



ReThink HK 2025 Raw Space Exhibitor Set-Up Manual

Dear Exhibitor(s),

Welcome to ReThink HK 2025!

This Manual is designed to provide you with all the information regarding your participation in **ReThink HK 2025**, taking place at the HKCEC in Hong Kong from 11-12 September 2025.

It contains all the deadlines, information and order forms you will need to set up a good looking, safe and sustainable booth within the Showcase Expo.

Please arrange to review the information with all your team members who will be involved in the design and hosting of your booth at the event.

Next Steps

We kindly ask you to log in to the [ReThink HK Online System](#)

- i) fill in the relevant order forms and acknowledge your understanding of the guidelines
- ii) submit design plan and checklist for your booth
- iii) order any additional furniture and booth supplies (if required)

For the deadlines, please ensure relevant colleagues are aware of these – there is little or no room for extensions.

We look forward to welcoming you to ReThink HK 2025.

Yours sincerely,
Maria Fung
Head of Event Operations
Rethink HK

RAW SPACE EXHIBITORS

Booth Design Checklist and Booth Material Report detailing the information of all materials to be used, together with their corresponding eco-friendly certifications should be submitted by **08 August 2025** for approval.

Please refer to the “Raw Space Exhibitor Information Area”.

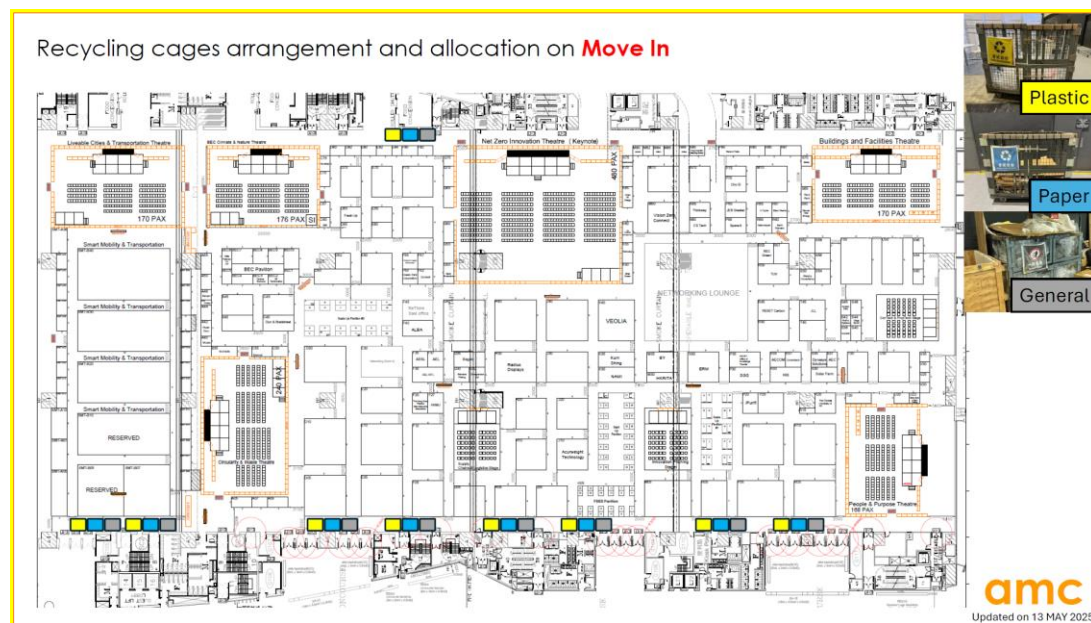
Please ensure you complete and submit the following forms :

- Form 13: Green Compliance Acknowledgement (Raw Space Exhibitor Only)
- Form 14: Contractor Performance Deposit
- Form 15ab: Design Plan Checklist
- Form 15c: Design Plan Submission and relevant document submission

