

**RE-THINK**

**SUSTAINABLE BUSINESS  
FORUM & SOLUTIONS EXPO**

**14 & 15 SEPTEMBER 2023  
HALL 1CDE, HKCEC**

**HONG KONG'S BEST ATTENDED AND  
MOST AMBITIOUS BUSINESS EVENT  
FOR SUSTAINABLE DEVELOPMENT**

**#OnlyWayForward**

**CO-ORGANISER:**



# European Pavilion

**In partnership with**



**EUROPEAN CHAMBER  
OF COMMERCE IN HONG KONG**  
香港歐洲商務協會



**EUROPEAN UNION OFFICE  
TO HONG KONG AND MACAO**

#OnlyWayForward

# ReThink HK 2023

## European Pavilion Supporters



**EUROPEAN UNION OFFICE  
TO HONG KONG AND MACAO**








As of 31.05.2023



# Promotions & Coverage

## Pre-Event Exposure

-  Shoutout service on EuroCham's social media channels and enewletter ([reference link](#))
-  Company profile on dedicated promotional eDM for the full pavilion (within August)\* ([reference link](#))
-  Brand awareness across the event promotional campaign as Solutions Expo Exhibitor
-  A-Z listing with company profile, logo and social media links on the ReThink HK event website and delegate event app
-  Unlimited posts can be submitted for Rethink:Insight web-blog page <https://rethink-event.com/insight/>

\*subject to early-bird application and profile submission by organiser's deadline

# European Pavilion

## We hate foamboard because it CANNOT BE RECYCLED!

ReThink HK is committed to advancing sustainable event operations. All materials used for the European Pavilion and organiser signage are fully recyclable in Hong Kong. Over 1796kg of booth display materials were recycled after the 2022 event – no organiser display materials to landfill!

- RETHINK** Client to provide high-res graphics file for backdrop display
- RETHINK** ReThink HK will produce, install, dismantle and recycle all display materials 

### Booth Inclusions

- RETHINK** Fully installed honeycomb backdrop graphics
- RETHINK** Eco-carpet tiles (made from recycled material and reusable)

### Optional Extras

- RETHINK** LeadCapture device to record delegate engagement and collect contact details



Sustainable honeycomb display

#### Benefits of a ReThink HK booth

- Hassle free set-up
- Sustainable display materials
- A go-to place for attendees to meet your team
- Unique branding opportunity on the backdrop
- Showcase product, services and solutions

