



*Understanding The Changing Landscape To Ensure Increasing Domestic Sales And Access To International Markets*

- Seth Coblentz**, General Counsel, **VMR Products**
- Chris Howard**, Vice President – General Counsel & Chief Compliance Officer, **E-Alternative Solutions**
- Karl Houghton**, Industry Director, **GlobalData**
- James Vail**, Director of Business Development, **22<sup>nd</sup> Century Group**
- Patricia Kovacevic**, General Counsel & Chief Compliance Officer, **Nicopure Labs**
- Tim Phillips**, Managing Director, **ECigIntelligence**
- Sadiq Daya**, Chief Executive Officer, **VanGo Vapes**
- Akbar Khan**, Founder & Medical Director, **Medicor Cancer Centres**
- Jason Malartsik**, Chief Operating Officer, **Totally Wicked E-Liquid USA**
- Cole McDonald**, Founder, **McDonald Vapor Co**
- Robert Arnold**, Founder & Chief Executive Officer, **Saffire Vapor**
- Azim Chowdhury**, Partner – FDA Group, **Keller & Heckman LLP**
- Derek Yach**, Founder & President, **Foundation for a Smoke-Free World**
- Blas Pegenaute**, Commercial Director, **Nexvap**
- Dr Faez Mahzamani**, Vice President of Science & Research, **DREAM**
- David Richmond-Peck**, Executive Vice President, **The Juice Punk**
- Matthew Harris**, Chief Operating Officer, **The Juice Punk**
- Raffaella Pakrooh**, Regulatory Affairs Attorney & Chief Compliance Officer, **Element E-Liquid**
- Billy Wilson**, Chief Executive Officer, **eCigDistributors**
- John Wiesehan III**, Senior Vice President, **Mistic E-Cigs/ Ballantyne Brands**
- Dr Maria Gogova**, Senior Principal Scientist, **Altria Client Services**
- Geoff Habicht**, President & Co-Founder, **Smoking Vapor**
- Trish Kingham**, Operations Director, **Adact Medical**
- David Lewis**, Partner, **Cambridge Design Partnership**
- Eric Heyer**, Partner, **Thompson Hine LLP**
- Dr Sydana Rogers Hollins**, Principal Scientist – Regulatory Affairs, **Altria Client Services**
- Robert Guzman**, Regulatory Counsel, **Thompson Hine LLP**



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|       | <b>Program Day 1: Tuesday April 24<sup>th</sup></b>  |
| 08:00 | <b>Registration &amp; Refreshments</b>   |
| 08:30 | <b>Chair's Opening Remarks</b><br><i>Karl Houghton, Industry Director, GlobalData</i>  |
| 08:45 | <p><b>Navigating The Updated PMTA Guidelines And The Opportunity This Presents</b></p> <ul style="list-style-type: none"> <li>• A clear step-by-step guide on what is required of US producers to ensure compliance</li> <li>• Reviewing recent regulatory developments – what can producers expect over the coming 12 months</li> <li>• Ascertaining the required time frames for compliance, to ensure you remain in business in the future</li> <li>• Enforcing compliance, what is the FDA doing to manage non-compliant vendors</li> <li>• Spotlighting international vendors and defining what the FDA is doing to ensure compliance from abroad</li> </ul> <p><i>Patricia Kovacevic, General Counsel &amp; Chief Compliance Officer, Nicopure Labs</i></p>  |
| 09:15 | <p><b>Examining Retail Channel Opportunities To Mature As A Sector</b></p> <ul style="list-style-type: none"> <li>• Understanding the existing retail and distribution makeup, to identify how this will adapt as the market matures</li> <li>• Mapping out the domestic market for nicotine containing devices, to uncover untapped opportunities</li> <li>• Examining other consumer products in the US to define retail channel strategy for e-cigarettes into the 2020s</li> <li>• Sizing up international markets to assess the popularity of different nicotine containing devices as a prediction of things to come for the US</li> <li>• Defining the impact of IQOS on the US market – does this represent an opportunity or threat?</li> </ul> <p><i>Tim Phillips, Managing Director, ECigIntelligence</i></p> |
| 09:45 | <p><b>Identifying The Global Innovation Gap</b></p> <ul style="list-style-type: none"> <li>• Introducing the Foundation for a Smoke-Free World; its formation, objectives and plans</li> <li>• Delving deeper to understand the focus on innovation to adapt into the future</li> <li>• Calling for an alliance of manufacturers, public health and users to accelerate the innovation journey</li> <li>• Analysing the 1<sup>st</sup> set of global responses to identify the innovation gap</li> </ul> <p><i>Derek Yach, Founder &amp; President, Foundation for a Smoke-Free World</i></p>  |
| 10:15 | <b>Morning Refreshments &amp; Networking</b>   |