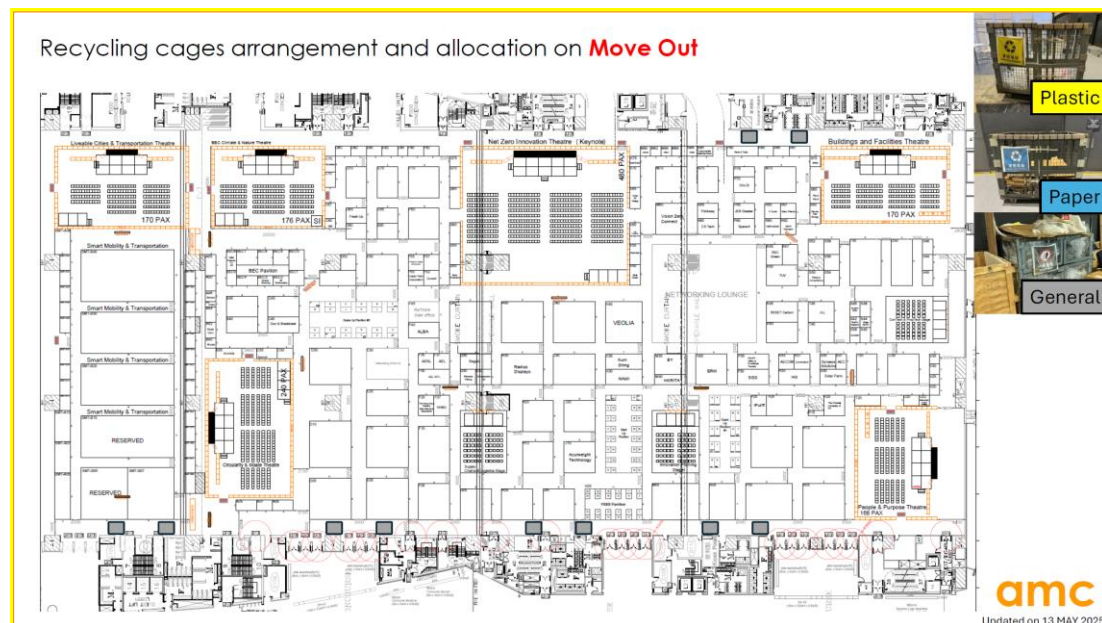
Green Compliance Acknowledgement

- Distribution of printed leaflets, brochures and other promotional materials is strictly prohibited. You are encouraged to switch to digital promotional materials that delegates can download via QR code scan.
- If you intend to have a printed version of company reports or brochures then these should be for reference and display purposes only, they should not be distributed to attendees.
- Vinyl pull-up display banners are strictly prohibited and will not be permitted into the event venue. You are encouraged to use digital display signage as alternatives.
- Any giveaways / souvenirs to be distributed from the booth should be:
 - ✓ Reusable
 - ✓ Sustainably sourced
 - ✓ Ethically manufactured
 - ✓ Free from any plastic packaging / wrapping
- ReThink HK encourages you to not to print the event logo or dates on any items
- Non-reusable giveaways / souvenirs are not permitted and will be removed from the event by the organiser with a handling fee charged to the exhibitor.

During move-in periods, designated cages for general waste and recycling are strategically positioned in the front rows of the Hall.



During move-out periods, it is the responsibility of all exhibitors and contractors to remove all non-recyclable waste from the venue.



- The company / companies responsible for collecting the reusable / recyclable materials and the corresponding contact points should be clearly stated.
- **Note : Improper waste disposal and handling in HKCEC will result in the forfeiture of the contractor's deposit.**



Below is the design and build guideline with the reference to Better Stands Assessment criteria

		Raw Space Exhibitors that are wholly built by contractors (Organizer will provide a power connection and eco-carpet only)
		The maximum height of your booth is restricted to 3m , with the aim of reducing waste generated from structures.
1	Stand Structure and Walls	<ul style="list-style-type: none"> • Foam-board and plastic materials are prohibited. • Use reusable non-wood walling systems (e.g. shell scheme style system, repurposed containers, modular aluminum system) • The stand structure must be prefabricated and ready to assemble onsite. Final adjustment to prefabricated pieces for fitting purposes is allowed
2	Platform and raised Floor	<ul style="list-style-type: none"> • Use modular and metal framed flooring • Prevent using clean or raw timber – this is single use material
3	Furniture and Equipment	Rental and reused furniture and equipment
4	Lighting	<ul style="list-style-type: none"> • For lighting and other self-arranged electrical appliances, such equipment should be certified with Grade 1 or 2 Energy Label by the EMSD • ReThink HK encourages you to use LED lighting
5	Fascia and overhead Signage	Adopt the goal of reuse
6	Rigged Structure	Use lighter and safer reusable material

