

UKVIA **Forum2022**

Promotions Pack



Vaping for a better future

QEII Centre, Westminster

Friday 9th September 2022

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Welcome to Vaping Industry Forum 2022

The Vaping Industry Forum, the UK's most respected and largest dedicated business-to-business vaping conference, is returning after two years since the pandemic started. Organised by the UK Vaping Industry Association (UKVIA), the leading trade body for the vaping sector, it includes both a B2B conference and exhibition.

This year's theme is *Vaping for a Better Future*, exploring how vaping can maximise its public health, economic and social impact as well as how the industry can gain a reputation for responsibility as it comes under scrutiny for vape sales to minors and of non-compliant and fake products, all critical at a time when so much is at stake from a regulatory perspective. The event will also be the launchpad for the UKVIA-commissioned Economic Impact Report, a first for the industry, which has been conducted by the Centre for Economics and Business Research (CEBR) and will be used for the association's engagement with the political and media communities.

Given the recent positive developments for vaping in the healthcare sector, such as the vaping trials for patients with smoking related conditions taking place in hospitals nationwide; the independent review of tobacco control regulation; new consultations relating to vaping in Wales and Scotland; and the opportunity for the sector to contribute to both the Government's build back better and levelling up agendas, the 2022 Forum will arguably be the most important one ever held by the UKVIA.

We are also predicting it to be the biggest with the sector keen to get back to normality post the pandemic and start networking again with their peers and to widen their networks. The membership of the UKVIA has also grown exponentially and we hope that by the time of the event to have gained our 100th member. We look forward to seeing all member representatives, as well as their colleagues and connections at the Forum.

Speakers and panellists will include representatives from the industry, healthcare sector, retail market, government, regulatory bodies, local government and the research community.

We do hope you can join us both as a delegate and exhibitor. To book your tickets and exhibition spaces please visit [this page](#). For more information on attending, exhibiting and/or sponsorship the event please contact: Ben Croft on 07713 131954 or ben.croft@jbp.co.uk.

In the meantime we look forward to welcoming the industry back to the UKVIA Vaping Industry Forum 2022!

John Dunne
Director General
UKVIA

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Why attend?

The UK's biggest B2B event

The Vaping Industry Forum is the largest event of its kind in the UK and has been established for five years. Focusing on the major opportunities and challenges in the industry, it attracts high profile speakers, C-suite delegates across the sector and key figures from government, parliament, regulatory bodies, the healthcare community, retail sector and research community.

Make new connections

Vaping Industry Forum 2022 is predicted to be the biggest and best yet as the UKVIA continues to grow its membership base exponentially. This will present an opportunity for attendees to make new connections, helping build new business-critical relationships and open up commercial opportunities.

Promote your products and services

This year there will a dedicated exhibition theatre which will provide an opportunity for you to promote what you offer for as little as £1,500. There are also a wide range of sponsorship opportunities for businesses that want to showcase their brand at the vaping industry's most prestigious and established event, run by the sector for the sector.

Make your voice heard

The format of the conference, with a number of hot topic panel debates, presents an opportunity for you to make your voice heard and to influence action to address industry challenges and open the door to new opportunities.

Support the industry

By attending the event you will be supporting the sector and the UKVIA. As a not-for-profit organisation surplus money made from the Vaping Industry Forum and exhibition will go towards additional activities to promote the industry to key stakeholders.



Who attends?

The UKVIA Forum & Exhibition is designed for representatives of:

- Vape retailers
- Vape manufacturers
- Vape wholesalers
- Vape distributors
- Vape compliance specialists
- Government, parliament and the civil service
- Smoking cessation organisations
- The healthcare sector
- Regulatory bodies
- Business/professional services providers to the vaping industry
- Product solutions providers to the vaping industry
- Local government
- Industry trade bodies
- Think tanks
- Market research sector
- Academia

Ticket prices

Ticket prices:

- Single ticket (member) **£175**
- Single ticket (non-member) **£200**
- Single ticket (public sector) **£150**
- 3+ ticket package (member) **£150 each**
- 3+ ticket package (non-member) **£175 each**
- 3+ ticket package (public sector) **£125 each**

