

UKVIA

Forum and Industry
Recognition Awards 2023

Information Pack



Accelerating Action: Securing a World Without Smoking

Friday 10th November 2023
QEII Centre, Westminster



Headline Sponsor



Welcome to the Vaping Industry Forum 2023

The Vaping Industry Forum is the UK's largest and most respected B2B conference in the sector. Organised by the UK Vaping Industry Association (UKVIA), the leading trade body for the vaping sector, it includes a conference, exhibition and Awards Dinner.

In 2022, some 500 delegates and guests from across the industry, as well as MPs, government advisors, public health professionals, civil servants, industry and consumer groups and enforcement agencies attended the Forum and Dinner.

The conference attracted contributors from around the world, including health and tobacco harm reduction experts, lawyers, government figures, scientists, retail body leaders and think tanks.

2023 marks 20 years of development in vaping during which time the category has contributed significantly to bringing smoking prevalence down to record levels. This year the UKVIA Forum's theme is '*Accelerating Action to Secure a World Without Smoking*' building on the strong foundations that the sector has established in the UK over the last two decades.

In doing so it will focus on action that is taking place, or needs to happen urgently, to ensure that the vaping industry is well placed to fully support and meet the government's smoke-free 2030 target.

Since our 2022 Forum a lot has happened. The government has given the industry a further vote of confidence by supporting a multi-million pound and nationwide Swap to Stop programme to encourage more smokers to switch to vapes, reinforcing the pivotal role that it sees vaping playing in achieving its smoke-free ambitions.

The government has also demonstrated a strong commitment to dealing with the rogue resellers who tarnish our industry by announcing it will be funding a special illicit vape enforcement squad. They have also followed up on our recommendations by planning to introduce national test purchasing.

But concerted action needs to follow to effectively police underage and illicit vape sales. Recent research shows that there is a staggering low level of enforcement for those caught selling to minors or dealing in illicit vape products.

Likewise, such action is required to minimise the impact of vapes on the environment. Earlier in 2023 the UKVIA gathered industry leaders, politicians, regulators and waste experts to discuss solutions to the challenge of vape waste – now we need to ensure all the industry walks the walk.

There are many stakeholders who have a part to play in addressing these challenges, but the industry must lead the way in galvanizing efforts to achieve effective and positive change and to achieve it as soon as possible. The prize is too significant to be missed – saving future generations from the devastating and often fatal impact of smoking will not wait.

We do hope you can join us both as a delegate and exhibitor. To book your tickets, please visit [our Eventbrite page](#). For more information on attending, exhibiting and/or sponsorship please contact: Matt Gillow on +44 (0)7522 970 634 or Matthew.Gillow@jbp.co.uk.

I look forward to seeing you there.

John Dunne
Director General, UKVIA

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Why attend?

The UK's biggest B2B vaping event

The Vaping Industry Forum is the largest event of its kind in the UK and has been running for six 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 2023 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

For the second year running a dedicated exhibition theatre will run concurrent with the Forum and 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 and keynote presentations, offers an opportunity for you to make your voice heard and to influence action to address industry challenges and open the door to new opportunities. Put yourself forward by submitting a proposed contribution based on the themes featured on pages 7 and 8, or suggest other ideas for a panel debate/keynote presentation to the UKVIA team organising the forum by emailing ukvia@jbp.co.uk – just include 'UKVIA Vaping Industry Forum 2023 Proposed Contribution/Idea' in the subject header.

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
- Investment analysts



Forum Ticket prices

Early Bird Forum Ticket prices:

up until Friday 1st September 2023

- Single ticket (member) **£200**
- Single ticket (non-member) **£250**
- Single ticket (public sector, small retailers [1-5 stores], independent consultants) **£150**
- 3+ ticket package (member) **£175 each**
- 3+ ticket package (non-member) **£225 each**
- 3+ ticket package (public sector) **£125 each**

All prices exclude VAT and a small booking charge.