7	Ceiling	Made from a number of reusable material from wood to metal, fabric etc.
8	Display Facilities	Use system as platform and shelving with LED lighting to display product
9	Floor Covering	Carpet, tiles, laminate: Look for use and recycled NOT made from recycled material. Accept down recycling also (e.g. using carpet for wrapping / padding furniture)
10	Graphics and decorative items	Reuse or recycle material is acceptable •
	Others	<ul style="list-style-type: none"> • Final coat onsite is for repair purposes only. Only Zero VOC paints are allowed. • In case the use of non-reusable stand-building materials cannot be avoided, such materials should be recyclable. Examples of such materials are: <ul style="list-style-type: none"> - Cardboard display (honeycomb structure) - Sustainable fabrics, e.g., organic cotton, linen - Tencel Glass - Perspex Sheets • All other materials used in constructing the booth structures must be certified as eco-friendly. Certifications include but not limited to FSC Chain of Custody Standards, Greenguard and HK G-PASS.

Please note a late registration surcharge of HK\$10,000 will be imposed on exhibitors / contractors who register for working on a raw space booth after 08 August 2025. Contractors may only be admitted to carry out their work upon settling of the surcharge before 05 September 2025. And for safety reasons, late registration may also result in the cancellation of your booth and the Organiser's Standard booth set-up being required.

All booth decorations to be used at the booth, e.g. wording, branding, materials and exhibits to be displayed in the booth are subject to the Organisers' approval. The Organisers reserve the right to reject any booth design which is deemed inappropriate to the show, contravenes the terms and conditions of the sponsorship/exhibiting Contract or is not relevant to the specific product sector in each hall. Exhibitors are required to alter the booth design as per the Organisers' request. Failure to comply will result in the cancellation of your booth.

It is important to note that Contractors **must have** their own insurance coverage in place and also pay a damage/performance deposit.

DEDUCTIONS FROM CONTRACTORS PERFORMANCE DEPOSIT

(This form is only applicable to Raw Space booths)

Raw space exhibitors shall pay a Contractor Deposit

Stand Area

- | | |
|-----------------------------------|------------|
| • Amount for stand(s) up to 36sqm | HKD 15,000 |
| • For stand(s) 37 to 100 sqm | HKD 30,000 |
| • For stand(s) 101 sqm or above | HKD 40,000 |

All outside stand contractors must be accompanied a deposit by Cheque or by Bank Transfer to AMC(Exhibits) Limited. All decoration materials must be placed within your booth area to keep the aisles / gangway clear. The raw space exhibitor is responsible for any waste generated from their booth construction and the waste should be disposed of properly by the raw space exhibitor. Any costs raised and/or incurred by the Organizer from the aforementioned will be deducted from the deposit.

The raw space exhibitor can collect the worker pass from AMC (Exhibits) Limited, only if the payment of the Contractor Deposit has been fully settled.

Exhibitors are responsible for ensuring that their appointed contractors observe and comply with the rules and regulations stated in this Manual. Any infringement resulting in **damage, disposal and unfavorable performance** will result in a deduction from the Contractors Performance Deposit without prior notice.

The following are some of the actions leading to a deduction of the Contractors Performance Deposit:

1. Contractor staff smoking in venue.
2. Stand design drawings not submitted as specified.
3. Stand construction exceeds the maximum height limit.
4. Paint spraying, welding, using electrical saws inside the venue.
5. Screwing, drilling, painting or nailing on the panels of standard shell stand.
6. Storage of construction materials, tools, empty boxes and/or other materials in non-designated areas or outside the venue.
7. Items found outside the respective stand areas, after the move-in/out period, will be disposed of without prior notice and also trigger a deduction.
8. Improper waste disposal and handling in HKCEC will result in the forfeiture of the contractor's deposit
9. Debris, packing materials and stand materials not handled/disposed of properly and promptly (i.e. placed outside stand area or in other stand area, gangways, loading bays or blocking the gangways/ fire exits) during move-in/ out period.
10. Any main construction being built onsite deviates from the drawings submitted to the Organizer such as stand construction exceeds the assigned boundaries, including but not limited to plasma TV, lighting, 3-D lettering, graphics, free standing banners, etc.
11. All viewable stand partitions/ walls (i.e. the common side-walls bordering neighbouring stand above 2.5m) must be well finished in white panels by the end of the last move-in day (the opinion of the Organizer is final in this regard).
12. Stand construction or dismantling in an improper or unsafe manner. (e.g. pushing over high sections of stands, smashing of glass panels, etc.)

