

Activation Hub Schedule



**SUSTAINABLE
BRANDS**

**The Bridge to
Better Brands**

MONDAY (6:30 - 9:00pm)	TUESDAY (11:00 - 7:30pm)	WEDNESDAY (11:00 - 6:30pm)	THURSDAY (11:00 - 3:00pm)
8:00am - 6:00pm Activation Hub exhibitor setup	12:00 - 1:30pm Lunch Standard AH	12:00 - 1:30pm Lunch Standard AH	12:00 - 1:30pm Lunch Standard AH
	INNOVATION LABS PT 1 1:30 - 2:00pm Subj matter expert 2:00 - 3:00pm Part 1 Facilitated Innovation Lab 're-defining good life' in each pavilion	INNOVATION LABS PT 1 1:30 - 2:00pm Subj matter expert 2:00 - 3:00pm Part 2 Facilitated Innovation Lab 're-defining good life' in each pavilion	1:30 - 2:45pm Activation Hub Open & Sponsored Content
	INNOVATION LABS PT 2 3:30 - 4:00pm Subj matter expert 4:00 - 4:45pm Part 1 Facilitated Innovation Lab 're-designing the good life' in each pavilion	INNOVATION LABS PT 2 3:30 - 4:00pm Subj matter expert 4:00 - 4:45pm Part 2 Facilitated Innovation Lab 're-designing the good life' in each pavilion	
	4:45 - 6:00pm Activation Hub Open Sponsored Sessions Plenary Livestreamed	4:45 - 6:00pm Activation Hub Open Sponsored Sessions Plenary Livestreamed	
6:00 - 7:30pm Activation Hub Opening Night Reception <ul style="list-style-type: none"> Standard AH, Lounge/pavilion sponsors host content, connecting with exhibitors in AH 	6:00 - 7:00pm Activation Hub Cocktail Happy Hour <ul style="list-style-type: none"> Standard AH Cash Bar 	6:00 - 7:00pm Activation Hub Cocktail Happy Hour <ul style="list-style-type: none"> Standard AH Cash Bar 	3:00pm - onward Activation Hub exhibitor tear-down