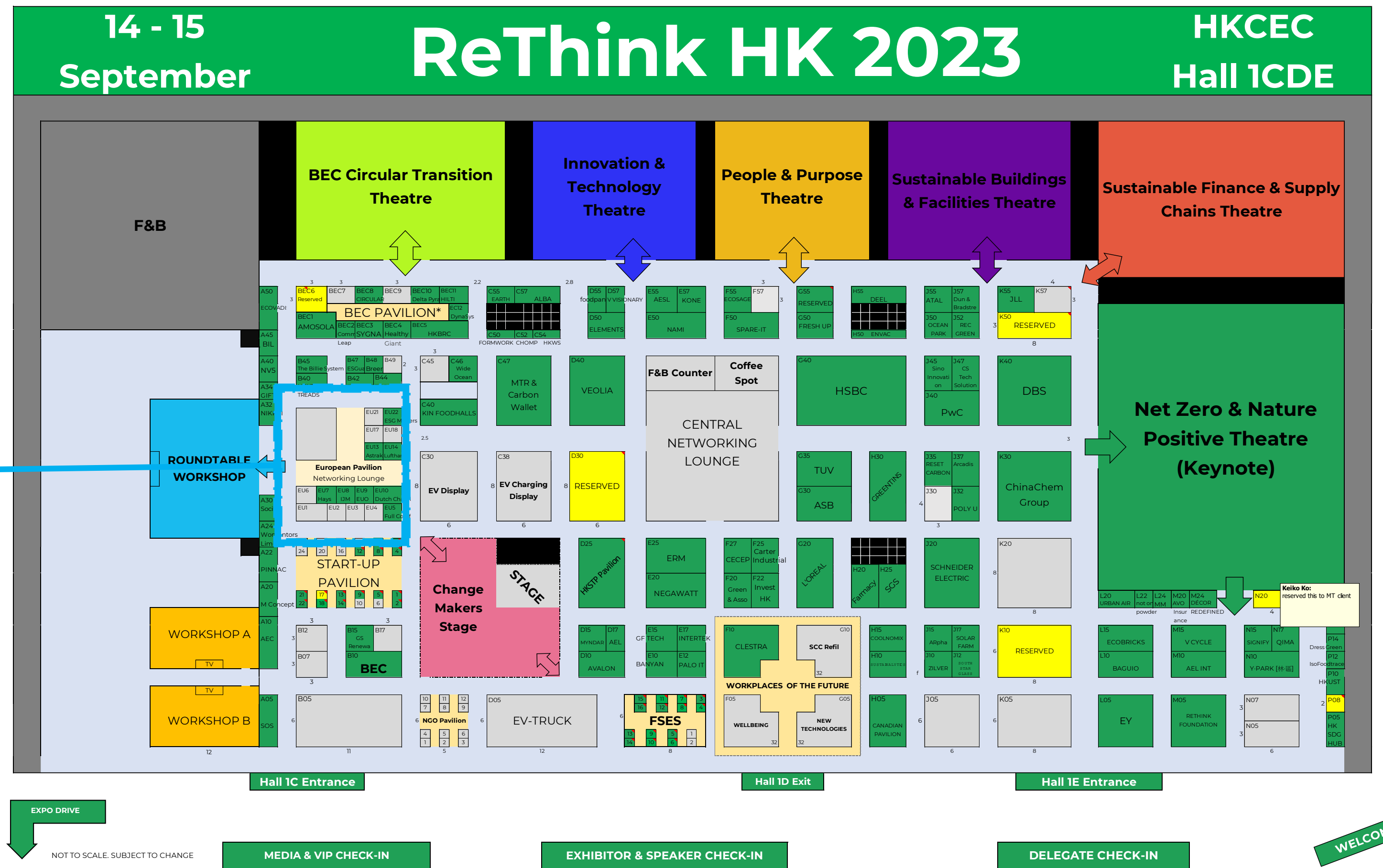
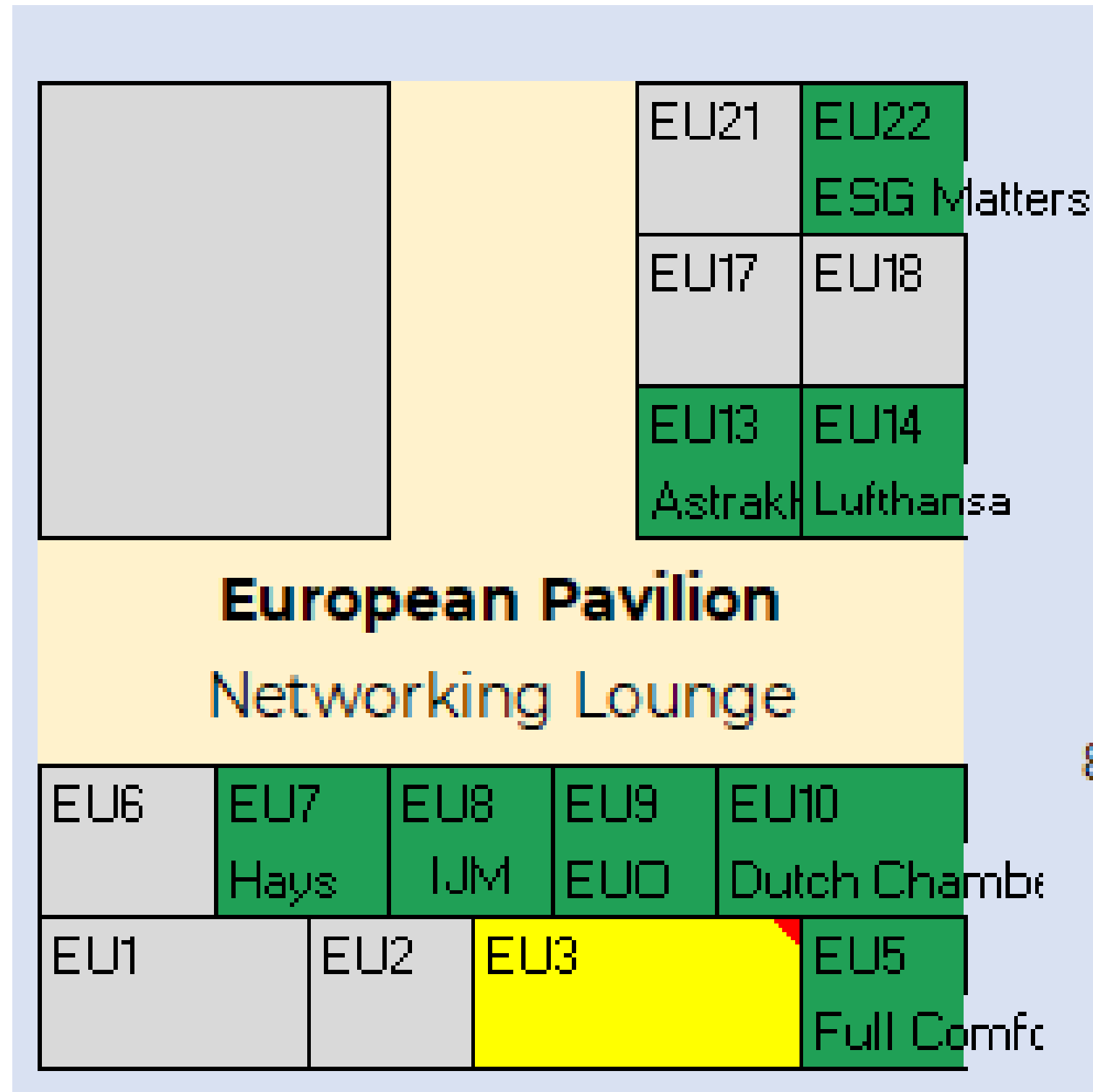