To book your place, click here



Conference agenda

Keynote address and panel discussion

- 08:00 Exhibitor access
- 09:00 Conference registration and networking
- 09:45 **Conference opening remarks and welcomes**
- **Mark Pawsey**
Chair of the All Party Parliamentary Group for Vaping
 - **John Dunne**
Director General, UKVIA
 - **Doug Mutter**
Manufacturing and Compliance Director, VPZ
- 10:00 **Keynote presentation:** Living up to the expectations placed on the vaping sector by the Khan Review on Tobacco Control
- **Adam Afriyie MP for Windsor**
Vice-Chair of the All-Party Parliamentary Group for Vaping
- 10:15 **Panel Discussion: Vaping for Better Health**
This debate will explore how the healthcare estate and profession can play a key role in speeding up the realisation of the massive public health prize presented by vaping;
- **Dr Colin Mendelsohn**
Tobacco Treatment Expert & Author;
 - **Alexander Kvitašvili**
Public Health Adviser, Consumer Choice Centre
 - **Dr Sudhanshu Patwardhan**
Director, Centre for Health Research and Education, University of Southampton Science Park
 - **Fadi Maaytah**
Co-Founder and President, ANDS

Conference agenda

11:00 **Keynote presentation:** The US Vaping Regulatory Landscape – should the international vaping community be worried?

- **Azim Chowdhury**
US Vaping Regulation Attorney

11:15 Coffee & networking

11:45 **The role of Nicotine:** Nicotine in the harm reduction debate

- **Jeannie Cameron**
JCIC International
- **Dr Marina Murphy**
Scientific communications and engagement expert

12:00 **Panel Debate:** Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 1)

This panel will debate the industry's biggest risk – the sale of vape products to minors as well as those which are either non-compliant with UK regulations or are counterfeits. Key stakeholders, including regulators, enforcement agencies, age verification and identity providers and the teaching profession, voice their views on what needs to be done to address the situation so that rogue traders do not win the day.

- **Andrew Chevis**
Chief Executive, CitizenCard
- **David Hunt**
Senior Trading Standards Officer, Hackney Council
- **Damian Stevens**
Business Development Manager, 1account

12:45 Lunch and refreshments

Conference agenda

- 14:15 Panel Debate:** Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 2)

This panel puts the spotlight on the retail sector who hold the key to preventing the sale of vape products to minors as well as those which are either non-compliant with UK regulations or are counterfeits.

- **James Lowman**
Chief Executive, Association of Convenience Stores
- **Adrian Simpson**
Retail Product Policy Advisor, British Retail Consortium
- **Doug Mutter**
Manufacturing & Compliance Director, VPZ
- **Dan Marchant**
Founder and Joint Owner, Vape Club
- **Jason Birks**
National President, National Federation of Retail Newsagents

- 15:00 Keynote Presentation: FEELM**

- **Echo Liu**
FEELM European Division Director

- 15:10 Keynote presentation: Vaping for a Better Economy**

The Centre for Economics and Business Research (CEBR) will unveil the findings of the industry's first ever economic impact report commissioned by the UKVIA.

- **Owen Good**
Head of Economic Advisory, CEBR
- **Shushill Suglani**
Senior Economist, CEBR
- **Shane MacGuill**
Global Lead – Nicotine and Cannabis, Euromonitor

- 15:30 Coffee & networking**

Conference agenda

15:50 Panel Discussion: Gaining a reputation for responsibility – putting the spotlight on sustainability.

With industries being scrutinised for their impact on the environment, the vaping sector has to stand up and be counted. There is recognition that whilst some progress is being made in the sector much more needs to be done industry wide. This panel discussion will hear from industry players who are introducing sustainable practices and innovating new environmentally friendly products as well as sustainability specialists.

- **Jim Needell**
Chief Client Officer, IPSOS Mori
- **Siyang Yu**
Global Marketing Manager, SMOK
- **Ben Johnson**
Founder and CEO, Riot Labs
- **Stewart Price**
Scheme Manager, Waste Experts

16:30 Innovating in the Vaping sector: Supporting the journey towards Smokefree 2030

This session will hear from experts in risk assessment, technological development, behavioural science and toxicology as to the critical drivers of innovation which will help the vaping sector make its fullest contribution to the government's smokefree 2030 target.