To book your place, [click here](#)



UKVIA Forum agenda

Keynote addresses and panel discussions

Registration for the Forum will commence at 9.30am, with the conference beginning at 10.15am to allow for networking on arrival. There will be a mixture of keynote presentations and panel debates, with the conference closing at 5pm.

A detailed agenda for the Forum is currently being developed and will be published in the next few weeks. We invite contributions and ideas from the industry and stakeholders who have an interest or involvement with the sector.

Session themes currently being explored are:

Theme 1: Taking Harm Reduction to a New Level

How can we improve on 95% less harmful? This debate will explore what more needs to be done to maximise the potential of vaping in harm reduction and to 'win' the public debate and trust of smokers.

Theme 2: Out with Illegal Vape Sales – Industry Action Against Youth Vaping and the Rise in Illicit Products

In the wake of the government's consultation on youth vaping, what's being done and what more can be done to counter the rogue operators intent on breaking the law at every opportunity? How are the enforcement agencies getting on top of the situation? What's the industry doing to help? How does regulation need to be reformed to counter these challenges?

Theme 3: Acting on the Greenprint for Sustainable Vaping

Earlier this year, the UKVIA published its Greenprint for Sustainable Vaping due to the concern over the environmental impact of vapes. So how is the industry measuring up when it comes to taking environmental responsibility? What have been some of the biggest achievements? How can the industry share best practice in this area?

UKVIA Forum agenda

Theme 4: An examination of vaping in the NHS

Doctors and nurses have a key role in advising patients with smoking conditions to consider switching to vaping yet there is strong evidence that this guidance is not always forthcoming - why is this the current position and what more can be done to correct it? How are hospitals embracing vaping? And how are trials of vapes involving patients faring?

Theme 5: Changing public perceptions towards vaping

Despite the fact that tens of thousands of lives are lost to smoking every year in the UK and not a single confirmed death has been recorded through vaping, recent research continues to show that there is a severe lack of trust amongst smokers in vaping.

So, how once and for all can we change public perception? Who are the critical stakeholders in making this happen? What's the narrative to override misleading and inaccurate claims about vaping? What direction do regulations need to go in to combat the anti-vaping agenda? How do we up the ante on educating smokers about the true evidence-based facts of vaping?

Theme 6: Getting ready for the General Election in 2024

With the possibility of a change in government, the Forum will explore how the industry prepares itself for such a prospect? What do we know about the different parties' vaping policy intentions? How do we retain the parliamentary momentum around vaping that currently exists?



Sponsorship opportunities

Platinum/Headline sponsor

£25,000 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 digital post-conference report
- Company logo and profile on event website
- Own private room for networking and entertaining
- Main sponsor foreword in printed conference programme and in digital post-conference report
- Conference chair's announcement of sponsorship
- Introductory speech to open the conference (5 minutes)
- Exhibition space 6m x 2m
- Full page back page adverts on printed conference programme and digital post conference report
- 10 tickets to conference
- Table of 10 at the Industry Recognition Awards dinner
- 2 x branded flags outside the venue
- Mentions in all pre-conference marketing, including social and mainstream media activity
- Marketing literature/giveaway in delegate bags

Gold sponsor

£20,000 plus VAT

- Gold sponsor branding on event invites, conference programme website and digital post-conference report
- Branding on conference stage backdrop
- Exhibition space 3mx2m
- Company logo and profile on event website
- Own private room for networking
- Whole page advert in the conference programme and digital post conference report
- 8 tickets to full day conference
- Table of 10 at the Industry Recognition Awards dinner
- Branded flag outside the venue
- Opportunity to introduce a keynote speaker
- Mentions in all pre-conference marketing, including social and mainstream media activity
- Marketing literature/giveaway in delegate bags

