



AUGUST 25-28, 2024
DENVER, CO

Congratulations on your booth package selection for the Newtopia Now 2024 Show!

Please use this document as a reference for getting prepared for the show. You will find important deadlines, schedule, and key contacts to ensure you are prepared and can have a successful show.

Booth Packages



5'x10' Booth Package includes:

- 50 sq ft Booth Space
- (1) 1M Exhibit Counter
 - Front graphic panel included
- (1) Padded Stool
- White FIT3 fabric backwalls*
 - 3M (116-1/4") x 96"H
- White FIT3 side return panels - 1M (38-3/4") x 96"
- (1) Wastebasket & (1) Recycle basket



10'x10' Booth Package includes:

- 100 sq ft Booth Space
- (1) 1M Exhibit Counter - 1M x 1/2M x 40"H
 - Front graphic panel included
- (2) Padded Stools
- White FIT3 fabric backwall*
 - 3M (116-1/4") x 96"H
- White FIT3 side return panels - 1M (38-3/4") x 96"
- (1) Wastebasket & (1) Recycle basket



10'x20' Booth Package includes:

- 100 sq ft Booth Space
- (1) 1M Exhibit Counter
 - Front graphic panel included
- (2) Padded Stools
- (1) Distinct Table in Maple - 30"H x 42"W x 30"D
- (3) Clear Wendy Chairs
- White FIT3 fabric backwall*
 - 6M (234-3/8") x 96"H
- White FIT3 side return panels - 1M (38-3/4") x 96"
- (1) Wastebasket & (1) Recycle basket



Tabletop Package includes:

- (1) 6' White Skirted Counter
- (1) Padded Stool

* Logo Purchase add-on required for backwall, otherwise blank

Produced by



By Informa Markets

Booth Graphics and Signage

- Logo File request-VECTOR FILE ONLY (.ai, .eps.)
- Please submit your logo via the [Dropbox link](#).
- Exhibitors can order fabric backwall graphics on GES Expresso. All graphic orders AND print-ready artwork must be submitted by the exhibitor no later than August 1, 2024.
- Fabric backwall graphics will be offered in 1M, 3M & 6M (only an option for 10x20 booth package) sizes.
**This is a purchase add on for the backwall. If you do not purchase the logo add on, then the backwall will be blank.*
- **Note:** GES will not save any graphics. It is at the exhibitor's discretion if they would like to keep them.
- Branded Marketing Items from Companies Exhibiting:
 - Follow rules and regulations from Exhibitor Service Kit.

Back Panel



Graphic Dimensions

- All booth packages can have an additional logo* add on for the backwall.
**for an additional cost*
 - Pricing information to come early April. If interested, please contact your account manager to receive further information.
 - Logo backdrop deadline is the same as counter logo, for the backwall additional priced logo add-on.
 - Fabric backwall graphics will be offered in 1M, 3M & 6M (only an option for 10x20 booth package) sizes.
**This is a purchase add on for the backwall. If you do not purchase the logo add on, then the backwall will be blank.*
- Note:** GES will not save any graphics. It is at the exhibitor's discretion if they would like to keep them.



Tabletop Rules

PERMITTED

May place a branded tablecloth over your tabletop. Maximum size permitted is 6ft W x 42in H table front dimension and 24in W x 42in H side dimension. (Cannot extend outside of these dimensions)

Displaying items on the surface of the tabletop. Maximum size permitted is 6ft W x 24in D x 3ft H (see diagram).

Can cook or use small electronics within your booth space or on your tabletop space only. (Electricity must be ordered through Colorado Convention Center.)

Sampling Permitted.
 Within Parameters, coming soon April 2024

Pull-Up displays only, must be behind your table only. Max 24in W x 8ft H.

May use an anti-fatigue mat behind your tabletop.

NOT PERMITTED

Storage of items behind or around the tabletop area. All items must fit under the table. Additional accessible storage space must be purchased from GES.

Removing or replacing your table

Moving tables from front of space or pushing tables together

Each tabletop space is separate and cannot be combined with another space. (You may not move 2 tables together or utilize the back wall space between the tables.)

Bringing in your own floor covering

Swapping or adding, tables, other furniture, literature stands, display counters, refrigerated display cases, etc.

Refrigerator or freezer behind tabletop. Unit must fit on or under the tabletop.

Hanging signs

Building any structures that surround the table

Pop-Up tents, backdrop, inflatables, expandable or curved pop-up structures

Propane

Booth Rules

PERMITTED

Bringing display and branded items, as they fit within your booth space.

Can cook or use small electronics within your booth space or on your tabletop space only. (Electricity must be ordered through Colorado Convention Center)

Sampling Permitted. *Within Parameters, coming soon April 2024*

Ordering or bringing additional furnishings, space permitting.

Bringing in Floor Covering, as they fit within your booth space.

NOT PERMITTED

Storage of items behind or around your booth space, only within your counter. Additional accessible storage space must be purchased from GES.

Removing or swapping booth package furnishings.

Items over 4ft (1.22m) in height cannot be within 5ft (1.52m) of the front aisle as it blocks sight line.

Hanging signs

Extension 8ft from the floor including walls, product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage.

Building any structures that surround the counter and booth walls.

Pop-Up tents, backdrop, inflatables, expandable or curved pop-up structures.

Affixing, applying, Hanging, or attaching any item to the fabric walls (including, but not limited to, binder clips, S-hooks, lighting, flyers, banners, signage, stickers, decals, or other items) on/to any booth package elements.

Propane

Freight & Shipping Information

Advanced Warehouse receiving is available between Tuesday, July 23, 2024 – Wednesday, August 23, 2024

Only non-perishable booth freight will be accepted at the advanced warehouse. Perishable, frozen or refrigerated product will be refused and rerouted at the Exhibitors expense.

Direct to Show receiving is available Saturday, August 24, 2024 – Sunday, August 25, 2024

All perishable, frozen or refrigerated products must be shipped directly to the show.

Material Handling

What is Material Handling?

The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons and reloading your shipment at the close of the show (also called Drayage).

**This service is not included in the cost of your booth space.*

Estimating Material Handling Charges

Handling charges are based on the weight of the freight and if it arrives before or after the targeted or posted date range.

Shipments are billed per pound, starting at 25lbs or more. Shipments less than 25lbs are billed at a flat rate.

Important Contact Information

Sales Contact Information

kgoulding@newhope.com

Client Services Contact

ClientSvcNewtopia@informa.com

IMPORTANT DEADLINES

Registration

<https://xpressreg.net/register/npee0824/landing.asp>

GES Espresso Website & Exhibitor Service Kit

<https://ordering.ges.com/016600555>

Hotel Room Deadline

<https://www.newtopianow.com/attend/hotel-travel/>

Booth Approval Deadline

August 1, 2024

Logo Submission Deadline

August 1, 2024

Exhibitor Services Discount Deadline

August 5, 2024

Exhibitor Move In

August 25, 2024

Show Dates, Newtopia Now

August 26 & 27, 2024

Exhibitor Move Out

August 27 & 28, 2024