**Booth Inclusions:**

	4sqm (2m x 2m)	6sqm (3m x 2m)
SQM:	4sqm (2m x 2m)	6sqm (3m x 2m)
Display panels*:	2	3
Podium*:	1	1
Bar stool	2	2
Power socket:	1 x 500W	1 x 500W
Spotlight:	1	2
Exhibitor passes	2	2

\* artwork file to be provided by Pavilion Company  
 Pavilion Company to order additional furniture/equipment with own cost.





Correct as of 14.07.23  
 LAYOUT SUBJECT TO FINAL CHANGE  
 NOT TO SCALE

# European Pavilion

## Pricing

### LAST CALL

Booking Period	4 sqm Full Price	After EMF*	6 sqm Full Price	After EMF*
Late After 23 June (Current Rate)	HK\$ 36,892	<b>HK\$ 18,446</b>	HK\$ 53,837	<b>HK\$ 26,919</b>
<b>SPECIAL RATE Until 28 July</b> <b>LAST CALL</b>	HK\$ 24,930	<b>HK\$ 12,465</b>	HK\$ 35,895	<b>HK\$ 17,948</b>

#### Special offering#@

The first 5 companies who submit the completed booking forms by 12nn 28 July will be offered a complementary company profile positioning under New Innovations in the official event app, or being a SDG Goal Wall Supporter

*First-come-first-served with limited places*

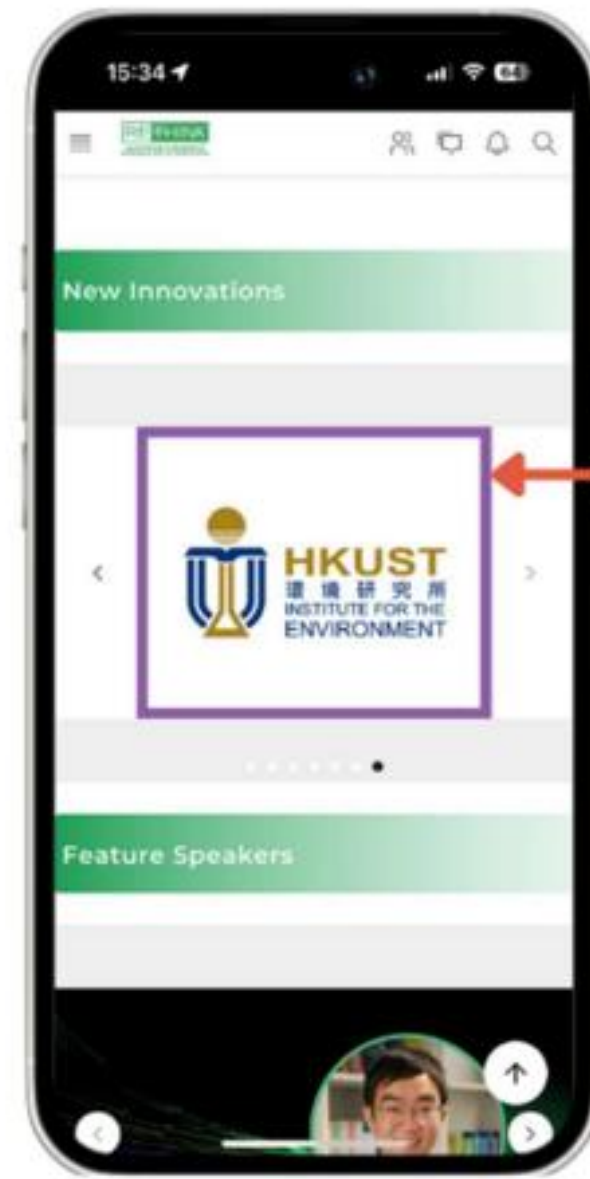
\*Subject to HKSARG EMF funding scheme's eligibility and their final approval

