees

GRHC has a number of standing committees that work on various aspects of market development. To join a committee, all you need is enthusiasm and to be a member in good standing. There are also regional Advisory Committees for each Grey to Green Conference. Contact committee chairs and co-chairs to get involved.

### Green Walls Committee:

Melissa Daniels, Co-Chair.  
melissa@myplantconnection.com and Reuben Freed, Co-Chair,  
reuben@greenscreen.com.

### Corporate Members Committee:

Matthew Barmore, Chair.  
mattb@greenrisetech.com

### Research Committee:

Reid Coffman, Chair.  
coffma4@kent.edu

### Technical Committee:

Richard Hayden, Chair.  
rhayden@hydrotechusa.com

### Green Roof Professional Committee:

Liz Hart Morris, Chair.  
morris@greenuproofing.com



# Grey to Green Conferences

Grey to Green explores the most recent green infrastructure science, economic valuation, asset management, public policy developments, new 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 occurring worldwide. This year, three regional Grey to Green Conferences will highlight new policies, design practices, and innovative products in the green infrastructure sector.

## Dates and Locations

- Toronto: April 4 & 5, 2019
- Minneapolis/St. Paul: Early October 2019
- Washington/Baltimore: Late October 2019

## Exhibition Opportunities

Trade show booths range from **\$999 (member) - \$1249 (non-member)** early bird pricing and from **\$1249 (member) - \$1449 (non-member)** regular pricing. GRHC members receive a \$250 discount on trade show booths with the early-bird.

## Sponsorship/Marketing Opportunities

Grey to Green offers varied and convenient customized sponsorship/marketing opportunities to match your company's outreach goals. Typical sponsorship levels range from:

- Platinum: \$15,000
- Gold: \$10,000
- Silver: \$7,500
- Bronze: \$5,000
- Copper: \$3,000
- Reception: \$1,500

# Symposia & Seminars

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 50-100 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 effective green roof and wall policy. 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\*

- **Seminar:** Cleveland, OH (OH Center)  
Tuesday, May 21st, 2019 @ Cleveland Urban Design Collaborative
- **Seminar:** Hoboken, NJ (NJ Center)  
Wednesday, June 5th, 2019
- **Symposium:** Pittsburgh, PA (Biophilic Design focus), July 19th, 2019
- **Seminar:** Denver/Fort Collins, CO (CO Center), Mid September, 2019
- **Seminar:** Edwardsville IL (IL Center)  
September, 2019
- **Symposium:** Austin, TX, Last week of November, 2019
- **Symposium:** Portland, OR (in partnership w/ GRiT), TBD

## Exhibition Opportunities

Members receive a discount to these events

- Member: \$750
- Non-Member: \$999

## Sponsorship Marketing Opportunities

Opportunities are available for one or a combination of symposia and seminars and can be conveniently chosen from our sponsorship grid or customized to fit your needs for the event.

Marketing opportunities range from \$1,500 to \$2,500 depending on the benefits included in your package.

# Living Architecture Monitor Advertising

## 20<sup>th</sup> Anniversary!

The Living Architecture Monitor™ 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 with the Living Architecture Monitor to reach the green roof and wall industry's audience! This audience includes landscape architects, architects, manufacturers, contractors, researchers, and many more.

Total Reach Per Issue

# Over 40,000

• **Download the Media Guide at:**  
**[LivingArchitectureMonitor.com/advertise](http://LivingArchitectureMonitor.com/advertise)**

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

	1x	2x (15% off)	3x (20% off)	4x (25% off)
OBC	\$3,802	\$6,464	\$9,126	\$11,404
IFC or IBC	\$3,649	\$6,202	\$8,757	\$10,948
Full Page	\$2,738	\$4,656	\$6,570	\$8,216
2/3 Page	\$2,129	\$3,620	\$5,109	\$6,384
1/2 Page	\$1,483	\$2,522	\$3,558	\$4,448
1/3 Page	\$1,064	\$1,808	\$2,553	\$3,192
1/4 Page	\$777	\$1,320	\$1,866	\$2,332

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

	1x	2x (5% off)	3x (10% off)	4x (15% off)
OBC	\$3,802	\$7,224	\$10,266	\$12,928
IFC or IBC	\$3,649	\$6,934	\$9,852	\$12,404
Full Page	\$2,738	\$5,202	\$7,392	\$9,312
2/3 Page	\$2,129	\$4,046	\$5,748	\$7,240
1/2 Page	\$1,483	\$2,818	\$4,005	\$5,044
1/3 Page	\$1,064	\$2,022	\$2,874	\$3,616
1/4 Page	\$777	\$1,476	\$2,097	\$2,640

## GRHC Membership

GRHC members are the backbone of the green roof and wall industry. They represent experts from every aspect of green roof and wall design, installation, maintenance, research, testing, policy, and manufacturing.

Members of GRHC form a community of like-minded individuals and organizations working to increase the awareness of the myriad of benefits of green roofs and walls can provide; as well as how to design, implement, and maintain these technologies. Members' logos, links, and banner ads are featured on greenroofs.org, and members are included in the annual Green Pages Green Roof and Wall Industry Directory, and online.

### Levels of Membership and Pricing

There are different levels of membership available depending on your company. The annual cost of corporate membership is typically paid for by the significant savings on advertising or events throughout the year.

#### Individual Membership Fees (Annual)

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

#### Corporate Membership Fees (Annual)

Government/Institutional	\$550
Professional	\$550
Nursery	\$750
Green Walls	\$1,250
Suppliers of Accessories	\$3,200
Manufacturers	\$5,500



# Green Pages 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 2018/19 will be available in January 2019, and will be published and distributed in the Winter 2018 Living Architecture Monitor™. Purchase an ad or an enhanced company listing to promote your organization! To showcase your company, book your advertising by the December 1, 2018 deadline.

More than 4,000 hard copies were distributed in 2017/18 (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 2017/18 Green Pages Green Roof & Wall Industry Directory had over 7,000 views and 44,000 page views.



## Training & 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.

The Green Roof Professional (GRP) training program is widely recognized as North America's most comprehensive reference for individuals who market, design, install and maintain green roofs. In-class training courses will be offered at GRHC events as always. Additionally, all GRP courses and exam, along with new content will be available through the Living Architecture Academy (LAA). Not only does access to the LAA offer more flexibility for continuing education, but also decreases the monetary investment needed to become a GRP or stay current on industry trends.

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

# Green Infrastructure Foundation

The Green Infrastructure Foundation (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.

## Living Architecture Performance Tool

The Living Architecture Performance Tool (LAPT) is a rating system and resource, created to certify that green roofs and walls are designed to achieve certain measurable and replicable performance benefits, assuring they can be funded, designed, installed, and maintained with a higher degree of confidence. In 2018, the LAPT was released, and pilot projects are encouraged to participate.

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.

**Submit a Project:** \$1500

**Deadline:** November 30th, 2018

**Download the LAPT Framework for FREE at:**

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

## Visit our website for information on the following GIF Resources:

- Green Infrastructure: Policies, Performance, and Projects (course)
- Green Infrastructure Valuation 101 (course)
- Green Infrastructure Charrette (design)

## Green Infrastructure Foundation Introduces New Courses

Introduction to Green Infrastructure: Principles, Applications, and Policies (Online Now)

Valuing the Benefits of Green Infrastructure: Principles and Methods (9/25 at CitiesAlive)

 **LIVING ARCHITECTURE ACADEMY.COM**

Each course is eligible for 3.5 CEUs for GRPs



## Contacts:

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