



CITIESALIVE

13TH ANNUAL GREEN ROOF & WALL CONFERENCE
NEW YORK: OCTOBER 5 - 8, 2015

NEW YORK MARRIOTT AT THE BROOKLYN BRIDGE
333 Adams St, Brooklyn, NY 11201

EXHIBITOR REGISTRATION FORM

Living Architecture comes to New York For Resilient People, Communities and Places

Green roofs and walls have a vast, but unrealized potential to address many of the fundamental challenges facing New York City. *CitiesAlive* is heading to the Big Apple for the first time in October 2015. The conference will draw an anticipated 1,000 delegates and will work to explore and showcase underutilized living architecture opportunities. These include:

- Maintaining and improving community and individual health and well-being.
- Preparing to address climate change and severe weather.
- Contributing to quality affordable housing.
- Cleaning NYC's waterways.



The walls and the roofs of New York City provide hundreds of square miles of surfaces that can be used to help address many of these pressing issues. *CitiesAlive* delegates will tour leading edge projects, research facilities and see unique sites such as the High Line and Brooklyn Grange. Technical sessions are directed towards design, research and policy communities and will focus on the latest scientific research, products, and policies, all of which are critical to meeting the challenge of promoting healthy and resilient people and places.

New York City is filled with hundreds of design firms and thousands of designers. New York has over 8 million residents and the regional population exceeds 21 million. New York City is home to more than 35 Green Roof Professionals and boasts numerous Award of Excellence winning projects. New York is home to hundreds of design firms and head offices, with reach that extends around the world.

Be a part of the action at *CitiesAlive* 2015! Book your trade show booth at the *CitiesAlive* Expo and connect with over 1,000 anticipated participants including:

- | | | |
|------------------------|----------------------------------------|------------------------------------------|
| - Architects | - Manufacturers and Suppliers | - Policymakers, Government Officials |
| - Landscape Architects | - Building Contractors | - Environmental NGO Representatives |
| - Engineers | - Building Managers | - Planners and Municipal Representatives |
| - Developers | - Roofing & Construction Professionals | - Academics, Researchers and Students |

How *CitiesAlive* drives qualified leads to your booth:

- **Dedicated programming on the trade show floor** (refreshment breaks, lunch, meeting lounge and product presentations) to ensure you have ample opportunity to make valuable contacts and develop important business leads.
- **Comprehensive event marketing:** print and digital advertising, association and media partnerships, social media and print flyers campaign (over 350,000 total audience reach for *CitiesAlive* 2015)
- Targeted distribution of **complimentary expo passes** via local industry associations, designed to drive traffic to your booth.
- **Local programming** highlights and **'a la carte' registration** options (all of which include trade show access) to bring local professionals into the *CitiesAlive* expo

What's included with your *CitiesAlive* trade show registration:

- **8' x 10' booth (200-515) or 10' x 10' (F1-F12) booth** (included pipe & drape and booth identification signage)
- **2 x full delegate passes (dollar value: \$1398)** including all meals, programming, receptions and the Awards of Excellence dinner
- **Up to 3 'booth-only' passes** (does not include meals, programming or hospitality)
- **50% discount off** additional delegate registrations from your company

Previous *CitiesAlive* exhibitors:

Tremco Roofing and Building Maintenance	Green Grid®/Weston Solutions	Carlisle Construction Materials	Greenwalls Vertical Planting Systems	Conservation Technology
greenscreen®	LiveRoof, LLC / LiveWall, LLC	International Leak Detection	Xero Flor America	Roofmeadow
CETCO	rooflite	Soprema	EcoWalls LLC	Etera®
American Hydrotech Inc.	Firestone Building Products	Sika Sarnafil	Ewing Irrigation Products	+ 100's of other companies ...

Here's what some of our past *CitiesAlive* exhibitors had to say ...

"As long-time attendees of CitiesAlive and supporters of GRHC, my colleagues and I agree that this was the best CitiesAlive conference to date. The booth traffic and the quality of customer leads alone made the show a worthwhile investment."

- Elizabeth Hart, Tremco Roofing and Building Maintenance

"The CitiesAlive event provided a great venue to connect with thought leaders in the green roof industry, and sponsorship of the NightLife event allowed Columbia Green a unique opportunity to bring awareness to the broader San Francisco community."

