



# 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



# ABOUT THE CONGRESS

- 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.

# ABOUT THE CONGRESS

- Congress sponsors will receive important benefits for their organization or company:
  1. Recognition as leaders in the green infrastructure field
  2. Achievement of an international presence
  3. Access to new markets
  4. Direct contact with more than 750 Congress participants interested in their products or services
  5. Development of business opportunities with industry leaders, decision-makers, politicians and international green infrastructure experts
  6. New opportunities for strategic alliances
- Previous Congress venues include:
  - Basel, Switzerland: 2005
  - Linz, Austria: 2007
  - London, UK: 2008
  - Toronto, Canada: 2009
- The Congress will be held in Brisbane, Australia in 2012.

# SPONSOR PACKAGES

## BENEFITS

## PLATINUM

- |  |   |
|--|---|
| 1. One 6m x 6m exhibition stand space                              | ✓ |
| 2. Brand presence during coffee breaks                             | ✓ |
| 3. Vinyl logos at registration table                               | ✓ |
| 4. Registration personnel with official t-shirts                   | ✓ |
| 5. Eco-bag with Congress and sponsor logos                         | ✓ |
| 6. Name tags with logo   | ✓ |
| 7. One-ink logo on string  | ✓ |
| 8. Logo on event signage at the hotel                              | ✓ |
| 9. Banner with logo on the Congress website                        | ✓ |
| 10. Logo spots on screen between sessions                          | ✓ |
| 11. VIP lounge with client branding                                | ✓ |
| 12. Logo on support staff's band                                   | ✓ |
| 13. Logo on printed menus  | ✓ |
| 14. Logo on stir sticks provided with beverages                    | ✓ |
| 15. 10 seats at the closing cocktail                               | ✓ |
| 16. Logo on all of the event's transportation                      | ✓ |
| 17. Video footage of the event with sponsor's logo and commercials | ✓ |

**INVESTMENT (USD)** \$ 16,000.00

# SPONSOR PACKAGES

## BENEFITS

## GOLD

1. One 6m x 3m exhibition stand space
2. Brand presence during coffee breaks
3. Vinyl logos at registration table
4. Name tags with logo
5. One-ink logo on string
6. Logo on event signage at the hotel
7. Banner with logo on the Congress website
8. Logo spots on screen between sessions
9. Logo on support staff's band
10. Logo on printed menus
11. Logo on stir sticks provided with beverages
12. 10 seats at the closing cocktail



INVESTMENT (USD) **\$ 11,000.00**

# SPONSOR PACKAGES

## BENEFITS

## SILVER

1. One 3m x 3m exhibition stand space
2. Vinyl logos at registration table
3. One-ink logo on string
4. Logo on event signage at the hotel
5. Banner with logo on the Congress website
6. Logo spots on screen between sessions
7. Logo on support staff's band
8. Logo on printed menus
9. Logo on stir sticks provided with beverages
10. 5 seats at the closing cocktail



INVESTMENT (USD)

\$ 9,000.00

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## SPONSOR PACKAGES

### BENEFITS

### BRONZE

1. One 3m x 2m exhibition stand space
2. Vinyl logos at registration table
3. Logo on event signage at the hotel
4. Banner with logo on the Congress website
5. Logo spots on screen between sessions
6. Logo on printed menus
7. 3 seats at the closing cocktail

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

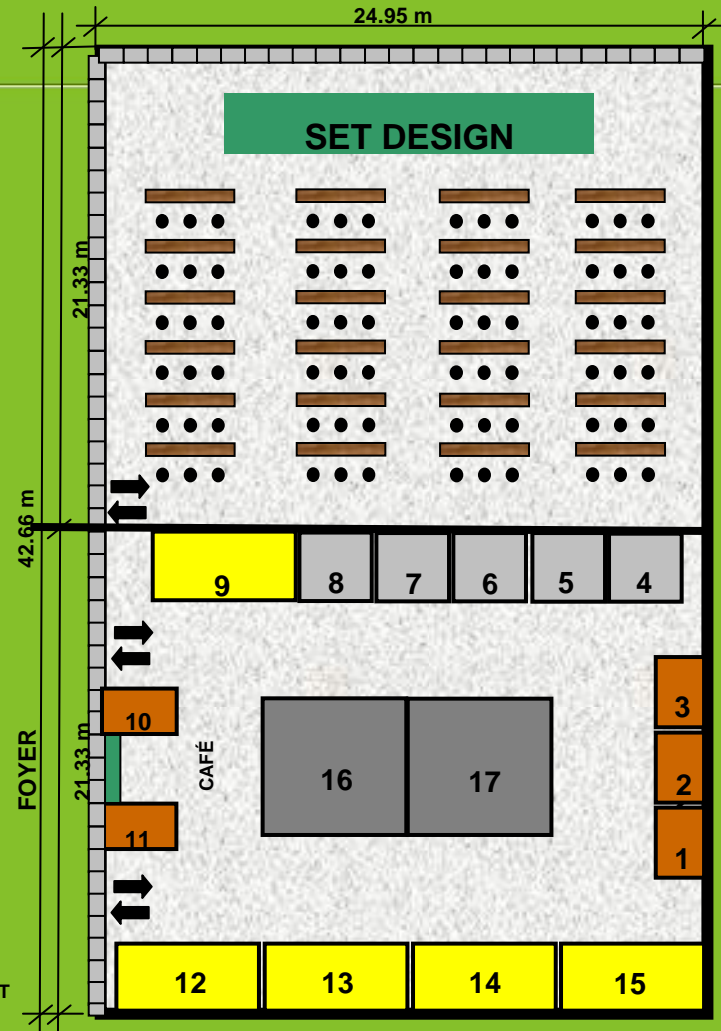
INVESTMENT (USD)

\$ 6,000.00

## TRADE SHOW

-  PLATINUM 6m x 6m
-  GOLD 6m x 3m
-  SILVER 3m x 3m
-  BRONZE 3m x 2m

THIS PLAN MAY CHANGE ACCORDING TO THE STAND DISTRIBUTION AND ROOM ASSIGNMENT



# WORLD GREEN ROOF CONGRESS MEXICO CITY 2010

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# SPONSORSHIP INTENTION FORM

SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
FIRST OPTION	\$ 16,000.00 <input type="text"/>	\$11,000.00 <input type="text"/>	\$ 9,000.00 <input type="text"/>	\$ 6,000.00 <input type="text"/>
SECOND OPTION	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
STAND SELECTION	NUMBER	<input type="text"/>	FIRST OPTION	
	NUMBER	<input type="text"/>	SECOND OPTION	
	NUMBER	<input type="text"/>	THIRD OPTION	
COMPANY NAME	<input type="text"/>			
CONTACT	<input type="text"/>			
PHONE NUMBERS	<input type="text"/>			
E-MAIL	<input type="text"/>			



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# 2010

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**FOR MORE INFORMATION, PLEASE SEND AN E-MAIL TO THE FOLLOWING AMENA STAFF MEMBERS:**

Ulrike Grau [ugrau@amenamex.org](mailto:ugrau@amenamex.org)  
Tanya Müller García [tmuller@amenamex.org](mailto:tmuller@amenamex.org)

**OR CALL THE FOLLOWING PHONE NUMBER IN MEXICO CITY +52 (55) 56762619**

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

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WORLD GREEN INFRASTRUCTURE NETWORK  
vegetation makes it possible!

World  
Green Roof  
Congress



Mexico City



Ciudad  
de  
México  
*Capital en Movimiento*



planverde  
cd de méxico