@Position ordering subject to ReThink HK's assignation

#Subject to availability

# Special Offering

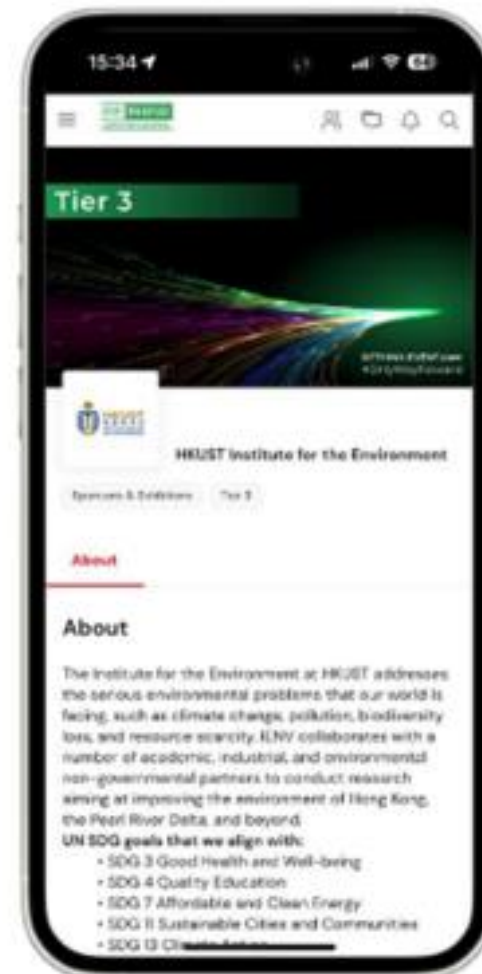
New Innovations in the event app (valued at HK\$ 6,800 – HK\$30,000)



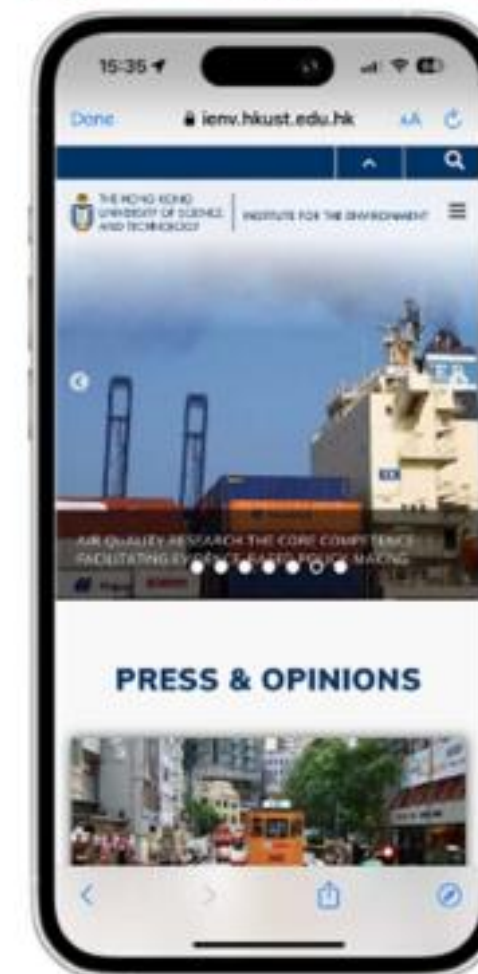
Logo dimension: 1310 X 1080px  
Max. size: 2 MB

By clicking on the logo, it will bring you to EITHER one of the following pages:

In-app sponsor profile



External page (e.g. company website)