- Vanessa Keitges, Columbia Green Technologies

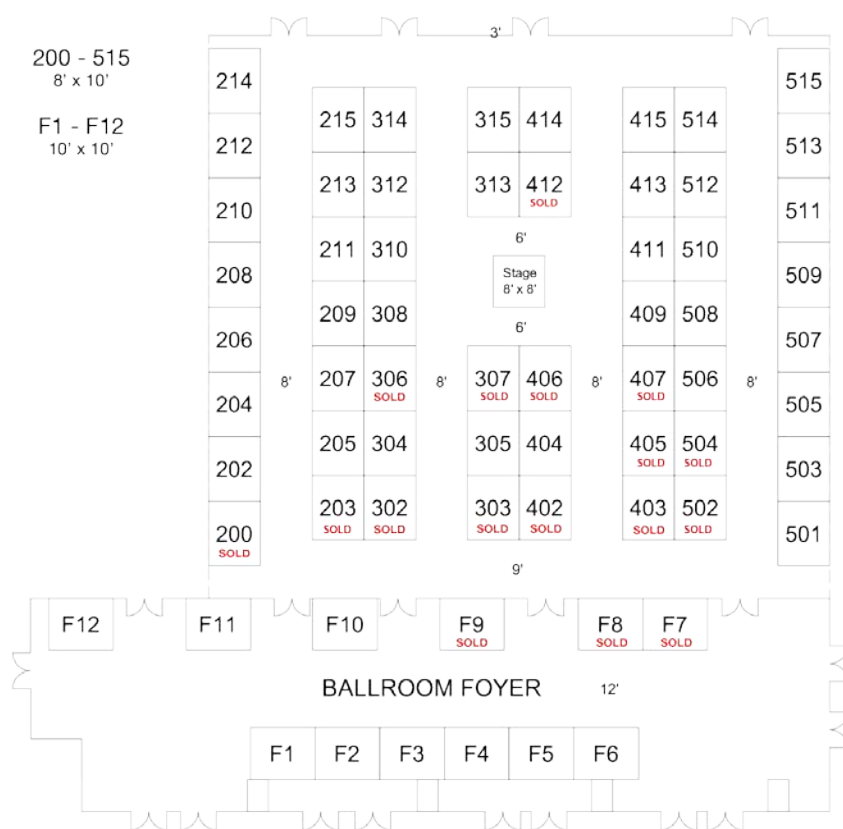
"The size and intimacy of the CitiesAlive exhibition is a real benefit, and the cocktail reception and lunch on the trade show floor were tremendously successful"

- Tom Lias, Plant Works (1st time exhibitor in 2013)

To book your booth, complete the registration form (attached below) and submit

Via fax: (416) 971-9844; By email: tjackson@greenroofs.org

TRADE SHOW AGENDA AND FLOOR PLAN



What's **NEW** in 2015 to bring qualified leads to the **CitiesAlive** trade show:

- ◊ The trade show takes center stage to start off CitiesAlive 2015 with our trade show floor opening immediately after with hospitality on the trade show floor kicking off opening night.
- ◊ We've kept the Product Presentation Stage (debuted in 2013) for sponsors presentations, new programming ... and opportunities to present your products and services too.
- ◊ Exhibitor & Member Networking Lounge - This year we have an exclusive space just for our exhibitors & corporate members to meet. Off the trade show floor, this space gives area for more personal, focused interaction with potential buyers and other leads.
- ◊ A la carte' delegate registrations for 2015 will give even more opportunity for those looking for your products and services to visit your booth.

Trade Show Schedule:

Monday, October 5	
12:00 pm - 5:00pm	Trade Show Set Up
5:30pm - 7:00pm	Opening Plenary
7:00 pm - 9:00pm	Trade Show Floor Programming (hospitality on trade show floor included in delegate pass)
Tuesday, October 6	
8:30 am - 9:45 am	2nd Day Opening Plenary
10:15 am - 12:15 pm	Programming: Session 1
12:00 pm - 2:00 pm	Lunch on Trade Show (included in delegate pass)
12:00 pm - 7:30 pm	Trade Show Hours
2:00 pm - 4:00 pm	Programming Session 2
4:30 pm - 5:30 pm	Programming: Session 3
5:30 pm - 7:00 pm	Trade Show Floor programming (cocktails & appetizers on trade show floor included in delegate pass)
7:30 pm - 11:30 pm	Trade Show Tear Down
Wednesday October 7	
8:30 am - 1:00 pm	Programming Continues
1:00 pm - 2:30 pm	Awards of Excellence Luncheon & Closing Plenary
2:30 pm - 5:00 pm	Interactive Tours

Book your stay at:



Special Hotel Conference Rate Available!

Deluxe Room Rate:
\$299 per night

Identify yourself as a delegate of *CitiesAlive* to ensure this rate.

333 Adams St, Brooklyn, NY 11201

Tel: 718-246-7000

<http://goo.gl/PNVaoy>

EXHIBITOR TERMS

A cancellation fee will be assessed on all cancellations as follows: 90 days, 50%; 60 days, 75%; 30 days, no refund. All cancellations must be in writing.

