

UKVIA **Forum 2024**

Information Pack



# The Changing Vaping Environment - Succeeding in a New Policy Landscape

Friday 15th November 2024  
London Marriott Hotel Regents Park



## Welcome to the UKVIA Forum and Evening Reception 2024

The annual UKVIA Vaping Industry Forum is the UK's largest, most significant and most respected B2B conference in the sector.

This year's event will be held for the first time at the London Marriott Hotel Regents Park, close to the heart of the capital and a perfect setting for the UK vaping industry's premier event.

The Forum could not come at a more important time for the UK vape industry as vaping has come under scrutiny from politicians like never before.

A ban on disposables is planned to be introduced next year, new vape duties are expected to be imposed from October 2026 and Labour has reintroduced the Tobacco and Vapes Bill, which failed to become law during the previous administration due to the General Election.

I look forward to once more welcoming our delegates and guests from across the industry and across the world for the most topical keynote speeches, debates

and panel discussions. I am also looking forward to welcoming the heads of the ECCC, VTA and IEVA, our partner members in the Global Vape Alliance.

The Forum will be closely followed by an Evening Reception which will provide an opportunity for extended networking.

We hope you can join us on Friday 15th November as a delegate, sponsor, exhibitor (or perhaps all three) to see how the UK industry is responding to the latest, and possibly, most serious challenges we are now facing.

To book your tickets, please visit our [Eventbrite page](#) and for more information on attending, exhibiting and the latest sponsorship opportunities please contact [ukvia@jbp.co.uk](mailto:ukvia@jbp.co.uk) and start your subject line with 'Forum 2024'.

**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 it is now in its seventh year. Focusing on the major opportunities and challenges in the industry, it attracts high profile speakers, C-suite delegates across the industry and key figures from government, parliament, regulatory bodies, the healthcare community, retail sector and research community.

## Make new connections

The 2024 Forum comes as both main political parties support giving ministers unprecedented new powers to regulate the UK's vaping industry, so it is more vital than ever that the industry comes together to fight for fair and proportionate regulation. This event presents an ideal opportunity for attendees to make new connections, build new business-critical relationships and open up commercial opportunities.

## Promote your products and services

For the third year running a dedicated exhibition theatre will run concurrently with the Forum and will provide an opportunity for you to promote what you offer for as little as £1,600 + VAT. 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 several 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 or idea, based on the themes featured on pages 7-9, to the UKVIA team organising the forum by emailing [ukvia@jbp.co.uk](mailto:ukvia@jbp.co.uk) – just include 'UKVIA Forum 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:

(valid until Friday 30th August 2024):

### Members

- Member single ticket - **£130**

### Public sector:

- Public sector single ticket - **£90**

### Non-members:

- Non-member single ticket - **£180**

All prices exclude VAT and a small booking charge

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



# UKVIA Forum agenda

## **The Changing Vaping Environment - Succeeding in a New Policy Landscape**

London Marriott Hotel, Regents Park, Friday 15th November

**7:00: Exhibition Set Up**

**8:45: Registration**

**9:15: Conference Opening Remarks from the Forum Chair**

**9:20: Address from UKVIA Director General John Dunne**

**9:25: Opening Address from Headline Sponsor**

**9:35: Keynote Speech**

**9:50: Keynote Speech**

**10.05 Keynote & Panel Discussion: Politics in the spotlight - Working with a new Government**

With a new government still settling in after the General Election, this session examines what vaping policy needs to look like in the future to allow the category to make its fullest contribution to a smokefree Britain.

**11.00: Coffee and Networking**

**11.30: Keynote and Panel Discussion: From licensing to product and regulatory compliance – killing the black market, not the consumers**

Hamstrung budgets and a lack of resources have left Trading Standards struggling to tackle underage and illicit vape sales, so how can enforcement officers be expected to bear the weight of impending regulations which experts predict will only super-charge the black market?

This session will look at how vape licensing and improvements to the current MHRA notification process, as well as industry-led and supported targeted initiatives can bury the black market, thereby protecting young people and adults from the high-risk harms of illicit products predicted to come onto the market as regulated disposables disappear from the shelves.

# UKVIA Forum agenda

## **12.20: Keynote and Panel Discussion: Closing the Trust Gap - How public education campaigns can be critical to correcting the vape narrative**

Misinformation and mainstream media scare stories have sullied perceptions of vaping, public trust in the harm reduction tool is at an all-time low and recent research reveals more than half of England's smokers wrongly and worryingly believe vaping to be as or more harmful than cigarettes.

This session will explore how the industry has been muzzled by existing regulation and why national public education campaigns are critical to correcting the narrative around vaping so that smokers are armed with the best information to help them quit for good.

## **13.10: Lunch and Networking**

## **14.10: Platinum Sponsor Presentations**

## **14.30: Keynote and Panel Discussion: The Balancing Act - What is the best route to further unlock vaping's potential to improve harm reduction while also protecting young people?**

When politicians talk about the vape industry, they often use the word 'balance' but how does achieving the correct balance between conflicting needs actually work in practice?

This session will explore how we ensure young people have the protection they need while ensuring adult smokers understand that vapes are significantly less harmful than smoking. Whether it's classifying different vape devices in terms of relative risk against smoking, introducing proportionate regulation, or developing responsible vape sales guidelines for retail stores, this session will debate how the industry and policymakers can work together to get the balance right.