Sponsorship opportunities

Silver sponsor

£15,000 plus VAT

- Silver sponsor branding on event invites, conference programme, website and digital post-conference report
- Branding on conference stage backdrop
- Company logo and profile on event website
- Half page advert in the conference programme and digital post-conference report
- Exhibition space 3m x 2m
- 5 tickets to full day conference
- 5 tickets to the Industry Recognition Awards dinner
- Branded flag outside the conference
- Mentions in all pre-conference marketing, including social and mainstream media activity
- Marketing literature/giveaways in delegate bags

Bronze sponsor

£8,500 plus VAT

- Bronze sponsor branding on event invites, conference programme, conference programme, website and digital-post conference report
- Branding on conference stage backdrop
- Company logo and profile on event website
- Quarter page advert in the conference programme and digital post-conference report
- Exhibition space 3m x 2m
- 3 tickets to full day conference
- 3 x tickets to the Industry Recognition Awards
- Mentions in all pre-conference marketing, including social and mainstream media activity
- Marketing literature/giveaway in delegate bags

Sponsorship opportunities

Forum & Dinner AV sponsorship

£8,500 plus VAT

- Branding on conference stage backdrop
- Branding on awards dinner backdrop
- Exhibition space 3x2m pop up
- Company logo on event website
- Half page advert in the conference programme and digital post-conference report
- 3 x tickets to the full-day conference
- 3 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Exhibition theatre sponsor

£8,000 plus VAT

- Branding on conference stage backdrop
- Company logo on 6 x branded flags around the exhibition theatre
- Company logo on event website
- Company logo on exhibition page of the conference programme
- Half page advert in conference programme and digital post-conference report
- Free exhibition space 6x2
- 2 x tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Lunch reception sponsor

£6,500 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
- Quarter page advert in conference programme and post conference report
- 2 tickets to full day conference
- 2 tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Sponsorship opportunities

Delegate bag sponsorship

£6,000 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 digital post-conference report.
- 2 tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Conference recording sponsorship

£6,000 plus VAT

- Company logo on the recording of the conference
- Branded clips of the conference to be shared via UKVIA digital media channels
- Branded recording/clips to be made available to the sponsor for sharing post-conference
- Company logo on event website
- Company logo on conference stage backdrop
- Quarter page advert in conference programme and digital post-conference report.
- 2 x tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Lanyards sponsorship

£6,000 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 digital post-conference report.
- 2 x tickets to full-day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Sponsorship opportunities

Branded flags (registration area) sponsorship

£6,000 plus VAT

- Company logo on 6 x branded flags
- Company logo on event website.
- Company logo on conference stage backdrop
- Quarter page advert in conference programme and digital post-conference report.
- 2 x tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Branded flags (main corridor outside conference room) sponsorship

£6,000 plus VAT

- Company logo on 6 x branded flags
- Company logo on event website.
- Company logo on conference stage backdrop
- Quarter page advert in conference programme and digital post-conference report.
- 2 x tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Branded notebook and pens sponsorship

£5,500 plus VAT

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

Photo and headshot lounge

£5,500 plus VAT

- 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
- Quarter page advert in conference programme and digital post-conference report
- 2 x tickets to full day conference
- 2 x tickets to the Industry Recognition Awards
- Marketing literature/giveaway in delegate bags

Sponsorship opportunities

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 10th November and be set up by 9.30am when registration takes place.

- 3 metres x 2 metres space - £1,500 + VAT
- 6 metres x 2 metres space - £3,000 + VAT

Larger spaces may be available on request.

Banners to be displayed either in the exhibition hall or throughout the venue £500 + VAT
(Banners can be supplied at an additional cost)



The Vaping Celebration Evening

A celebratory dinner featuring the UKVIA Industry Recognition Awards

Dress code: Lounge suits and party dresses | From 7-11pm

The Vaping Celebration Dinner and UKVIA Industry Recognition Awards Dinner will follow the UK Vaping Industry Forum and recognise those individuals and organisations who have done so much to promote and progress the sector.

A great reason to let your hair down and celebrate our amazing industry

With the year drawing to a close, it's time to relax, socialise and celebrate in the company of industry friends, partners and colleagues.