13. Safety Vests and Personal Protective Equipment (PPE) should be worn as required for the task (i.e., safety harness if working at height; helmets if danger of tools etc., being dropped from above).
14. In accordance with Hong Kong Labour Department legislation, platforms must be used for work above 2m. Any ladders over 2m are not allowed onsite.
15. Any illegal electrical wiring connections or inadequate connections etc., will be made safe and charged as per the Exhibitor Manual price (with on-site surcharge)
16. Failing to submit Contractor insurance policy/risk assessment/payment of Contractors Performance Deposit before deadline.
17. All alteration or removal of ready boards or system panels with booth number must be done by the Official Contractor who will reinstall at a charge. If the fascia is damaged or lost, a reproduction cost will be incurred.
18. Damage to the venue or Official Stand Contractor's facilities (walls, doors, carpets, hall floors etc.). Actual cost invoiced by venue/Official Stand Contractor.
19. Any additional hall rental charges incurred due to over-time move-in/out. Actual cost invoiced by venue.
20. Failing to submit the Electricity (Wiring) regulations Work Completing Certificate - Form WR1 before 12 September 2024, the first event day of the Expo.
21. Failing to submit Form FS251 (relates to fire tests, flame tests, fume test, and other similar tests) to the Official Stand Contractor before 12 September 2024, the first event day of the Expo. HK\$3,000 will be deducted from the Contractors Performance Deposit.

Remarks:

- If the Contractors Performance Deposit is not sufficient to cover the actual cost/penalty incurred, the Organizer reserves the right to charge the Exhibitor and/or their Contractor the outstanding balance.
- The Organizer will not be responsible for any loss or claim for any or all disposed items arising from the violation of above guidelines (items 07 & 08) by the Contractor.
- In case of disputes, the decision of the Organizer is final.

**** Exhibitors should also be fully aware that, as per the Standard Rules & Regulations which form part of their contract with the Organiser, they are legally responsible and liable for their contractors and subcontractors.**

- It is therefore essential that exhibitors appoint an established and reputable Hong Kong stand contractor.
- If assistance is required, please contact the Organizer. Please note that the appointed official Contractor will receive and hold the Contractors Performance Deposit on behalf of the Organizer.

Please acknowledge that the organizer will undertake the Better Stands evaluation of our company booth. The Better Stands Program is an industry-wide campaign aimed to unite exhibitors, contractors and the wider events industry together to move away from disposable, single use stands at our events, in favour of re-usable structures. Our aim is to halve the waste by 2025. We believe that by eradicating disposable exhibition stands we will improve the ease, safety and sustainability of the exhibitor experience at our events.

Learn more about the [Better Stands Evaluation Form and Better Stands Guidelines](#)

RAW SPACE EXHIBITOR CHECKLIST

OFFICIAL CONTRACTOR		OUTSIDE CONTRACTOR	
Company Name	AMC (Exhibits) Ltd	Company Name	
Contact Person	Miyo Yim / Marco Soo	Contact Person	
Tel	37529001 / 37529051	Tel	
Email	miyo.yim@arconmarketing.com marco.soo@arconmarketing.com	Email	

Re: BOOTH DESIGN					
Event	ReThink HK 2025 (11 – 12 Sept 2025)				
Exhibitor Name		Booth No		Size (sqm)	
Booth Type					
Booth design submitted on _____					
To be revised & resubmitted on-or-before _____					

Please refer to the below RAW SPACE BOOTH DESIGN CHECKLIST and method statement for details and comments.

Please ensure that the booth/structure is constructed strictly in accordance with the submitted drawings. No alternation to the design shall be made without the prior written consent of the Organizer. You are reminded to abide all the rules and regulations as stipulated in the Exhibitor's Manual, Contractor Reminder and those statutory requirements and standards legitimated by relevant HKSAR government authorities.

Please take note of the followings:

- Raw space booths (organiser will supply eco-carpet and *electricity connection only)
*2 x 1000W sockets – only allowed to place on floor (any special requirement, e.g. TV installation, please reach out to AMC. Please provide socket location plan in advance.
- All materials should be fireproofed or fire retarded with, if applicable, fire safety certificate.
- All stands must not **exceed 3m** in height
- Fire hose reel(s), fire alarm(s), emergency exit sign(s), emergency light(s) and fire exit door(s) and other fire service installations must not be obstructed or blocked at all times.

