

# UKVIA Forum 2025

## Sponsorship Information Pack



## The Way Forward – Changing the Vaping Mindset

Wednesday 26th November 2025  
London Marriott Hotel Regents Park

# Sponsorship opportunities

The eighth annual UKVIA Forum will offer wide-ranging marketing packages for vape brands, retailers, distributors and services providers, including a number of new exciting and interactive sponsorship opportunities in 2025 and a special product showcase focussed on new vape devices post the disposables ban.

This year, for the first time, we will be launching the **Forum Feed**, an online platform that contains everything you need to know about the forum; from all the up-to-date news and the line-up of speakers and panel experts, to a showcase on the exhibitors and profiles on the companies and individuals that will be involved in this year's event.

Our competitively priced sponsorships offer you an unrivalled marketing opportunity to access key decision makers within the UK vaping sector and include:

## Headline Sponsor

£16,000 plus VAT

As the headline sponsor you will be front and centre of all marketing activities connected with the forum in the lead up to, during and post-event, including exclusive new opportunities.

- headline branding on all marketing activities (the Forum Feed, the conference backdrop and screen, official delegate invitations, social media posts about the conference event)
- 8 mins keynote speech at the beginning of the Forum
- video interview about the business and its products to be promoted via UKVIA's social media and on the Forum Feed (video to be supplied by the sponsor based on brief from event organisers)
- profile of the business on the Forum event section of the UKVIA website and on the Forum Feed platform
- announcement as sponsor on UKVIA's social channels and the Forum Feed
- promotional banner in prominent position on the home page of the Forum Feed
- dynamic headline banners on each of the different sections of the Forum Feed
- headline branding on the video about the Forum post-event and shared via UKVIA's social media and on the Forum Feed
- 10 tickets to the event and post-conference event
- 18 ft wide exhibition space
- flyer/leaflet placed on all delegates seats (flyers to be supplied by the sponsor)

# Sponsorship opportunities

## Premier vape business category sponsors

£10,000 + VAT each

As a premier vape business category sponsor you will be able to position your organisation as the exemplar in your particular line of work. There are four premier vape business category sponsorships available for a leading brand-owner, distributor, international supplier and compliance specialist.

- premier vape business category branding on all marketing activities (the Forum Feed, the conference backdrop and screen, official delegate invitations, social media posts about the conference event)
- 5 mins speech during the Forum on a topic related to the organisation's area of expertise and within the context of the theme of the Forum
- video interview about the business and its products to be promoted via UKVIA's social media and on the Forum Feed (video to be supplied by the sponsor based on brief from event organisers)
- announcement as sponsor on UKVIA's social channels and the Forum Feed
- profile of the business on Forum section of the UKVIA website and on the Forum Feed
- 2 x dynamic vape business category sponsor banners in prime positions within the Forum Feed platform
- 5 tickets to the event and post-conference event
- 9 ft wide exhibition space
- flyer/leaflet placed on all delegates seats (flyers to be supplied by the sponsor)

## Evening reception sponsor

£8,000 + VAT

- branding on all marketing activities (the Forum Feed, the conference backdrop and screen, official delegate invitations, social media posts about the conference event) as well as in the evening reception room
- 5 mins speech during the evening reception on a topic related to the organisation's area of expertise and within the context of the theme of the Forum
- video interview about the business and its products to be promoted via UKVIA's social media and on the Forum Feed (video to be supplied by the sponsor based on brief from event organisers)
- announcement as sponsor on UKVIA's social channels and the Forum Feed
- profile of the business on the Forum section of the UKVIA website and on the Forum Feed
- 2 x dynamic evening reception sponsor banners in prime positions within the Forum Feed platform
- 4 tickets to the event and post-conference event
- flyer/leaflet placed on all delegates seats (flyers to be supplied by the sponsor)

# Sponsorship opportunities

## Lanyard sponsorship

£4,000 + VAT

- branding on all lanyards
- branding on conference screen
- 2 tickets to the Forum
- 1 x dynamic lanyards sponsor banner within the Forum Feed platform
- announcement as sponsor on UKVIA's social channels and the Forum Feed
- flyer/leaflet placed on all delegates seats (flyers to be supplied by the sponsor)

## Exhibitors

from £1,650 (9ft wide) to £3,300 (18ft wide) + VAT

- space either in the main lobby adjoining the conference room or in the dedicated post-disposables new product showcase room
- branding on the conference screen
- 2 tickets to the forum
- profile on the exhibition section of the Forum Feed announcement that the business is exhibiting at the UKVIA Forum on UKVIA social channels and the Forum Feed platform
- flyer/insert placed on seats of all the delegates (flyers to be supplied by the exhibitor)

## Miscellaneous:

- flyers on seats of delegates (to be supplied by the business) - £200 + VAT
- monthly Forum Feed e-bulletins - exclusive dynamic sponsorship of a monthly Forum Feed e-bulletin £250 + VAT per issue (there will be six issues starting June and finishing in November)

# Exhibitors' Information

Please note there will not be a shell scheme. A table, table cover and two chairs will be provided. All exhibitors can have access to the venue from 7am on Wednesday 26th and need to be set up by 09:00am when registration takes place through to the end of the evening reception that ends at 7.30pm.

## 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 6m 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 [Patrick.griffin@jbp.co.uk](mailto:Patrick.griffin@jbp.co.uk) or [jordan.millar@jbp.co.uk](mailto:jordan.millar@jbp.co.uk) Please begin your email subject line with the words 'Forum 2025'.