Make it a date, invite your partners, clients, those in your supply chain and your teams to the social event of the year for the vaping industry.

Industry Recognition Awards Ticket Prices and Packages

We have tried to keep ticket prices as close to cost as possible so the whole industry can join in and make this a celebratory night to remember.

All tickets include pre-dinner drinks, three course meal and wine for each table. Additional wine can be ordered on the night at attendees' own expense.

- Table of 10 (members) - **£1,500 + VAT**
(please book via ukvia@jbp.co.uk)
- Table of 10 (non-members) - **£1,700 + VAT**
(please book via ukvia@jbp.co.uk)
- Individual member booking - **£160 + VAT**
Please book your tickets [here](#)

- Individual member + partner booking - **£160 + £145 + VAT**. Please book your tickets [here](#)
- Individual non-member booking - **£180 + VAT**. Please book your tickets [here](#)
- Individual non-member + partner booking **£180 + £160 + VAT**. Please book your tickets [here](#)



The UKVIA Industry Recognition Awards

The Awards are unique and will recognise those individuals inside and outside the industry, as well as vape organisations who have made significant contributions to the industry.

Categories include:

Most Supportive Parliamentarian - recognising an individual in Westminster that has spoken up for vaping in the House.

Best Innovation in the Vaping Industry - awarded to a company whose innovation has been transformative.

Outstanding Industry Service Award - awarded to an individual who has given outstanding service to the vaping industry.

Most supportive public health professional - recognises the contribution that a public health professional has made to putting vaping high up on the healthcare agenda and/or to countering misinformation on vaping.

Best marketing campaign in the industry - awarded to the marketing team that has led on a high impact and creative marketing campaign during the year whilst complying with regulations set by the Advertising Standards Authority.

Preventing youth access to vaping award - awarded to an organisation that has led the way in innovating technology or running an initiative/programme of action to address the challenge of vapes falling into the hands of U18 year olds.

The vaping regulations enforcement award - awarded to the organisation that has done the most to bring rogue traders to account for selling illicit products or vapes to children.

Sustainable vaping award - an award for the industry individual/team that has led the way in developing and rolling out a sustainable vaping programme within their organisation to minimise its operational and/or product impact on the environment.

Best non-vaping media outlet report - recognising the journalist who has created the best media report on the vaping industry in the last year.

International vaping award - recognising an international vaping business or trade body that has made a major mark on the international vaping scene.

Best vaping-related research study - demonstrating robustness in evidence around the effects of vaping on public health.

Outstanding smoker education programme - recognising the best education initiative in the sector to equip smokers with all the support they need to make informed decisions about vaping.

Best new product brand launch - awarded to the most creative brand identity and launch event.

Most Responsible Vaping Business Award - recognising the company that has demonstrated best commitment to the environment, society and ethical practices.

Best employer to work for in the Vaping Industry - highlighting the best-in-class workplace cultures in the vaping industry.

The Commitment to Compliance Award - for a vaping organisation or compliance specialist leading the way in this business-critical area.

How to enter the Industry Recognition Awards

A number of the awards will not require entries and winners/special commendations will be selected by the UKVIA membership via an online vote. These include:

- **Most Supportive Parliamentarian**
- **Outstanding Industry Service Award**
- **Most Supportive Healthcare Professional**
- **Best Non-Vaping Media Outlet Report**
- **International Vaping Award**
- **Best Vaping-Related Research Study**

The other awards listed will require an entry of no more than 800 words that will be judged by an awards panel including representatives from the UKVIA, membership and wider industry. Entry deadline is Wednesday 16th August.

Best Marketing Communications Campaign – this should cover the purpose of the PR/marketing campaign, strategic approach taken, creative tactical elements deployed and evidence of real impact.

Preventing Youth Access to Vaping Award – this should cover an overview of technologies developed or initiative created to address this significant industry issue and evidence of success.