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| 10:45   | <p><b>Altria’s Approach To Tobacco Harm Reduction</b></p> <ul style="list-style-type: none"> <li>• A brief introduction to Altria, it’s brands and involvement in the next generation product’s space</li> <li>• Highlighting the current status of next generation products within the US and the current regulatory environment</li> <li>• Enforcing the work required to ensure that next generation products are successful under the FDA’s planned regulation</li> <li>• Prediction the regulatory impact the FDA’s guidelines will have on consumers and how to remain successful</li> </ul> <p><i>Dr Maria Gogova, Senior Principal Scientist, Altria Client Services</i></p>   |
| 11:15   | <p><b>Product Innovation Within The Nicotine Delivery Sector</b></p> <ul style="list-style-type: none"> <li>• Innovating within a regulated market: what you need to know and the hurdles you may face</li> <li>• Maintaining a competitive advantage in a crowded sector through product innovation</li> <li>• Highlighting the importance of user experience when innovating to develop a best-selling product</li> </ul> <p><i>David Lewis, Partner, Cambridge Design Partnership</i></p>   |
| <br>11:45 | <p><b>Defining The Nicotine Delivery Sector Of The Future – Futurist Innovation, Public Health &amp; Consumer Trends</b></p> <ul style="list-style-type: none"> <li>• Considering international product trends and the need to innovate now to remain ahead of global competition</li> <li>• Spotlighting recent product launches and the opportunity heat-not-burn technology may present to the sector</li> <li>• Managing the US consumer’s opinion of devices, improving safety to improve public perception and grow the category</li> <li>• Addressing battery safety concerns and new standards bought in by Underwriters Laboratories; how will this affect consumer opinion</li> <li>• Time-travel to 5 years’ time, what will the global regulatory environment look like and how will this affect product innovation</li> </ul> <p><i>Seth Coblentz, General Counsel, VMR Products</i><br/> <i>Akbar Khan, Founder &amp; Medical Director, Medicor Cancer Centres</i><br/> <i>Azim Chowdhury, Partner, Keller &amp; Heckman LLP</i><br/> <i>Dr Sydana Rogers Hollins, Principal Scientist – Regulatory Affairs, Altria Client Services</i><br/> <i>Moderated by: Karl Houghton, Industry Director, GlobalData</i></p> |
| 12:30   | <b>Lunch &amp; Networking</b>  |
| 13:45   | <p><b>Investing In Product Innovation: The Nexvap Story</b></p> <ul style="list-style-type: none"> <li>• An introduction to Nexvap, it’s product portfolio and future developments</li> </ul>  |





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|  | <ul style="list-style-type: none"> <li>• Defining Nexvap’s strategy, the challenges and opportunities this presents</li> <li>• Enhancing the wider picture, recognising the importance of offering smokers a range of less harmful products</li> <li>• Understanding the science behind Nexvap’s innovation, measuring safety</li> <li>• Exploring recent clinical evidence to demonstrate the claim to a safer product</li> </ul> <p><b>Blas Pegenaute, Commercial Director, Nexvap</b></p>   |
| 14:15  | <p><b>The War On Flavors</b></p> <ul style="list-style-type: none"> <li>• Examining the Advanced Notice For Proposed Rule Making on flavors and what this means for US e-liquid producers</li> <li>• Proposing the dates for action to ensure you’re not left behind your competitors</li> <li>• Identifying the effect this will have on the US markets to map out strategy, to retain customer base without attracting minors</li> <li>• Pinpointing what will lead to a breach of advertising standards to avoid prosecution</li> <li>• Defining which flavors will be banned under the proposed new rules and how this can be lobbied and overcome</li> </ul> <p><b>Chris Howard, Vice President – General Counsel &amp; Chief Compliance Officer, E-Alternative Solutions</b></p> |
| 14:45  | <p><b>Off The Record Interview: The CEO’s View At Saffire Vapor</b></p> <ul style="list-style-type: none"> <li>• Generating an understanding of the sector and what changes may come about in the future</li> <li>• Predicting consolidation across the market, what will the sector look like in 2 to 5 years’ time</li> <li>• Appreciating the challenges of operating in an ever-changing retail environment and how Saffire Vapor has adapted</li> <li>• Mapping out the US market place to review and empathize the need for product standards</li> </ul> <p><b>Robert Arnold, Founder &amp; Chief Executive Officer, Saffire Vapor</b></p>   |
| 15:15  | <p><b>Afternoon Refreshments &amp; Networking</b></p>  |
|  | <p><b>Identifying The Next Steps For Global Expansion - Considering Europe, Canada &amp; South America</b></p> <p><i>Quick Fire Rounds offer an unrivalled opportunity to hear from international leaders sharing best practice on how to start and develop your international customer base. Hosted by international experts, each session spotlights a different market: addressing regulation, consumer trends/ demands, and providing practical next steps on how to achieve international expansion.</i></p> <p><i>Each session lasts for <b>15 minutes</b>, following with a Question &amp; Answers’ panel to address queries and concerns from the audience.</i></p>  |




