

RE-THINK LIFESTYLE

06-08 DECEMBER 2024
Hall 5FG, HKCEC

ReThink Lifestyle 2024					
Sponsorship Package Overview	Bronze Leaf	Silver Sky	Golden Field	Sapphire Sea	Green City
Minimum booth size (sqm)	6	9	18	36	72
Number Available	30	20	15	10	7
Sponsorship Add-on Price	\$ 15,000	\$ 50,000	\$ 125,000	\$ 250,000	\$ 500,000
Launch Price (before 29 March 2024)	\$ 13,000	\$ 42,500	\$ 105,500	\$ 205,500	\$ 400,000
Launch Price Saving	13%	15%	16%	18%	20%

Pre-event

Logo exposure across all promotions (at sponsor level)	✓	✓	✓	✓	✓
Social media post (group announcement)	✓	✓	✓	✓	✓
Social media post (dedicated announcement)			✓	✓	✓
Pre-show video clip (provided by sponsor)				✓	✓
General Media Adverts logo exposure				✓	✓
MTR Adverts logo exposure				✓	✓
Logo on the visitor ticket order confirmation page					✓
Logo on the visitor ticket order confirmation email					✓
Pre-show interview clip (produced by ReThink)					✓

At-event

Visitor tickets (1 day)	10	20	30	40	50
VIP weekend ticket (including Friday night)	0	5	10	20	30
Logo Branding at Main Entrance event signage	✓	✓	✓	✓	✓
Sustainable Lifestyle Stage & Community Stage			✓	✓	✓
Logo Branding on backdrop at Sponsor level				✓	✓
Booth included in Knowledge Hunt				✓	✓
Overhead Location Banner above booth (sponsor company design)					✓
Marketplace Zone Overhead Location Banner (company logo)				✓ First 5 sponsors per category	
VIP Networking Event - Opening Ceremony Photo Call					✓

Booth

Prime location facing the entrance					✓
e-badge scanner					✓

Post-event

Knowledge hunt data					✓
Interview included in post event video highlights (15' sec)					✓

Add on activities

	Choose 1	Choose 1	Choose 1	Choose 2	Choose 2
Host a Workshop (1 hr)	✓	✓	✓	✓	✓
Community Stage activity host (30 - 40mins)		✓	✓	✓	✓
Sustainable Lifestyle Stage Product / Innovation Pitch (3-5 mins)	✓	✓	✓	✓	✓
Sustainable Lifestyle Stage 1 speaker in group discussion (30-40 mins)			✓	✓	✓
Community Stage Solo presentation (20 mins)				✓	✓
Sustainable Lifestyle Stage Solo presentation (10 mins)					✓

Benefits and inclusions are subject to availability and change