- A proper work site safety procedure must be fully observed on-site at all times.
- Submit WR1 which is certified by a licensed/qualified electrical worker / contractor after installation is finished. The exhibitors and contractors who appoint the electrical worker / contractor shall be liable for any damages caused if the electrical worker / contractor fails to comply with the above requirement. The design of electrical services must always comply with Electricity (wiring) Regulation of Hong Kong Electricity Ordinance.
- The exhibitor / contractor will be entirely responsible for the structural and construction safety of its stands. The person-in-charge shall ensure its employees and workers to take all necessary safety measures and comply with the relevant requirements. The general safety guidance and limited structural safety check from the official contractor are for reference only and do not constitute, expressly or impliedly, any endorsement, approval, certification or warranty on any work done by the exhibitor, its employees and/or contractors. The organizer and the official contractor expressly disclaim any liability arising from the work done by the exhibitor, its employees and/or contractors (whether or not in reliance on any safety guidance or request from the official contractor).
- AMC and the Organiser reserve the right to stop any on-site construction/installation work if:
 - * The work procedure has violated any safety rules in the Exhibitor's Manual or venue safety requirements;
 - * The stand plan design is yet to be checked or the submission is incomplete.

I. General		YES	NO	N/A	Comments / Remarks
1	Plan view, elevation views with clear dimensions and correct stand orientation				
2	a) Booth height b) Under smoke curtain (If applicable for HKCEC Booth)				a) Height: _____ (Under smoke curtain)
3	Summary of booth materials. Indicate each material and if they are non-environmental friendly, recyclable or reusable				
4	Lighting distribution plan				
5	Indicate the brand, model, EMSD energy label (e.g. Grade 1/2/3/4/5) of lighting equipment and other self-arranged electrical appliances				
6	Booth number shown at booth frontage				
7	Exhibitor company name is same as exhibitor list				
8	<ul style="list-style-type: none"> ● If any part of a booth is built above 2.5m, this must not adversely affect adjacent exhibitors; any decoration including wordings, logos, company name etc. must be set back at least 1m from adjacent booths. 				

	<ul style="list-style-type: none"> Back/side wall in white panel finish if height over 2.5m and adjacent to other booths. <u>Strictly no covering by cloth is allowed on any exposed booth surfaces.</u> 				
9	Booth fittings/decorations do not exceed the booth boundary				
10	Glazing (if any) using tempered glass at minimum 4mm thick				
11	Lighting fixtures installed at least 2.2m above ground				
12	Lighting structure do not exceed the booth boundary				
13	<p>1. Only 30% of total area permitted up to 3mh. 2. For any booth length of $\geq 5\text{m}$, a maximum of 50% of any open perimeter facing an opposite booth/theatre may be a solid wall and maximum of 2.5mH 3. Any solid wall facing opposite booth must have graphic</p> <p><u>Remark for Modified Shell Booth:</u> All Ready Shell/Package Booth is allowed interior design / construction only. All the overall frame outlook must be maintained the same as the original design.</p>				
14a	No hard cover ceiling				
14b	Partially hard cover ceiling i) In grid or stripe pattern (Max. width is 1.5m), evenly distributed ii) Coverage area is $\leq 50\%$ total ceiling area				
14c	Fabric cover ceiling i) must be fire retardant and water-permeable <ul style="list-style-type: none"> ii) $\leq 100\text{ sqm}$ in total covered area iii) Min. 600mm gap between each 100sqm covered area 				
15	Exit door must swing inward				
II. Method Statement		YES	NO	N/A	Comments / Remarks
1.	Completion of Method Statement				
III. Fire Safety Requirements		YES	NO	N/A	Comments / Remarks
1	Fire extinguisher required (for booth with covered ceiling)				
2*	Fire retardant treatment on combustible decoration materials with FS 251 Certificate				
IV. Risk Assessment & Insurance Coverage		YES	NO	N/A	Comments / Remarks

1.	Completion of Risk Assessment				
2.	Certificate of Insurance				
V. Waste		YES	NO	N/A	Comments / Remarks
1	The Implementation of proper handling for recyclable materials				
2	Estimated quantity of waste to be disposed after dismantle (kg/tonnes)				

Please refer to FORM 15ab on [ReThink HK online system](#) for reference. This illustrates on how to present your design plan marked with the material to be used.

Should you need any advice on how to source sustainable booth materials or contacts for contractors who can design, install and recycle your booth then please let the [event team](#) know.