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| 16:00 | <p><b>Understanding The Barriers Of Entry Into The European Market</b></p> <ul style="list-style-type: none"> <li>• Reviewing Europe’s recent implementation of the TPD and the lessons learnt to ensure quick adherence</li> <li>• Pinpointing regulatory requirements when introducing a product to market for international manufacturers</li> </ul> <p><i>Trish Kingham, Operations Director, Adact Medical</i></p>  |
| 16:15 | <p><b>Canada Under The Microscope: Presenting Challenges &amp; Changing Access</b></p> <ul style="list-style-type: none"> <li>• Appreciating the changing market conditions brought in by Federal &amp; Provincial laws to understand how to remain compliant</li> <li>• Detailing Health Canada’s response to the vape sector; the restrictions and how this may change for the future</li> </ul> <p><i>David Richmond-Peck, Executive Vice President, The Juice Punk</i><br/> <i>Matthew Harris, COO, The Juice Punk</i></p>                 |
| 16:30 | <p><b>Navigating The Regulatory Minefield Of South America</b></p> <ul style="list-style-type: none"> <li>• Discovering where vaping is legal across the region to ensure export compliance</li> <li>• Evaluating the region’s untapped potential and its ease of market entry</li> </ul> <p><i>Reserved For British American Tobacco</i></p>  |
| 16:45 | <p><b>Questions From The Audience: Acting Now On International Expansion</b></p> <p><i>Poised for expansion, many USA based producers are considering international markets to counter decreasing market share domestically. This panel is your opportunity to ask questions directly to the panel of quick fire presenters, to gain an in-depth understanding of different international markets providing you with practical advice and tangible takeaways.</i></p> <p><i>Moderated by: Karl Houghton, Industry Director, GlobalData</i></p> |
| 17:15 | <p><b>Chair’s Summary &amp; Close Of Day 1</b></p> <p><i>Karl Houghton, Industry Director, GlobalData</i></p>  |

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| <b>Program Day 2: Wednesday April 25<sup>th</sup></b> |  |
| 08:15   | <b>Registration &amp; Refreshments</b> |



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| <p>08:45</p>  | <p><b>Chair's Opening Remarks</b><br/> <i>Karl Houghton, Industry Director, GlobalData</i></p>  |
|  <p>PANEL DISCUSSION</p> <p>09:00</p> | <p><b>Collaborating Not Competing - Working Together To Tackle Reduced Profit Margins And Market Saturation</b></p> <ul style="list-style-type: none"> <li>• Understanding current market conditions and the freeze on innovation – is this the catalyst for falling retail prices?</li> <li>• Addressing how producers are competing on product price as opposed to innovation, to identify strategy to save the sector's profitability</li> <li>• Advice from the board; what is the current American customer willing to pay for their e-liquid and devices</li> <li>• Developing future strategy to maximise on consumer willingness to spend</li> </ul> <p><i>Jason Malartsik, Chief Operating Officer, Totally Wicked E-Liquid USA</i><br/> <i>Billy Wilson, Chief Executive Officer, eCigDistributors</i><br/> <i>John Wiesehan III, Senior Vice President, Mystic E-Cigs/ Ballantyne Brands</i><br/> <i>Geoff Habicht, President &amp; Co-Founder, Smoking Vapor</i><br/> <b>Moderated by: Karl Houghton, Industry Director, GlobalData</b></p> |
| <p>10:00</p>  | <p><b>E-Liquid Manufacturer Case Study: Implementing An ERP System</b></p> <ul style="list-style-type: none"> <li>• Why ERP solutions for the vape sector are becoming the norm and can lead to increased profit margins</li> <li>• Understanding VanGo Vapes' journey to integration and the custom made solution they built</li> <li>• Reduced profit margins, increased competition – why ERP may be the answer to increase profitability of the vape sector</li> <li>• Reviewing what you need to consider when choosing an ERP Solution, How do you know when you have the right one?</li> </ul> <p><b>Saadq Daya, CEO, VanGo Vapes</b></p>  |
| <p>10:30</p>  | <p><b>Morning Refreshments &amp; Networking</b></p>   |
|  <p>ROUNDTABLE</p> <p>10:50</p>     | <p><i>Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.</i></p> <p><i>Each roundtable session lasts for <b>45 minutes</b>, and delegates may attend up to 2 roundtables.</i></p>  |
| <p>Table 1</p>  | <p><b>PMTA Strategy, Development and Submission to FDA - Eric Heyer, Partner &amp; Robert Guzman, Regulatory Counsel, Thompson Hine LLP</b></p>   |



