



where conscious products grow
AUGUST 18-20, 2026 • DENVER, CO



Exhibitor Visibility Checklist | Newtopia Now 2026

Pre-Show Prep

☐ Complete your Beacon Discovery listing with:

- High-resolution product photos
- Confirm category and attribute tags
- Certifications and claims
- A compelling brand story
- Up-to-date contact info for sales and samples
- Links to your site, socials, and digital materials

☐ Use promotional tools to boost visibility:

- Downloadable social templates
- Email signature banners
- "Find Us at Newtopia" graphics
- Event hashtags and tagging guidance

Onsite Success

☐ Leverage the Newtopia Now Event App:

- Browse attendee profiles
- Send messages and meeting requests
- Export contact for follow-up

☐ Drive foot traffic with visibility enhancements:

- Pre-show placement on event website or newsletters
- Featured product tables or signage
- Digital screens and branded placements
- Priority listing in Beacon Discovery

Post-Show Amplification

☐ Stay visible year-round with Beacon Discovery:

- Keep your Beacon listings up-to-date for buyers to browse your products year-round

☐ Follow up with leads effectively:

- Export your leads from the event platform
- Use the data to create tailored follow-up messages that resonate with your audience

☐ Share your success:

- Post event photos, highlights and testimonials to showcase your participation
- Look for features in event recaps or spotlight content to keep your brand top of mind
- Use social proof to build credibility and extend the momentum from the event

Your Next Steps

- ☐ **Start early** to maximize pre-show visibility
- ☐ **Engage onsite** with purposeful connections
- ☐ **Follow up** to keep the momentum going