The Vaping Regulations Enforcement Award – this will focus on the work being undertaken by enforcement agencies and regulators across the UK to combat challenges such as youth vaping, environmental compliance, rise of non-compliant and illicit vapes, and inappropriate advertising and marketing activities.

Sustainable Vaping Award – this should cover key climate-friendly activities, initiatives and product innovations and recycling schemes to reduce the organisation's carbon footprint.

Outstanding Smoker Education Programme – from in-store advice programmes to external education campaigns, this award will go to an organisation that has led the way in equipping smokers with all the information they need to help them quit smoking through vaping.

Best New Product Brand Launch – this will cover both the development of a stand out new brand identity and creativity in the accompanying brand launch.

Most Responsible Vaping Business Award – Businesses will need to highlight activities and initiatives that demonstrate best commitment to environmental, social and ethical programmes that make a positive difference to the world, the organisation and its people.

Best Vaping Employer to Work for in the Vaping Industry – this will focus on the best-in-class cultures created by the vaping sector covering training and development, inclusiveness and equality and commitment to employee wellbeing.

The Commitment to Compliance Award – this should cover a vaping company's commitment to compliance practices or new initiatives created by specialists in this area to support compliance with the regulations.

The best innovation in the vaping industry award will be judged at the Forum. Delegates will be asked to judge the best innovation that is showcased in the exhibition.

Sponsorship opportunities

Dinner and Awards Headline Sponsor

£20,000 plus VAT

- A welcome speech at the start of the evening
- Exclusive awards category sponsorship for three awards of own choice
- Company logo on Vaping Celebration Dinner and Awards stage backdrop
- Presentation of the Recognition Awards alongside each category sponsor. These will be presented to nominated individuals and organisations in recognition for what they have done for the vaping industry.
- Branded tent cards on table serving food
- Opportunity to put gift packs on each table*
- Headline branding on promotions of the dinner and awards including invitation, special dinner section on the Forum website
- Table of 10 at the Industry Recognition Awards Dinner
- Exhibition display/or branded flags at entrance to the awards dinner
- Whole page advert in the awards dinner section of the official Forum & Dinner programme
- Foreword in the awards dinner section of the official Forum & Dinner programme
- Promotion of sponsored award categories on UKVIA social media channels pre and post the awards dinner.

*Gift packs would be at sponsors' own expense

Pre-dinner Drinks Reception

£8,000 plus VAT

- Welcome address to guests at the drinks reception
- Branded flags situated around the drinks reception
- Company branding on event invitation and special dinner section on the Forum website
- Includes all drinks served at the pre-dinner reception
- Company logo on Vaping Celebration Dinner and Awards stage backdrop
- 5 x tickets to the Industry Recognition Awards
- Exclusive sponsorship of one award category
- Quarter page advert in the awards dinner section of the official Forum & Dinner programme
- Promotion of sponsored awards category on UKVIA social media channels pre and post the awards dinner.

Sponsorship opportunities

Awards Dinner Entertainment Sponsor

£8,000 plus VAT

- Company logo on Vaping Celebration Dinner and Awards stage backdrop
- Company branding on event invitation and special dinner section on the Forum website
- Branding around the entertainment activities
- Quarter page advert in the awards dinner section of the official Forum & Dinner programme
- Table of 10 at the dinner
- Exclusive sponsorship of one award category
- Quarter page advert in the awards dinner section of the official Forum & Dinner programme
- Promotion of sponsored award category on UKVIA social media channels pre and post the awards dinners

Awards category sponsorship

£2,000 for each award plus VAT

- Company logo on Vaping Celebration Dinner and Awards stage backdrop
- 2 tickets to the pre-dinner drinks reception and awards dinner
- Presentation of the award to the winner and any special commendations
- Branding on the award category trophy
- Quarter page advert in the awards dinner section of the official Forum and Dinner programme
- Promotion of sponsored award category on UKVIA social media channels pre and post the awards dinner