

# Retail Ready Display Guidelines



For 2026, 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.
- **Size & Weight Limits:**  
Max Dimensions: 10" (H/W) x 5" (D)  
Max Weight: 20 lbs.
- **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.

All items must be approved by New Hope Network Standards or uploaded into Beacon to be displayed in The Market.

## Examples:

- **Beef Jerky:** Display in a box holding 10 sticks.
- **Granola Bar:** Use a branded carton for a 6-pack.
- **Beverages:** Must be under 10" tall and displayed as a single item (no packs).
- No oversized cases or promotional materials.



**CLIENT SERVICES:** Phone: 303-390-1776  
Email for exhibitors: [ClientSvcNewtopia@informa.com](mailto:ClientSvcNewtopia@informa.com)  
Email for attendees: [CSNewtopia@informa.com](mailto:CSNewtopia@informa.com)



where conscious products grow  
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[newtopianow.com](http://newtopianow.com)

Product Discovery  
Powered by  
**Beacon**  
DISCOVERY

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

**Natural**  
Products  
EXPO WEST<sup>®</sup>



# Beacon Onboarding



## \*Important Deadline\* JULY 20th 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 you’ve booked your booth, our team will complete your Beacon Discovery profile setup. To add additional products, or for further assistance, please reach out to [AudienceSuccessTeam@NewHope.com](mailto:AudienceSuccessTeam@NewHope.com)
- Products Displayed on Beacon Discovery
  - Upon product approval by Standards, your products will be displayed on Beacon Discovery!
    - o 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 you’ve booked your booth, our team will complete your Beacon Discovery profile setup. To add additional products, or for further assistance, please reach out to [audiencesuccessteam@newhope.com](mailto:audiencesuccessteam@newhope.com)
- Products Displayed on Beacon Discovery
  - Upon product approval by Standards, your products will be displayed on Beacon Discovery!
    - o If you have not created a Beacon Discovery account, then do so [here](#)

**All items must be approved by New Hope Network Standards or uploaded into Beacon to be displayed in The Market. New Hope [Network Ingredient Standards & Guidelines](#)**

### Set Up Instructions and Information:

<b>Address:</b> Colorado Convention Center, Hall D, The Market #225	
<b>PRODUCT DROP OFF:</b> Tuesday August 18th 8:00am-4:00pm	<b>PRODUCT PICK UP/TEAR DOWN:</b> Thursday, August 20th 5:00pm-8:00pm
<ul style="list-style-type: none"> <li>• Hand-deliver products to The Market.</li> <li>• Sign off with a New Hope team member to confirm delivery.</li> </ul>	If you do not collect your product, it will be either donated or discarded.



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