VIRTUAL ASSOCIATES OPPORTUNITIES

PARTICIPATE... EDUCATE... SELL... For Free! (See pages 6-8)

Reach new potential members! Educate them on your organization right where they live... On the Internet!

Join us for our 2nd Greenroofs & Walls of the World™ VIRTUAL SUMMIT 2013!

In addition to raising awareness of our market and industry, the Virtual Summit 2013 is an interactive platform for idea interchange through a combination of keynote speakers, expert panel sessions and moderated chat sessions with live Q&A and on-demand presentations, plus live video, audio and text chatting at the Sponsor Spaces, Social Media Areas, and the spectacular Expo Pavilions showcasing vendors and organizations from across the world. And unlike any other event in the industry, the Virtual Summit 2013 will enable you to:

• Showcase your organization to the world AND share in the profits when you bring in Exhibitors
• Share your industry knowledge and interact directly with industry colleagues via live video, audio, or text chats
• Gain extensive brand exposure before, during and after the event
• Receive booth-visitor details with full contact information
• Get real-time reporting of all booth activity including chat transcripts, notes, and content activity at any time
• Obtain key details of booth activity, including who visited which area and what literature they selected

“Positive brand sentiment – Virtual events are seen as a new and innovative way to gather information. Companies that participate in virtual events are perceived as being progressive by attendees, whereby they benefit from their association with this cutting-edge platform.”

The Practicalities of Virtual Events, 2010 Report by MarketingProfs, ON24, and Trendline Interactive
We have built a microsite dedicated entirely to the Virtual Summit 2013. Here you will find the latest updates regarding the Agenda, Speakers, Sponsors & Exhibitors, Organization Associates, Registration and Contact information.

Designed specifically for potential attendees, our microsite will provide a sneak preview of the upcoming event, engage attendees prior to the event with a countdown to key dates (Registration open, Event opening & closing, etc.), serve as a destination from all our social media pages, extend messaging and branding opportunities even after the event is over.

virtual.greenroofs.com
Dr. Aditya Ranade, PhD, MBA and Senior Analyst on the Lux Research Intelligence team leading the Sustainable Building Materials Intelligence service & author of the above, will present his Keynote address, "Building-Integrated Vegetation: Redefining the Landscape or Chasing a Mirage?"
Agenda

“Imagine a world of green: What are we doing to advance living architecture?”

Keynotes: thinkers, designers, trend setters, eco-luminaries

- Dusty Gedge, Green Roof Campaigner and Designer, and President of the European Federation of Green Roof Associations
- Steven Peck, Founder and President of Green Roofs for Healthy Cities and Founding Member of WGIN
- Dr. Aditya Ranade, Senior Analyst, Lux Research Intelligence team
- Javier Senosiain, Architect, Principal of Arquitectura Orgánica
- Mary Ann Uhlmann, Vegetated Roof Systems Program Development Manager for Tremco, Inc.

For less than the price of a standard 1-hour webinar, attendees will hear from these experts and thought leaders for a whole 30 days:

Confirmed Presenters: Dr. Maureen Connelly, Sadhu Johnston, Randy Sharp, Dr. Tan Puay Yok, Prof. Dr. Manfred Köhler, Wolfgang Ansel, Florian Betzler, Jeffrey L. Bruce, Dr. Robert Cameron, Matthew Dillon, Dr. Tobias Emilsson, Jaron Lubin, Tanya Müller García, Wang Xianmin, Dr. Alan Darlington, Ignacio Solano, Barbara Swift, Keith Tuft, Barbara Deutsch, Lexie Hain, Vanessa Keitges, Joy Schmidt, Marguerite Wells, Michael Franco, Brendan Shea, Emily Shelton, Dr. Julian Briz, Dr. José María Durán-Altisent, Dr. Isabel de Felipe, Dr. Gilberto Navas, Joaquin Sicilia Carnicer, Haven Kiers, Linda Velazquez, Helen Cameron, Mohamed Hage, George Irwin, Ben Flanner, Alan Joaquin, Patrick Carey, Dr. Paul Mankiewicz, Dr. Clayton Rugh, Melissa Daniels, Christopher Lyon, James Sable, Christine Thuring, Dr. Mark Simmons, Dr. Hasim Altan, and ...

Greenroofs.com and WGIN are shining a virtual international spotlight on vegetative roofing & greenwalls integrating technology, multimedia, and the limitless global reach of the Internet!
Associates Participation

The Greenroofs & Walls of the World™ Virtual Summit 2013 is a community destination that will allow you to connect with everyone. Our esteemed colleagues of industry-related organizations, non-profits & government (collectively referred to as Associates) are invited to showcase their work here at the Expo in the Associates Pavilion!

We want the world to know who you are. Your participation is vital for our vast social media event. People need to know who’s doing what and where – we are your resource to ensure knowledge transfer to an estimated attendance of 1,000+ from across the U.S., Canada, and the globe with attendees expected from our readership of 211 countries.

