



where conscious products grow
AUGUST 25-28, 2024 • DENVER, CO

Logistics and Specifications: The Market

Thank you for opting into The Market! To meet the deadlines and specifications for this opportunity, please read the following information in its entirety. If you have any questions, contact your Client Service Specialist using the contact information listed below.

Beacon Onboarding

IMPORTANT DEADLINE: July 11 is the deadline for being onboarded onto Beacon.

New Exhibitors

Exhibitors who have not participated in at least one Natural Products Expo in the past 12 months

- **Complete the [New Exhibitor Application](#)** (approx. 35 minutes)
- **Book your Booth**
 - New Hope Network's Standards Team will connect you with your account manager upon application approval
- **Product Onboarding onto Beacon Discovery**
 - Once your booth is booked, be on the lookout for an email from AudienceSuccessTeam@NewHope.com to assist with product uploads
 - Get a head start by creating your free Product Portal account (powered by SPINS/Pinto) [here](#)
 - The Audience Success Team will guide you through the process of uploading your products
- **Products Displayed on Beacon Discovery**
 - Upon product approval, your products will be displayed on Beacon Discovery!
 - If you have not created a Beacon Discovery account, then do so [here](#)

Returning Exhibitors

Exhibitors who have participated in at least one Natural Products Expo in the past 12 months

- **Book your Booth**
- **Product Onboarding onto Beacon Discovery**
 - Once your booth is booked, be on the lookout for an email from AudienceSuccessTeam@NewHope.com to assist with product uploads
 - Get a head start by creating your free Product Portal account (powered by SPINS/Pinto) [here](#)
 - The Audience Success Team will guide you through the process of uploading new products or updating existing products
- **Products Displayed on Beacon Discovery**
 - Upon product approval, your products will be displayed on Beacon Discovery!
 - If you have not created a Beacon Discovery account, then do so [here](#)

Produced by



By Informa Markets

Flagship Product

- **Selecting your Flagship Product:**
 - During the Beacon Discovery onboarding process, the Audience Success Team will help you choose the flagship product you wish to showcase in the Market at Newtopia Now.
 - If you have not already selected a flagship product, one will be selected and communicated to you for verification via the AudienceSuccessTeam@NewHope.com

Exhibitor Guide on the Event Platform

- You will receive an email with a button redirecting you to a login page. Your account is automatically created by the platform after you have registered. A window will then prompt you to create a password for your account.
- If you don't see this email in your mailbox, please check your spam folder. Most of our emails are sent from noreply@swapcard.com.
- Access your account on <https://app.swapcard.com/event/newtopia-now-2024>.
- For Further information regarding key features with the Event Platform, please refer to the [Event Success Page on the Newtopia Now Website](#)



The Market at Newtopia Now

Guidelines

- **Supplies:** The Market is only allowed to display shelf-stable or empty packaging on the shelves.
 - **Sizes:** Products cannot exceed 10 inches (25.4cm) height and width. Products cannot exceed 5 inches (12.7cm) deep (depth).
 - **Set Up:** Products can only be hand delivered on Sunday, August 25 to The Market. You are responsible for bringing your product, and signing off with a New Hope team member, **between the hours of 10:00 am – 5:00 pm.**
 - All brand products in The Market will have a generated QR code. This will be set up by the New Hope Network team and will designate where your product will be on the shelves. This is determined in alphabetical order and cannot be changed.
- **Weight:** Product displays CANNOT exceed 20lbs in weight. Anything exceeding this limit will be removed.
- **Electricity:** Electricity is not provided or allowed for The Market displays.
- **Signage:** Products are assigned alphabetically within the category contracted based on "EXHIBITING AS" name and cannot be changed onsite.
- **Security:** Although we make every effort to secure The Market area, New Hope is not liable for any lost or damaged goods while in display area.

DO NOT TAMPER WITH OTHER DISPLAYS.

Tampering will result in your product sample in The Market being eliminated; this includes moving name tags.

Set Up Instructions and Information:

Address:

Colorado Convention Center, 700 14th Street
Denver, CO 80202-3213

PRODUCT DROP OFF:

Sunday, August 25 | 10:00 am – 5:00 pm

Products must be brought to The Market by the brand, and ONLY can be hand delivered during these times for set up. You must sign off on your product to ensure it has been given to a New Hope team member.

PRODUCT PICK UP:

Tuesday, August 27 | 5:00 – 8:00 pm

The Market product pick up/tear down. If you do not collect your product, it will be either donated or discarded.

Questions? Contact us:

Client Service Specialist:
303-390-1776

Email for exhibitors:

ClientSvcNewtopia@informa.com