## **15.20: Coffee and Networking**

## **15.40: Keynote and Innovation Showcase: From products to age checks, how vape technologies are evolving as we approach a post-disposables future and a new era of responsible vaping**

The vape industry was built on a strong foundation of innovation. This session will explore how adapting technologies are key to tackling some of the biggest issues facing our sector today – including youth access, illicit products and the environmental challenge – as well as continuing the industry's proud and proven track record of helping millions of adult smokers quit for good.



# UKVIA Forum agenda

Five companies operating in the vape market discuss how they are adapting their product offerings and leading on innovation across the sector.

## 16.30: Panel Discussion: Adding Consumers to the Conversation - A live focus group with the industry's biggest stakeholder

There are nearly five million adult vapers in Great Britain alone - a number which is only growing - so why are consumers, who are amongst the most affected by shifting regulation, so often left out of the conversation?

In this live, on-stage focus group, we will hear the unfiltered views of vapers from a range of backgrounds and experience on topics such as innovation, education, the impact of changing policy and the role of vaping in harm reduction.

## 17.00: Closing Remarks

## 17.30-19.30: Evening Reception

The forum will be followed by a light buffet and drinks reception to allow networking to be extended beyond the conference and into the evening.



# Sponsorship opportunities

## Headline Sponsor

£15,000 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 and website
- Company logo on event website
- Own private room for networking and entertaining
- Main sponsor foreword in printed conference programme
- Conference chair's announcement of sponsorship
- Introductory speech to open the conference
- Exhibition space approx. 6m wide
- Full back page advert in the conference programme
- 10 conference tickets
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags
- Video interview about your sponsorship posted on UKVIA social media channels
- Speaking slot on one of the conference panel sessions
- Display (such as pull up banners) up to 6m at the front of conference auditorium

## Platinum Sponsorships

four available at £10,000 plus VAT each

**Platinum Distributor; Platinum Brand; Platinum Retail; Platinum International Brand**

- Platinum sponsor branding on event invites, conference programme and website
- Branding on conference stage backdrop
- Exhibition space approx 3m wide
- Company logo and profile on event website
- Whole page advert in the conference programme
- 8 conference tickets
- Mentions in all PR activity and pre-conference marketing
- Marketing literature/giveaways in delegate bags
- Platinum Sponsor Presentation to the Forum
- Display (such as pull up banners) up to 3m at rear of conference auditorium

# Sponsorship opportunities

## Lunch Sponsorship

£7,000 plus VAT

- Sponsorship branding on event invites and conference programme
- Branding on conference stage backdrop
- Company logo and profile on event website
- Quarter page advert in the conference programme
- 4 conference tickets
- Mentions in all PR activity and pre-Forum marketing
- Marketing literature/giveaways in delegate bags
- Lunchtime address

## Evening Drinks & Buffet Reception Sponsorship

£7,000 plus VAT each

- Sponsorship branding on event invites and conference programme
- Branding on conference stage backdrop
- Company logo and profile on event website
- Quarter page advert in the conference programme
- 4 conference tickets
- Mentions in all PR activity and pre-Forum marketing
- Marketing literature/giveaways in delegate bags
- Evening reception address

# Sponsorship opportunities

## Lanyards Sponsorship

£5,500 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
- 4 conference tickets
- Marketing literature/giveaways in delegate bags

## Delegate Bag Sponsorship

£5,500 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
- 4 conference tickets
- Marketing literature/giveaways in delegate bags

## Innovation Showcase Sponsorship

£4,000 plus VAT

- Three metres wide display stand
- Branding on conference stage backdrop
- Ten minute speaking slot in the Innovation Showcase during the Forum
- Quarter page advert in the conference programme
- 4 conference tickets
- Marketing literature in delegate bags

# Sponsorship opportunities

## Other Promotional Opportunities

Inserts in delegate bag (per insert) £210 plus VAT

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

### Advertising rates for adverts in conference programme

- Full page advert in conference programme - £750 plus VAT
- Half page advert in conference programme - £420 plus VAT
- Quarter page advert in conference programme - £265 plus VAT





# 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 can have access to the venue from 7am on Friday 15th November and need to be set up by 8.45am when registration takes place through to the end of the evening reception that ends at 7.30pm

3 metre display width - £1,600 plus VAT

6 metre display width - £3,200 plus VAT

## Tobacco Industry

The UKVIA is a non-profit organisation which is run by its members, for its members. We are about educating, informing and reassuring our key stakeholders as well as championing our industry so that the shift from smoking to vaping continues unabated and the public health benefits of doing so are realised fully. Our primary stakeholders include policy makers, parliamentarians, regulators, the public health community and the some 7m smokers across the UK.

The UKVIA does not represent the interests of the tobacco industry, and vape companies which are owned, either wholly or partially, by the tobacco industry are not eligible for UKVIA membership. The UKVIA does not accept any funding from tobacco companies and our individual members are free from any control or ownership by the tobacco industry.

For further information about the Forum, Conference Agenda and all sponsorship, exhibition and advertising bookings please contact [ukvia@jbp.co.uk](mailto:ukvia@jbp.co.uk) or [Patrick.griffin@jbp.co.uk](mailto:Patrick.griffin@jbp.co.uk) Please begin your email subject line with the words 'Forum 2024'.