



Retail Ready Display Guidelines

For 2025, the retail ready guidelines will help your products to be displayed in a way that reflects how they appear on a retail shelf while keeping the setup simple and visually clear.

- **Single Product, Retail Ready Packaging:** Each exhibitor may showcase **one SKU (Specifically, the Flagship Item)** but it can be displayed within its retail-ready packaging. This means your product should be presented the way it would be sold in a store—whether individually or as a shelf-ready box.
- **Sizes:** Products cannot exceed 10 inches (25.4cm) height and width. Products cannot exceed 5 inches (12.7cm) deep (depth).
- **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. No outside signage or printables allowed.
- **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.

Examples:

- If your product is a beef jerky stick, you may bring the container or box that typically holds 10 sticks as it would appear on-shelf.
- If your product is a granola bar, you may display it in the branded carton that holds a 6-pack rather than just a single bar.
- No oversized cases or promotional materials.
- Beverages: Please confirm your beverage is not TALLER than 10 inches due to shelf height restrictions. Beverages must be served as 1 item—no packs allowed due to a lack of space.



CLIENT SERVICES:

Phone: 303-390-1776
 Email for exhibitors: ClientSvcNewtopia@informa.com
 Email for attendees: CSNewtopia@informa.com



where conscious products grow
 AUGUST 20-22, 2025 • DENVER, CO
newtopianow.com

Product Discovery
 Powered by
Beacon
 DISCOVERY

Produced by
 **New Hope**
 NETWORK
 By Informa Markets

Natural
 Products
 EXPO WEST®



Beacon Onboarding

***Important Deadline* JULY 21st 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 by Standards, 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

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Set Up Instructions and Information:

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

PRODUCT DROP OFF:

Wednesday August 20th 8:00am-5:00pm

Thursday, August 21st 8:00am-9:00am (before show floor opens)

Products must be brought to The Market by the brand, and hand delivered. You must sign off on your product to ensure it has been given to a New Hope team member.

PRODUCT PICK UP:

Friday, August 22nd 5:00pm-8:00pm

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



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