



LOCAL MARKET DEVELOPMENT SYMPOSIA IDENTIFYING THE BENEFITS FOR YOUR COMMUNITY

Why Have a Regional Symposium?

- *Benefits for Cities:* Green roof infrastructure provides multiple public benefits. These include stormwater management, urban heat island reduction, energy savings, pollution mitigation and city beautification.
- *Your Community is Unique:* Each community has a unique climate, built form and policy context that determines the challenges and opportunities in using green roof infrastructure. A local symposium is tailored to your communities' needs, opportunities, and expertise. It is the crucial first step in developing public and private awareness and investment in green roofs, a solid foundation for future development.
- *Demonstrated Successes:* Our proven four-step symposium plan and strategy will highlight awareness, train local industry, develop an action plan for market development and research, and leverage local resources and investment.

How Does a Symposium Do This?

- *Identification and Awareness:* Target local city representatives, organizations, industry expertise and academic researchers to engage local stakeholders and to develop support and awareness for green roofs in your city. Provide opportunities for political representatives to garner publicity and recognition through their involvement in sustainable communities.
- *Training and Expertise:* Learn about the latest research, techniques, and case studies that are relevant to your community. Network with others in your area and coordinate future research.
- *Action Plan:* The goal of the symposium is to develop a research strategy, policy development, and network of expertise that will develop your local green roof market.
- *Leverage Local Resources:* Identify and engage potential sponsors and public policy to support green roofs in your community.
- *Attract Media Attention:* Obtain and develop media coverage to support research, pilot projects, and political action for green roof development.

How Big are Symposiums and Who Should Attend?

Most Symposiums should aim to attract 100 attendees, which allows for a high ratio of participation and interaction:

- Building Owners, Developers and Managers
- Architects, Landscape Architects and Urban Planners
- Structural, Civil and Mechanical Engineers
- Government Planners and Facility Managers
- General Contractors, Roofing Consultants and Roofers
- Environmental Scientists, Academics and Researchers
- Botanists, Horticulturists and Ornithologists
- Policy Makers and Environmental Agency Representatives
- Non-Governmental Organizations interested in sustainable community development

What Will Happen at the Training Symposium?

- The morning session is dedicated to speaker's presentations, which are designed to train and educate on green roof development, design, and implementation. Case studies and best practices are showcased.
- The afternoon session is dedicated to identifying local research needs and the barriers and opportunities in your specific region through discussion-based working groups.
- The symposium closes with a networking reception.

I Am Interested in Sponsoring or Co-Hosting a Symposium. What should I do?

There are four major partners that combine local and national elements to make our symposia successful: the Co-hosting Municipality, Green Roofs for Healthy Cities, Corporate Sponsors and Association Partners.

1. Co-Host – Municipal

We want to form a project partnership with your municipality. Governments have a range of policy and implementation tools, as well as knowledge and resources that are invaluable in the success of the local green roof industry. The typical responsibilities of the co-host include:

- *Identifying local partners*
- *Local marketing and promotion*
- *Identify potential steering committee members; run committee once established*

- Co-develop the agenda for the symposium
- Funding support: Funding support of \$5000 is required for each symposium
- In-kind support: in-kind can include personnel, space, etc.
- Identify media contacts

2. Co-Host – Green Roofs for Healthy Cities:

As the Co-host, *Green Roofs for Healthy Cities* takes care of the majority of the organization and logistics. We offer a range of services, which include:

- *Fundraising:* We help to bring national and local organizations and sponsors together to support the symposium and bring additional revenue.
- *Speaker Selection and Agenda Development:* We work with you to tailor the symposium to your local needs.
- *Logistical Support:* We take care of the registration process, payment, financial management, and help with marketing and promotion.
- *Media Relations:* We do media relations including interviews with local media and press releases.
- *Proposal:* Following our contractual agreement with the city and establishment of the steering committee, we then develop a proposal and agenda to guide the unfolding of the symposium.

3. Corporate Sponsor:

Sponsors get recognition and marketing potential from the symposium. They are important in marketing the event to potential delegates, inputting into the speaker selection process, as well as providing in-kind services (ie: catering, room rentals, promotion). Sponsors typically include: local colleges, state, provincial and/or federal departments, manufacturers and suppliers of green roof systems and components.

4. Association Partner:

Association Supporters get recognition and marketing potential from the symposium. They are important in engaging local stakeholders and in developing new partnerships among industry. Supporters typically include: trade and industry associations and non-profit organizations.

Opportunities and Benefits

Municipal Co-Host: \$5000 and In-kind Support

- Integration of green roofs into municipal infrastructure and planning process.
- Provide opportunities for political representatives to garner publicity and recognition through their involvement in sustainable communities.
- Public benefits such as stormwater management, urban heat island mitigation, habitat restoration, beautification, and energy savings.
- Recognition and publicity as a forward-thinking, smart-growth city that is a beautiful, clean, and healthy place to live.

- Development of local green roof industry and employment opportunities.
- Written proposal at the end of the collaborative Symposium process that details a research strategy, industry partnerships, policy approaches and potential pilot projects to develop the local green roof industry.
- Sponsorship recognition on-line and in electronic brochures. This includes web site, electronic brochure promotion, and the Symposium Resource Package and Proceedings.
- Full-page advertisement in Symposium Resource Package.
- One Symposium Promotional Booth (\$700 value).
- Two Complimentary Registrations (valued at approximately \$145 each).
- Opportunity to be on the Steering Committee.

Corporate Sponsorship Opportunities:

Gold Level: \$5,000:

- Gold Level sponsorship recognition on-line and in electronic brochures. This includes web site, electronic brochure promotion, and the Symposium Resource Package and Proceedings.
- Half page advertisement in Symposium Resource Package.
- One Symposium Promotional Booth (\$700 value).
- One Complimentary Registration (valued at approximately \$145).
- Opportunity to be on the Steering Committee.

Silver Level: \$2,500

- Silver Level sponsorship recognition on-line and in electronic brochures. This includes web site, electronic brochure promotion, and the Symposium Resource Package and Proceedings.
- Quarter page advertisement in Conference Resource Package.
- One Complimentary Registration (valued at approximately \$145).

Bronze Level: \$1,000

- Bronze Level sponsorship recognition on-line and in electronic brochures. This includes web site, electronic brochure promotion, and the Symposium Resource Package and Proceedings.

Trade Show Exhibitor:

- The costs for advertising opportunities with a promotional display booth at the symposium are \$700 for non-members, \$350 for members.

Each symposium is tailored to meet the specific needs of the local marketplace, and thus is subject to changes in structure and orientation. Contact us at *Green Roofs for Healthy Cities* to help you determine how best to maximize the benefits of green roof technology in your community and to develop a symposium that is right for you.

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