- **Dr Rachel Murkett**
Project Director (Life Sciences), Biochromix
- **Bridget Gildea**
Consultant for Public Good, Jesus College Cambridge
- **Autumn Bernal**
Founder, ToxCreative
- **Benedict Jones**
UK Brand Manager, Innokin
- **Professor Imad Lahoud**
Chief Technology Officer, Medad Technology

17:00 Concluding remarks and close

Sponsorship opportunities

Platinum sponsor

£20,000 plus VAT

- Headline sponsor branding within the conference room including company logo on conference stage backdrop and lectern
- Headline sponsor branding on event invites, conference programme, website and post-conference report
- Company profile on event website
- Own private room for networking
- Main sponsor foreword in printed conference programme and digital post conference report
- Conference chair's announcement of sponsorship
- Introductory speech to open the conference (5 minutes)
- Exhibition space 6m x 2m
- Full back page adverts in the conference programme and post conference reports
- 10 tickets to the full-day conference
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags

Gold sponsor

£15,000 plus VAT

- Gold sponsor branding on event invites, conference programme, website and conference programme.
- Branding on conference stage backdrop
- Exhibition space 3m x 2m
- Company profile on event website
- Own private room for networking
- Whole page advert in the conference programme and post conference report
- 6 tickets to the full-day conference
- Opportunity to introduce a keynote speaker
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags

Sponsorship opportunities

Silver sponsor

£10,000 plus VAT

- Branding on conference stage backdrop
- Company profile on event website
- Half page advert in the conference programme and post conference report
- Exhibition space 3m x 2m
- 4 tickets to the full-day conference
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags

Bronze sponsor

£7,500 plus VAT

- Branding on conference stage backdrop
- Company profile on event website
- Quarter page advert in the conference programme and post conference report
- Exhibition space 3m x 2m
- 2 tickets to the full-day conference
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags

Delegate bag sponsorship

£5,000 plus VAT

- Company logo on each delegate bag handed out to all attendees at registration
- Company logo on event website
- Company logo on conference backdrop highlighting sponsorship
- Quarter page advert in conference programme and post conference report.
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Sponsorship opportunities

Lanyards sponsorship

£5,000 plus VAT

- Company logo on lanyards given to conference delegates
- Company logo on event website
- Company logo on conference stage backdrop
- Quarter page advert in conference programme and post conference report.
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Notebook sponsorship

£5,000 plus VAT

- Company logo on notebooks given to conference delegates.
- Company logo on event website
- Company logo on conference stage backdrop
- Quarter page advert in conference programme and post conference report
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Exhibition theatre sponsor

£10,000 plus VAT

- Company logo on 12x branded flags around the exhibition theatre
- Company profile on event website
- Company logo on conference stage backdrop
- Company logo on exhibition page of the conference programme
- Quarter page advert in conference programme and post conference report
- Free exhibition space 3x2
- 4 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Sponsorship opportunities

Branded reception screens (registration area)

£5,000 plus VAT

- Company logo on 6x branded flags
- Company logo on event website.
- Company logo on conference stage backdrop
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Branded flags (main corridor outside conference room and exhibition theatre) sponsorship

£5,000 plus VAT

- Company logo on 6x branded flags
- Company logo on event website.
- Company logo on conference stage backdrop
- 2 tickets to the full-day conference.
- Marketing literature/giveaways in delegate bags

Lunch reception sponsor

£6,000 plus VAT

- Tent cards on table serving food
- Branded flags situated around the lunch
- Company logo on event website
- Company logo on conference stage backdrop
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Sponsorship opportunities

Photo and headshot lounge

£5,000

- Branding around the lounge area
- Branding on the social media frames in which pictures of delegates will be framed
- Company logo on event website
- Company logo on conference stage backdrop
- 2 tickets to the full-day conference
- Marketing literature/giveaways in delegate bags

Other promotional opportunities

Inserts in delegate bag - £200 plus VAT

- Inserts to be supplied
- Delegate bags will be supplied to all attendees

Advertising rates for adverts in both the printed conference programme/digital post conference report:

- £700 plus VAT full page advert
- £400 plus VAT half page advert
- £250 plus VAT quarter page

Exhibitors Information

Please note there will not be a shell scheme. Exhibitors will need to bring their own pop-up stands and any other furniture which fits within the space allocated. All exhibitors will need to be at the venue at 8am on Friday 9th September and be set up by 9am when registration takes place. We have allowed an hour for registration and an hour and a quarter at lunchtime to maximise attendance at the exhibition.

- 3 metres x 2 metres space - £1,500 + VAT
- 6 metres x 2 metres space - £3,000 + VAT
- Single unmanned popup stands - £500 + VAT (for international organisations wishing to take up this option, UKVIA can organise for a popup stand to be made in the UK for an additional charge.)

Larger spaces may be available on request.

To request a floor plan and make a booking, please email Ben Croft at ben.croft@jbp.co.uk



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