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| Table 2  | <b>Choosing The Right ERP Solution To Improve Efficiencies</b> - <i>Saadiq Daya, CEO, VanGo Vapes</i>   |
| Table 3  | <b>Identifying The Correct Brand Protection Partner</b>   |
| Table 4  | <b>What Constitutes Sufficient Information To Create A Successful PMTA?</b>   |
| Table 5  | <b>Protect Your Business &amp; Your Customer; Choosing The Right Insurance Policy</b>   |
| 12:30  | <b>Lunch &amp; Networking</b>   |
| 13:40  | <p><b>Concluding The FDA's Stance On Reduced Nicotine Combustible Cigarettes</b></p> <ul style="list-style-type: none"> <li>• Understanding what this means for the sector, to identify future opportunity</li> <li>• Highlighting the outcome of clinical trials of reduced nicotine cigarettes to identify their suitability for smoking cessation</li> <li>• Defining the FDA's recent positive announcement for reduced nicotine cigarettes, when is this likely to be put into practice?</li> <li>• Presenting the opportunities for the overall sector, and it's potential impact this will have on public opinion</li> </ul> <p><i>James Vail, Director of Business Development, 22<sup>nd</sup> Century Group</i></p> |
|  | <p><b>Nicotine &amp; Cannabis: Match Made In Heaven Or Hell?</b></p> <p><i>This Quick Fire Round offers the opportunity to hear from leaders working within the cannabis industry to share thoughts and ideas on how both the nicotine and cannabis sectors can create additional commercial benefits for the sector. Hosted by business and science experts, each session spotlights a different product: addressing both devices and liquids to understand whether either could provide an additional revenue stream for your business.</i></p> <p><i>Each session lasts for 15 minutes, following with a Question &amp; Answers' panel to address queries and concerns from the audience.</i></p>                          |
| 14:10  | <p><b>Liquids – Developing What Consumer's Want</b></p> <ul style="list-style-type: none"> <li>• Considering the different chemical make-up to learn what can be adopted by each sector</li> <li>• Reviewing recent developments within cannabis products to position the right products alongside a nicotine offering</li> </ul> <p><i>Dr Faez Mahzamani, Vice President of Science &amp; Research, DREAM</i></p>  |



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| <p>14:25</p> | <p><b>Devices –Retailing Alongside Nicotine</b></p> <ul style="list-style-type: none"> <li>• Recognising the opportunities within the cannabis market as an option to diversify and counter decreasing sales</li> <li>• Nicotine &amp; Cannabis – how do consumers react when sold alongside each other</li> </ul> <p><i>Geoff Habicht, President &amp; Co-Founder, Smoking Vapor</i></p>  |
| <p>14:40</p> | <p><b>Questions From The Audience: Uncovering The Opportunities Within Cannabis Products</b></p> <p><i>Countering a stagnated and crowded market, many USA based e-cig retailers are considering to retail cannabis products and devices. This panel is your opportunity to ask questions directly to the panel of quick fire presenters, to gain an understanding of the opportunities this may present.</i></p> <p><i>Moderated by: Karl Houghton, Industry Director, GlobalData</i></p>   |
| <p>15:00</p> | <p><b>Afternoon Refreshments &amp; Networking</b></p>  |
| <p>15:30</p> | <p><b>Taxation Confusion! – Understanding The Different Rates</b></p> <ul style="list-style-type: none"> <li>• Unlocking the extreme variance of tax from state to state to ensure your business is within the law</li> <li>• Analysing import and export taxation to maintain compliance when trading internationally</li> <li>• Lobbying for flat rate taxation across the states to avoid confusion and unnecessary paperwork</li> <li>• Identifying the right legal partner when operating cross-border across the US</li> <li>• Import tax – which markets to avoid when maintaining profit margins abroad</li> </ul> <p><i>Raffaella Pakrooh, Regulatory Affairs Attorney &amp; Chief Compliance Officer, Element E-Liquid</i></p> |
| <p>16:00</p> | <p><b>Diversifying To Remain Successful In Business: The Founder’s View At The McDonald Conglomerate</b></p> <ul style="list-style-type: none"> <li>• Presenting how industry outsiders perceive the industry and the changes that need to be made to attract investment</li> <li>• Highlighting the questions asked by seasoned investors to best plan for future buy-in</li> <li>• Identifying the nature of evolving incipient industries to review market strategy into the future</li> <li>• The McDonald Vapor Co story: how a colleague dismissed the vape sector in the past and why he’s looking to invest heavily now</li> </ul> <p><i>Cole McDonald, Founder, McDonald Vapor Co</i></p>                                       |
| <p>16:30</p> | <p><b>Chair’s Summary &amp; Close Of Conference</b></p> <p><i>Karl Houghton, Industry Director, GlobalData</i></p>   |