- What are your mission, goals, and current state of your organization/entity?
- Do you have a conference, workshop or training coming up to share?
- Connect live with our audience via video, audio or text chat.
- Create original under 3-minute videos.
- Display a PowerPoint presentation; photos; PDF’s; and more.
- Provide website and contact information.
- Highlight it all for free AND share in the profits!*

* With Marketing Agreement in place and Exhibitor Sales
Associates

(Organizations, Non-Profits & Government)

$100 (FREE*)

- Virtual Exhibit Booth in the Associates Pavilion with first come, first served placement**
- Revenue sharing: Exhibitors-25%
- One free registration pass to all areas of the Virtual Summit with the Social Media Suite: Live interaction with visitors via video, audio, or text chat
- Logo/link placement on event microsite, Event Press Releases & Email blasts
- Full customer service support from Greenroofs.com, including booth building support, best practices and training
- Special attendee Associates Rate of $59 with discount code

*Fee waived if Marketing Agreement is in place, see next page
**Limited number of booths available
Associates Marketing Agreement

Greenroofs.com and WGIN (Virtual Summit) provide to you:

- One exhibit booth with all the amenities from previous page, free of charge.
- Special Registration Discount rate of $59 for the entire 30 days ($99 Regular Fee).
- 25% Revenue Sharing from Exhibitors you bring to the Virtual Summit (after expenses are covered and Exhibitor payment has cleared) - $600 Fee x 25% = $150 to your organization.

You provide to Greenroofs.com:

- Placement of Virtual Summit Banner on your website with link to event website until March 13, 2013.
- Promotion of the event with the special discount code offered to all your members via print, Newsletter, website/blog announcement, social media, including but not limited to Facebook, Twitter, Linked In, etc.

Upon agreement, Virtual Summit will issue your unique discount code to offer your people. We’ll then set up booth specifics with you!
Attendees

Who?

Architects
Landscape Architects
Designers
Design/Build
Government NGO Specifiers
Roofing Consultants
Landscape Contractors
Horticulturalists
Engineers
Contractors
Facility Managers
Growers
Ecologists
Researchers
Botanists
Policy Makers
City Planners
Product Manufacturers
Product Suppliers
Associations/Non-Profits
Building & Home Owners
Media
Students
Educators

Why? Inform our audience of spectacular projects and the latest design trends and products/services in living architecture today

- Watch world renown speakers – thinkers and designers – sharing their experiences with world class living “vegitecture” projects
- Gain knowledge of lessons learned from immersions into real life case studies
- Be inspired by visionary architects and designers on the cutting edge of design
- Collaborate and communicate with vendors, subject matter experts, and peers
- Gather unlimited take-home, multi-media product info in your “briefcase” from exhibitors and organizations from around the world
- Network with colleagues and make new contacts via the Social Media Suite of options
- Enjoy an extremely personalized and interactive experience
- Get **GRP credits** from Green Roofs for Healthy Cities!

Where?

**Theater** - View scheduled live and on-demand presentations
**Networking Lounge** - interact with speakers & participants and build new relationships
**Joblinks Lounge** – Post jobs wanted and view job openings
**Resource Center** - Browse white papers, case studies, videos, & other informative content
**Prize Center** - Participate and accumulate points to win cool prizes
**Social Media Suite** – Social Network with Twitter, Facebook & LinkedIn

Have fun, create buzz, and stimulate further action – all from the convenience of your computer or mobile device!
Virtual Summit 2011 Attendee Demographics

* Designers 33%
Manufacturers/Suppliers 20%
Academics 14%
Government 7%
Media 4%
Association/Non-Profits 4%
Others 6%
Other Professionals 13%

* The Designers category consists of: Landscape Architects (10%), Design/Build (7%), Architects (6%), Landscape Designers (5%), and Roofing & Sustainability Consultants (5%).
Greenroofs.com averages about 7,500 unique visitors per day from 212 countries.

Our collaboration with WGIN (World Green Infrastructure Network) and their member associations (Australia, Canada, China, France, Germany, Korea, Italy, Mexico, Spain, etc.) will ensure an international reach never achieved before.

The ability to attract larger and more varied audiences — Since attendees do not need to spend time out of the office and on-demand content can be viewed at any time, we can appeal to more people in more time zones, including international audiences (especially in Europe and Asia) and senior executives whose schedules are better accommodated through the ability to view select sessions of interest.
Greenroofs.com’s Social Media Reach

- Direct email campaign to our ~9,650 opt-in eNewsletter subscribers
- Frequent postings to Facebook: 1,980+ fans, Twitter: 3,109+ followers, LinkedIn: 1,083+ greenroofs network members and YouTube channel subscribers. Our YouTube playlist videos have 97,795+ views.
- Sky Gardens Blog posts, Press Releases, and Marketing Agreements with other associations
- Banner advertising and multi-language promotional videos on Greenroofs.com & virtual event microsite (virtual.greenroofs.com).
OUR VIRTUAL SUMMIT 2013 EXPO & TRADE SHOW INCLUDES:

Expo Pavilions - Attendees can visit your booth, learn about your organization and interact with your booth representatives.

Prize Center - Attendees will be awarded points towards prizes based on their virtual event participation, including interaction at the Expo with Sponsors, Exhibitors, & Organizations.

Anchored by 2 featured scheduled presentations, a Keynote and an Expert Panel Session, the 4 Expo Wednesdays will have dedicated and uninterrupted time blocks.
The Virtual Booth at the Expo is your own online location where potential members and partners can go to interact with, and not just read about, your organization – in English or your language of choice.

Your Virtual Booth is a one-stop shop for your organization visitors to learn about the release of your new services and upcoming events, while creating an engaging awareness program that supports all of your association’s marketing initiatives.
Reach anyone, anywhere, on any device

Our target audience is on the go, so this time around we made sure they can access all of our event's sessions and content on their mobile devices.
Complete metrics - ROI

Our online event will result in actionable target audience intelligence. We will provide a full range of reports you'll use to accelerate your sales pipeline, ensure your team is informed, and grow your business.

We hope you will join us for our second Greenroofs & Walls of the World™ Virtual Summit 2013!

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a greenroofs.com & wgin event
Greenroofs & Walls of the World™
Virtual Summit 2013

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