



WORLD GREEN ROOF CONGRESS MEXICO CITY

2010

OCTOBER 7 - 9 2010, MEXICO CITY



Asociación Mexicana para la Naturación de Azoteas, A.C.

HILTON REFORMA - MEXICO CITY

- **Internationally renowned for hosting important events**
- **Ideal location and proven quality**
- **Excellent facilities, food and beverages**
- **Superb service staff**



- For the first time the World Green Roof Congress will be held in a Latin American city: Mexico City (Federal District).
- Mexico is one of the leading Latin American countries in terms of providing incentives for the development of green roofs. Evidence of this includes:
 1. The existence of a specialized national green roof association that participates in research and development of green roofs and green urban infrastructure at an international level
 2. The presence of experimental green roofs on the campus of the University of Chapingo, where research on plant and substrate selection is carried out
 3. The presence of the first accredited rooftop botanical garden in Latin America, located in Mexico City in the Centro de Información y Comunicación Ambiental de Norteamérica A.C. (North American Center for Environmental Information and Communication)
 4. The remarkable development in green roof construction over the past decade, led by construction companies in some of Mexico's most important cities – notably, Monterrey, Guadalajara and Mexico City
 5. The government of Mexico City's creation of the environmental standard NADF-013-RNAT, which establishes the technical specifications for the installation of green roof systems and is the first of its kind in Latin America
 6. The distinction of being selected as the first Latin American country to host the World Green Roof Congress

Prominent Green Roofs in Mexico



HSBC Reforma, Mexico City



Rooftop Botanical Garden at CICEANA A.C.,
Mexico City



Superama Horacio (Supermarket),
Mexico City

Prominent Green Roofs in Mexico



Belisario Domínguez Hospital,
Mexico City



Preparatoria Iztacalco (High School),
Mexico City



Steel Museum, Monterrey, Nuevo León



Insurgentes subway station, Mexico City

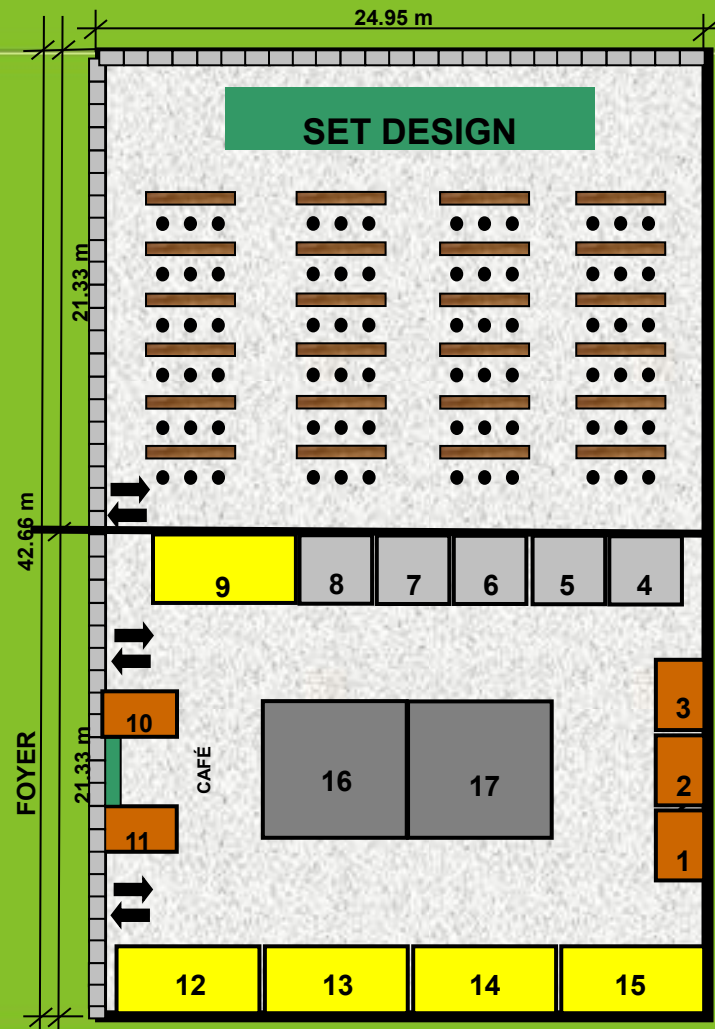
ABOUT THE CONGRESS

- The event will provide a platform for networking and information exchange amongst a wide variety of actors involved in the green roof community, including international experts from Brazil, Mexico, Argentina, Canada, the United States, Germany, Spain and Australia.
- A minimum of 750 attendants is expected.
- The green roof trade show is expected to be very exciting as it will be the first of its kind held in Latin America.
- The Congress will provide excellent business opportunities for green urban infrastructure companies interested in entering the newly developing Latin American market.
- The event is being promoted by Mexico City's government and the World Green Infrastructure Network's International Committee, of which AMENA is a founding member.

COMMERCIAL EXPO



THIS PLAN CAN CHANGE ACCORDING TO THE STAND DISTRIBUTION AND ROOM ASSIGNMENT STANDS SUBJECT TO AVAILABILITY. PLEASE CONSULT AMENA.



Concept	Description	Price
Basic stand 6 x 6 m	Includes 3 event days space rental and supply 6m x 6m x 2.5 m stand built in octanorm system with parapets and signs.	\$35,000.00 + Tax
Basic stand 6 x 3 m	Includes 3 event days space rental and supply 6m x 3m x 2.5 m stand built in octanorm system with parapets and signs.	\$30,000.00 + Tax
Basic stand 3 x 3 m	Includes 3 event days space rental and supply 3m x 3m x 2.5 m stand built in octanorm system with parapets and signs.	\$20,000.00 + Tax
Basic stand 3 x 2 m	Includes 3 event days space rental and supply 3m x 2m x 2.5 m stand built in octanorm system with parapets and signs.	\$18,000.00 + Tax

Note: prices in mexican pesos



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FOR HIRING OF YOUR STAND PLEASE CONTACT AMENA STAFF BY E-MAIL
lfeijoo@amenamex.org AND tmuller@amenamex.org OR BY PHONE AT
56762619

YOUR ATTENTION AND SUPPORT IS EXTREMELY IMPORTANT FOR OUR ASSOCIATION
THANK YOU FOR YOUR PRESENCE

FOR ANY DOUBT OR COMMENT, PLEASE CONTACT US

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WORLD GREEN ROOF
INFRASTRUCTURE NETWORK

World
Green Roof
Congress



Mexico City



planverde
cd de méxico