

UKVIA

**Join the UK's largest trade  
body for the vaping industry**

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## About the UKVIA

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The UK Vaping Industry Association is Britain's leading trade association representing the dynamic and fast growing vaping sector. Our vision is to create a world where the evidence-based life changing public health benefits of vaping are fully understood, and their positive impact is maximised.

As a trade association, we fundamentally believe that the vaping industry works better together than it does separately.

Our members use our collective voice to campaign for common sense regulation, which puts the safety of the consumer first, and ensures the UK's 7m smokers are encouraged to switch to vaping which Public Health England states is likely to be at least 95% less harmful than smoking.

We raise awareness on the evidence of vaping's huge public health potential through educating the public, media and political stakeholders. We are working on developing the highest level of quality products, from manufacturing and ingredients to battery safety and regulatory compliance.

Membership of the UKVIA gives you access to the UK's most inclusive and exciting vaping trade association.

We know the UK industry will continue to be the standard-bearer for the vaping sector and joining the UKVIA will ensure that you have a stake in the industry's future success.

# Examples of our work

## Politics and regulation

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The UKVIA recently gave evidence to MPs as part of the Science and Technology Committee's inquiry into e-cigarette policy and regulation. Representing the UKVIA, John Dunne discussed why current rules banned vaping companies from making any health related claims about vaping when compared to smoking, short-fills and the other challenges facing the industry.

In Parliament, the UKVIA also acts as the secretariat for the All Party Parliamentary Group for E-Cigarettes – a group of MPs and peers who convene in Parliament to discuss current issues in the vaping industry.

## UKVIA Forum 2018

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On an annual basis, we convene the UKVIA Vaping Industry Forum. The vaping industry's main business to business event, it brings together the full range of stakeholders in the vaping market - public health officials, regulators, members of parliament and industry leaders - to discuss the problems the industry faces, and our opportunities for growth.



## VApril

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In 2018, we were extremely proud to launch the UK's first ever nationwide awareness and education campaign solely dedicated to vaping – VApril. The month was officially launched by Dr Chrisian Jessen and Mark Pawsey MP, Member of Parliament for Rugby and Chair of the All Party Parliamentary Group for E-Cigarettes, outside the Houses of Parliament. Robert Sidebottom of Adact Medical represented the UKVIA.

Thousands of people engaged with the campaign, and we were able to secure countless testimonials of smokers who were encouraged to make the switch. After an amazing response, VApril will be back next year, bigger and better than ever.



## Setting the media agenda

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We regularly appear in broadcast and print media to fly the flag for the innovative and fast-growing vaping industry. Recently UKVIA spokespeople appeared live on the BBC's Victoria Derbyshire Show and BBC World News, and were quoted in City AM, the Sun, the Daily Mail and the Grocer Magazine to name but a few.

## What our members say

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“Membership of the UKVIA allows my company to collectively engage with the UK regulatory and government bodies at a far more impactful level than it could do alone. The interaction with fellow, like minded members also provides valuable business and networking opportunities. In my view, membership is a must for all serious industry players in the UK.”

**John Dunne**

**UKVIA Board Member and Managing Director of E-liquid Brands**



“For Evapo, membership of the UKVIA has proved tremendously valuable. We have experienced a very warm welcome and are enjoying the first hand access to industry news, insights into regulatory developments and frequent exchange with other players in the industry. I am participating in the Operations Executive Committee which gives us the chance to directly engage with legislative stakeholders and debate the best ways to promote vaping. We found that the UKVIA is much aligned with Evapo’s mission in forming a shared voice as an industry to help bring the vaping industry to the next stage of its growth.”

**Andrej Kuttruf**

**UKVIA Board Member and Founder and Chief Executive of Evapo**



“Being a member of the UKVIA enables Vaporized to be part of the wider engagement and education around the vaping industry with public health bodies and beyond by working together with other likeminded and professional companies that encompass the sector. UKVIA provides a great platform to help realise the the evidence-based life changing public health benefits of vaping products”

**Doug Mutter**

**UKVIA Board Member**

**and Manufacturing and Compliance Director at Vaporized**

## Full membership (£10,000 p.a.)

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**Full membership is available to medium and large vaping businesses (retailers, manufacturers, wholesalers, distributors) as well as professional, financial and ancillary service providers to the vaping industry**

- A seat on the UKVIA board, where you will provide input into the Association's strategic priorities and positions on key industry issues at four board meetings across the year
- Attendance and voting rights at quarterly board meetings
- Full access to networking opportunities with the UKVIA membership
- Eligibility for representatives of your organisations to sit on UKVIA internal committees; including the Operations Executive, Standards Committee and Membership Committee
- Access to media, regulatory and political monitoring to keep you abreast of key industry developments
- Access to UKVIA and member-led research
- Full access to member's login area on the website (coming soon)
- The opportunity to influence industry-wide consultations and shape the industry agenda through engagement with government and regulators
- Attendance at All Party Parliamentary Group for E-Cigarettes' meetings in Parliament
- Support from the UKVIA press team to generate positive media stories for your organisation – for example, our members have featured in The Sunday Times, City AM and on the BBC
- The ability to represent the UKVIA in media appearances, stakeholder and government engagement
- Use of the UKVIA member's logo on your website, facilities and merchandise
- Company logo and write ups on your businesses on the UKVIA website and in the Annual Report
- Copies of the Annual Report
- Write up on becoming a member in the UKVIA e-bulletin along with logo
- Inclusion in the service directory and store finder facilities on the UKVIA website (coming soon)
- Discounted tickets for the UKVIA's annual conference and other paid-for events during the course of the year
- Opportunities to take part in special projects, including the VApril public awareness campaign\*



\*Members contribute separate funding to cover the cost of special projects

## Industry supplier membership (£5,000 p.a.)

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**Industry supplier membership is available to professional, financial and ancillary service providers to the vaping industry**

- Access to the UKVIA quarterly Full Members meeting, but no voting rights
- Access to networking opportunities with the UKVIA membership
- Key updates on media, regulatory and political monitoring
- Use of the UKVIA supplier member's logo on your website, facilities and merchandise
- Your company logo on the UKVIA website as well as in the Annual Report
- Write up on becoming a member in the UKVIA e-bulletin along with logo
- Access to member's login area (excludes access to UKVIA and member-led research)
- Inclusion in the service directory/store finder facility on the UKVIA website (coming soon)
- Copies of the UKVIA Annual Report
- Discounted tickets for the UKVIA's annual conference and other paid-for events during the course of the year
- Opportunities to take part in special projects, including the VApril public awareness campaign\*



\*Members contribute separate funding to cover the cost of special projects

## The UKVIA also offers

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### **Associate Membership (£600 p.a.)**

Available to small and medium service providers to the industry, and small vaping businesses.

This package includes key regulatory and political updates, use of the UKVIA logo and a ticket to the UKVIA Forum.

### **Partner Membership**

Available to organisations with a strategic interest in the vaping industry or harm-reduction policy, for example trade associations, think tanks, research organisations and charities. Partner status is a bespoke relationship for information sharing, strategic collaborations, and co-branding where appropriate.

For more information or to discuss membership of the UKVIA, please contact a member of our team on **020 3267 0074** or at **ukvia@jbp.co.uk**