Exhibitor's Responsibility:

A representative must be present in booth at all times during the regular hours of the trade show. An exhibitor in the show, his agents or employees may not enter another exhibitor's booth space without permission. Exhibitors shall abide by and observe all laws, rules and regulations of federal, state, and city governments and the convention facility. All decorations, electrical wiring and fixtures must conform to regulations.

It is the exhibitor's responsibility to read the Trade Show Exhibitor's Package provided by the Trade Show Company and to understand thoroughly any charges that the assigned Trade Show Company may charge for delivery and handling of display materials

Booth Assignments, Arrangements or Exhibits:

GRHC reserves the right to assign, designate or change booth location.

The Participation Fee:

The participation fee is based upon occupancy by the exhibitor. If a company wishes to share exhibit space, it must obtain permission from GRHC. There will be an additional charge of \$750 for each additional exhibitor sharing the same space. This extra fee provides for the insertion of the exhibitor's name in the official directory and a separate exhibit sign as though they were the occupant of a separate display area. Make cheques for the exhibit fee payable to Green Roofs for Healthy Cities.

Uncontrollable Eventualities:

Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, but GRHC does not guarantee or insure the exhibitor against loss by reason thereof. In case the premises to be used by exhibitor shall be destroyed by fire, or by the elements, or by any other cause, or in case any other circumstances make it impossible for GRHC to permit the said premises to be occupied by said exhibitor for use herein specified, then and thereupon, this agreement shall terminate and the said exhibitor shall and hereby does waive any claim for damages and compensation. It is agreed that GRHC reserves the right to retain such part of the payment made by exhibitors for booth space as would be necessary to cover all expenses incurred by GRHC incidental to the opening of the show up to the time of any cancellation.

For more information please contact:

Steven Peck speck@greenroofs.org or 416-971-4494 (ext 233)

Tracy Jackson tjackson@greenroofs.org or 416-971-4494 (ext 222)

Green Roofs for Healthy Cities

406 King Street East
Toronto, ON, M5A 1L4, Canada
tel. 416.971.4494
fax. 416.971.9844
www.greenroofs.org

Presented by:



EXHIBITOR REGISTRATION

Booth Fee: check one

☐ 8' X 10' or 10' x 10' Booth Early Bird
#2 deadline: **August 3, 2015**

GRHC Corporate

Member Rate: \$2,425 US

Non-Member Rate: \$2,625 US

☐ 8' X 10' or 10' x 10' Booth

After Aug. 3, 2015

GRHC Corporate

Member Rate: \$2,775 US

Non-Member Rate: \$2,995 US

☐ Multiple **8' x 10'** or **10' x 10'**
booths (# here _____)

Booth Preference

See exhibit hall floor plan on
previous page / website for booth
locations. All booths are assigned on
a first come, first served basis.

1. _____
2. _____
3. _____

The price of each booth **includes 2
complimentary registrations**
includes: the opening reception,
lunches and conference sessions,
meals and trade show.

Additional full delegate registrations
are offered at **50% off** for exhibiting
companies. A code will be provided
upon payment of your booth.

No additional charge for up to 3 'booth
only' staff (does not include social
events, meals or conference sessions).

Fax or e-mail form with payment and direct all inquiries to:

Green Roofs for Healthy Cities
406 King Street East
Toronto, ON, M5A 1L4, Canada
tel. 416.971.4494 ext 222
fax. **416.971.9844**
tjackson@greenroofs.org
www.greenroofs.org

Registration Information

COMPANY NAME (PLEASE PRINT IN CAPITAL LETTERS)

Please indicate below how you wish your booth identification sign to read if different from
above:

Final information re: signage must be received 15 days prior to event, or there will be
additional charges.

ADDRESS

CITY/STATE/ZIP

PHONE

E-MAIL TO SEND EXHIBITOR INFORMATION TO

REPRESENTATIVE NAME AND TITLE

Our company agrees to abide by the terms and conditions as stated:

SIGNING OFFICIAL NAME (PLEASE PRINT IN CAPITAL LETTERS)

SIGNATURE

Delegate Registrations

The names and titles of the 2 complimentary delegates should be listed here:

NAME AND EMAIL

NAME AND EMAIL

Credit Card Information

- ☐ MasterCard ☐ VISA
☐ American Express (AMEX)

NOTE: AMEX is charged in Canadian dollars on the rate of
exchange on day of processing & subject to HST (13%) tax.

NAME ON CREDIT CARD

AMOUNT ENCLOSED: BOOTH(S) US \$

CREDIT CARD NUMBER:

EXP. DATE: ____/____ CCV: ____

SIGNATURE OF CARD HOLDER