

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



UKVIA

UK Vaping Industry Association

There's a place for everyone connected with vaping at the UKVIA



About the UKVIA

The UK Vaping Industry Association is Britain's leading trade association representing the dynamic and fast-growing vaping sector. The UKVIA is free from any ownership, control, or funding from tobacco owned business. 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.

Our members use a collective voice to campaign for common sense regulation, putting the safety and public health interests of the consumer first. We strive to ensure that the UK's 7m smokers are encouraged to switch to vaping, which Public Health England states is at least 95% less harmful than smoking.

The UKVIA raises awareness of vaping's huge potential for public health improvement, by engaging and educating the public, media, public health community and political stakeholders.

Our members aim to aspire to the highest standards, from the ingredients and hardware they produce to preventing underage sales of vaping products online and in store.

Membership of the UKVIA gives you access to an innovative, proactive community of partners who share your goals.

The UKVIA will continue to be the standard-bearer for the UK vaping sector, as it goes from strength to strength. By joining, you have the chance to shape that journey.

Examples of our work

Political and regulation

The UKVIA continually engages with legislators and regulators from our base in the heart of Westminster.

Our proud history of championing the industry includes being called to give evidence to the Science and Technology Committee's inquiry on e-cigarette policy and regulation.

The UKVIA has worked closely with the All-Party Parliamentary Group for Vaping – a group of MPs and peers who convene in Parliament to drive discussions on current industry issues.

A key priority for the UKVIA is to engage with the public health community – from the NHS to bodies that represent different public health professionals who are key to influencing smokers to quit cigarettes.



UKVIA Forum

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 opportunities for growth.



VApril

Now in its third year, we are extremely proud that the VApril campaign has quickly become an anticipated fixture in the vaping calendar.

Dedicated to vaping awareness and education, VApril's mainstream and social media campaign has reached hundreds of thousands of people since 2018.

Whether its in member stores, Westminster, or out on the high street, according to independent research VApril has been instrumental in help smokers change their habits of a lifetime and switch to vaping.

Setting the media agenda

We regularly appear in broadcast, print and digital media, spreading the word of the innovative and fast- growing vaping industry. Media highlights have included the UKVIA appearing on BBC Breakfast, the Victoria Derbyshire Show, Sky News, Radio 4, Radio 5Live and the BBC World News, as well as in City AM, the Sun, the Daily Mail and the Grocer Magazine to name but a few.

What our members say



“The UKVIA has established itself as the largest industry body and the voice of the sector in the media and in political circles. It brings together every company involved in the vaping sector: product retailers, manufacturers, wholesalers, suppliers and providers of professional services, opening strategic partnerships and new business opportunities. We’re also expanding our membership so every vaping business, large and small, can benefit from UKVIA membership.”

John Dunne

Director General at UKVIA and Managing Director at Dyflin Group Consulting



“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 VPZ 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 are part of the sector. UKVIA provides a great platform to help realise the evidence-based life changing public health benefits of vaping products”

Doug Mutter

UKVIA Board Member and Manufacturing and Compliance Director at VPZ

Full Membership (£10,500 p.a.)

Full membership is available to all businesses involved in the vaping sector (retailers, manufacturers, wholesalers, distributors, and ancillary service providers to the vaping industry)

Key benefits include:


- 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 all networking opportunities with the UKVIA membership
- Eligibility for representatives of your organisations to sit on UKVIA internal committees, including the Operations Executive, and Committees for Standards, Public Policy & Regulatory Affairs, Youth Access Prevention and Membership.
- Access to media, regulatory and political monitoring to keep you abreast of key industry developments.
- Access to UKVIA and member-led research
- Access to UKVIA exclusive Trading Standards primary partnership
- 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.
- 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.
- In house media training for UKVIA spokespeople
- Use of the UKVIA member's logo on your website, facilities, and merchandise
- UKVIA member decal for your store or office windows.
- 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.
- Priority for all advertising opportunities at UKVIA events
- Opportunities to take part in special projects, including the VApril public awareness campaign**
- Inclusion in UKVIA secret shopper programme (if a retailer)

*Member companies may have more than one representative represent the company in various capacities but must designate one person for voting purposes **Members contribute separate funding to cover the cost of special projects

Associate Membership (£5,250 p.a.)

Associate membership is available to medium sized vaping manufacturers, wholesalers and vape retailers stores as well as ancillary and professional service providers to the vaping industry (products and services including packaging, logistics, recycling, banking, legal, IT, retail interiors, accounting)

Key benefits include:

- Access to the UKVIA quarterly Full Members board meeting (No voting rights)
 - Access to networking opportunities with the UKVIA membership
 - Key updates on media, regulatory and political monitoring
 - Access to UKVIA exclusive Trading Standards primary partnership
 - Use of the UKVIA associate member's logo on your website, facilities and merchandise
 - UKVIA member decal for your store or office windows.
 - 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
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- 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**
 - Inclusion in UKVIA secret shopper program (if a retailer)
 - Opportunity to submit written comments to the various UKVIA committees. Associate members may be allowed to join committee discussion at the discretion of the committee chair.
 - Includes a free sponsored webinar.

*Member companies may have more than one representative represent the company if various capacities but must designate one person for voting purposes

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

Retail Membership (from £600 p.a.)

Available to small and medium vape online and retail stores. (Between 1–20 stores)

Three Tiers:

Physical Stores

- 1-3 Stores £60 PM*
(£720 PY or £600 if paid in full)
- 4-9 Stores £100 PM*
(£1200 PY or £1000 if paid in full)
- 10-20 Stores £150 PM*
(£1800 PY or £1600 if paid in full)

Online Only

- Turnover of £100,000 or below £60 PM*
(£720 PY or £600 if paid in full)
- Turnover of £300,000 or below £100 PM*
(£1200 PY or £1000 if paid in full)
- Turnover of £400,000 or below £150 PM*
(£1800 PY or £1600 if paid in full)

*Membership is based on 12-month contract. Monthly fees are paid through monthly standing order.

Key benefits Include:

- Key updates on media, regulatory and political monitoring
- Use of the UKVIA member's logo on your website, facilities and merchandise
- UKVIA member decal for your store or office windows.
- 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)
- Access to expert advice
- Access to UKVIA exclusive Trading Standards primary partnership
- Inclusion in the service directory/store finder facility on the UKVIA website
- Access to exclusive UKVIA member discounts from leading suppliers
- Copies of the UKVIA Annual Report
- Discounted ticket for the UKVIA's annual conference and discounts for other paid-for events during the course of the year
- Opportunities to take part in special projects, including the VApril public awareness campaign**
- Inclusion in the UKVIA secret shopper programme



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NEW

Business Classified Membership (from £1100)

Available to companies with a strategic business interest in supplying the vaping industry and wish to access or provide special deals to UKVIA members.

Featured Category Listing fee £1650 per annum (includes headline banner, top billing where available plus 1 free sponsored webinar)

Standard Category Listing fee £1100 per annum

Key benefits include:

- 1 free advertisement on UKVIA members only page
- Listing in preferred supplier director
- Discounted display and advertising rates for UKVIA forum
- Discounted tickets for UKVIA forum
- Sponsored webinar on area of expertise *(for £1650 featured category only)*

We strongly recommend that businesses support the membership with exclusive UKVIA member discounts of special offers for their services.

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.

All members of the UKVIA, regardless of their membership tier, have access to free age verification software through member 1account and discounted insurance rates through member UKVCI.



For more information or to discuss membership of the UKVIA, please contact a member of our team on **020 3267 0074** or at info@ukvia.co.uk. Alternatively, you can download a membership application [here](#)

