

NEWTOPIA NOW 2025 – CRITICAL DATES AND DEADLINES

ASAP	Information Requested By:
Read Exhibitor Service Kit (ESK) in its entirety	Newtopia Now
Review Marketing and Promotional Opportunities	Newtopia Now
Make Hotel Reservations through Official Vendor	OnPeak
Secure Meeting Room Space (contact your Account Manager for availability)	Newtopia Now
Make Airline/Rental Car Reservations. See Discounts HERE	Exhibitor
Log In to Exhibitor Hub to Update Show Directory/Company Listing	Newtopia Now
Upload your COI or Order Insurance for your booth	Exhibitor
Order Security for Booth	United Security
Register Booth Personnel for Badges in the Exhibitor Hub	Newtopia Now
Submit Sampling Information Form	Sodexo Live!

Due Date	July	Information Requested By:
7.3.25	Submit Booth Approval Form	Newtopia Now
7.3.25	Complete Beacon Discovery onboarding to build your brand profile and add products	Beacon Discovery
7.16.25	First day for Advance Freight Shipments at warehouse	GES
7.17.25	Pre-Show Discount Deadline for Lead Retrieval	CDS
7.23.25	Submit Exhibitor Appointed Contractor (EAC) Form	GES
7.29.25	Secure Onsite Storage (dry, frozen, refrigerated)	GES
7.29.25	Discount Deadline to Order Booth Furnishings & Graphics	GES

Due Date	August	Information Requested By:
8.1.25	Discount Deadline to Order AV / Computer Equipment	MetroMultimedia
8.4.25	Counter Graphic Logo Submission Deadline	GES
8.5.25	Order Internet/Telephone/Cable TV Services	Smart City Networks
8.6.25	Order Any Food Preparation or Catering for booth	Sodexo Live!
8.6.25	Deadline to Order Refrigeration	Lowe
8.7.25	Order Electrical Services	CCC
8.14.25	Deadline to Order Plants & Floral	National Plant & Floral
8.14.25	Last day for Advance Shipments to arrive at Warehouse	GES
8.18.25	Ship Directly to Show Site	GES
8.20.25	Hand Delivery product to The Market between 10am – 5pm	Newtopia Now
8.21.25	Booth must be Show Ready by 10:00 AM	Newtopia Now