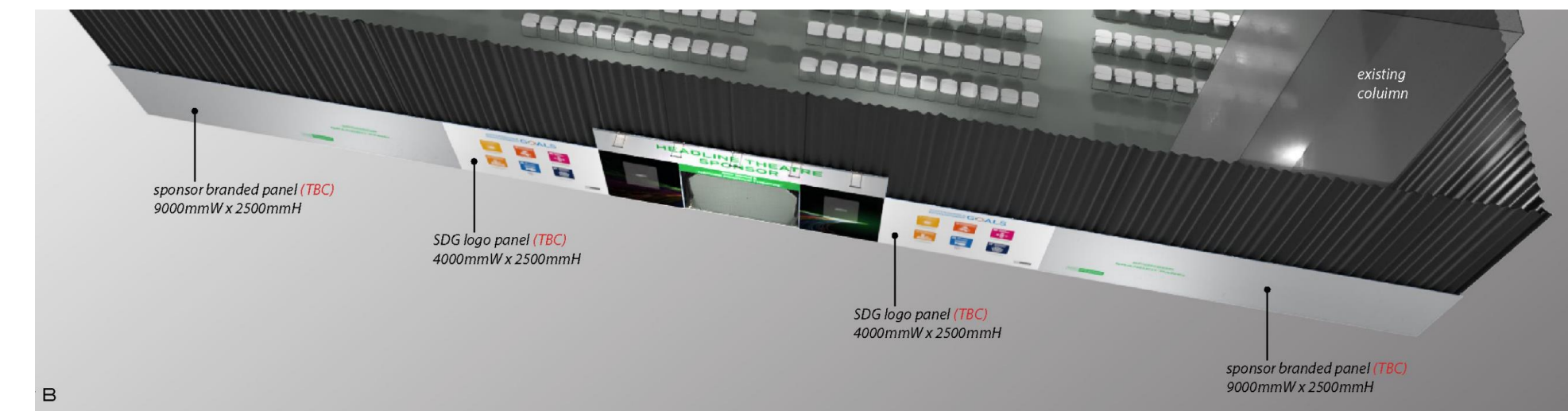


# Special Offering

SDG Goal Wall Sponsor (valued at HK\$ 10,000)  
to demonstrate your alignment with the UN SDGs

17 goals to transform the world

- Goal 1 - No Poverty
- Goal 2 - Zero Hunger
- Goal 3 - Good Health and Well-being
- Goal 4 - Quality Education
- Goal 5 - Gender Equality
- Goal 6 - Clean Water and Sanitation
- Goal 7 - Affordable and Clean Energy
- Goal 8 - Decent work and Economic Growth
- Goal 9 - Industry, Innovation and Infrastructure
- Goal 10 - Reduced Inequality
- Goal 11 - Sustainable Cities and Communities
- Goal 12 - Responsible Consumption and Production
- Goal 13 - Climate Action
- Goal 14 - Life Below Water
- Goal 15 - Life on Land
- Goal 16 - Peace and Justice Strong Institutions
- Goal 17 - Partnerships for the Goals





# Exclusive Features at European Pavilion

## At-event

- RETHINK** **Networking Lounge Area** to facilitate conversation between pavilion exhibitors and delegates
- RETHINK** **Group activities and live workshops** – pavilion exhibitors to involve & contribute to activities at the Pavilion\*

\*subject to EuroCham's final planning



*Workshop activities\**



*VIP Tour with Mr Tse Chin-wan, Secretary for Environment and Ecology*



*Mingle at the Networking Lounge Area\**



# High Profile Engagement Tools to Enhance Visibility to the Ecosystem

- RE-THINK Headline Event Sponsor
- RE-THINK Headline Theatre Sponsorship
- RE-THINK Programme Sponsorship
- RE-THINK Event Sponsorship – Tier 1/2/3
- RE-THINK Delegate Registration & Check-in Sponsor
- RE-THINK Central Networking Lounge Sponsor
- RE-THINK Networking Drinks Event Sponsor
- RE-THINK Online Delegate Registration Sponsor
- RE-THINK Workshop Host Sponsor
- RE-THINK Roundtable Sponsor
- RE-THINK Event Name Badge Sponsor
- RE-THINK Lanyard Sponsor
- RE-THINK Speaker Water Sponsor
- RE-THINK Delegate Water Refill Sponsor
- RE-THINK Speaker HQ Sponsor
- RE-THINK Hand Sanitiser Sponsor
- RE-THINK A3 Event Planner Adverts
- RE-THINK SDG Goal Wall Sponsor

***European Pavilion Exhibitors can upgrade as Event Sponsor for additional branding awareness and conference involvement. Please contact Jenny ([jenny.c@rethink-event.com](mailto:jenny.c@rethink-event.com)) for more details.***

\*Subject to change and availability



The logo for 'RETHINK' is displayed in a bold, white, sans-serif font. The word 'RE' is contained within a white square, and the word 'THINK' follows it. The entire logo is set against a black background.

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**ORGANISER**

**enviroevents hk**  
ECOSYSTEM EVENTS WITH PURPOSE

**CO-ORGANISER**

The logo for the Business Environment Council features a stylized circular emblem composed of four leaf-like shapes. To the right of the emblem, the text 'BUSINESS ENVIRONMENT COUNCIL' is written in English, with its Chinese equivalent '商界環保協會' below it.

**BUSINESS  
ENVIRONMENT  
COUNCIL**  
商界環保協會