U.S. FOOD & DRUG ADMINISTRATION

U.S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993
www.fda.gov

November 6, 2025

VIA UPS AND ELECTRONIC MAIL

Jeff Hirschfeld
CHAMPS Trade Shows
7577 Poppy Meadow St.
Las Vegas, Nevada 89123
Exhibitor Email: exhibit@champstradeshows.com
Buyer Email: info@champstradeshows.com

Dear Mr. Hirschfeld:

It has come to our attention that exhibitors at the upcoming CHAMPS Trade Show of November 11 – 13, 2025, to be held at the Broward County Convention Center, may currently market, advertise, distribute and/or offer for sale new tobacco products without the required premarket authorization under section 910 of the Federal Food, Drug, and Cosmetic Act (FD&C Act). Our research indicates at least seven exhibitors have previously received Warning Letters from FDA for marketing unauthorized new tobacco products.[1]

Generally, to be legally marketed in the United States, the FD&C Act requires "new tobacco products" to have a premarket authorization order in effect from the Food and Drug Administration (FDA). A "new tobacco product" is any tobacco product that was not commercially marketed in the United States as of February 15, 2007, or any modified tobacco product that was commercially marketed after February 15, 2007 (section 910(a)(1) of the FD&C Act). New tobacco products on the market without the required premarket authorization are adulterated and misbranded under the FD&C Act and are subject to regulatory and enforcement actions at FDA's discretion, including, but not limited to, warning letters, civil money penalties, seizure, and/or injunction.[2] Under section 301 of the FD&C Act, it is prohibited to cause the introduction or delivery for introduction into interstate commerce of any tobacco product that is adulterated or misbranded.

To date, FDA has issued marketing granted orders for 39 tobacco- and menthol-flavored e-cigarette products and devices. These are the only e-cigarette products that may be lawfully marketed in the U.S. at this time.[3] Currently, no Non-Tobacco Nicotine (NTN) products have

[1] On FDA's warning letters page, you can find all of these warning letters by entering "Center for Tobacco Products" in the "Issuing Office" box in the "Filter by" section of the search tool.
[2] https://www.fda.gov/tobacco-products/compliance-enforcement-training/advisory-and-enforcement-actions-against-industry-unauthorized-tobacco-products
[3] E-Cigarettes, "Vapes" and Other Electronic Nicotine Delivery Systems (ENDS) Authorized by the FDA, see: https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda

received marketing authorization.[4] Additionally, FDA has authorized 20 nicotine pouch products; these are the only nicotine pouch products that may be lawfully marketed in the U.S.[5]

If you are aware of any exhibitors that market, distribute and/or sell unauthorized new tobacco products, please provide FDA with this information and indicate whether such exhibitors will be attending the above referenced CHAMPS Trade Show at your venue. We request that you submit a written response with this information via email at CTPCompliance@fda.hhs.gov within 5 working days or less from the date of receipt of this letter and also describe any plans you may have to help ensure that exhibitors attending your events, and tobacco products being distributed at your events, are in compliance with the FD&C Act.

You may also submit your response in writing to the following address:

FDA Center for Tobacco Products
Office of Compliance and Enforcement
c/o Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, MD 20993-0002

If you have any questions regarding this letter, please contact CTP at CTPCompliance@fda.hhs.gov.

Sincerely,

John E. Verbeten
Director, Office of Compliance and Enforcement
Center for Tobacco Products

Cc:

Ron King, General Manager
Broward County Convention Center
1950 Eisenhower Blvd
Fort Lauderdale, FL 33316
Email: RKing@ftlauderdalecc.com
Venue email: Info@ftlauderdalecc.com

[4] Regulation and Enforcement of Non-Tobacco Nicotine (NTN) Products, see: https://www.fda.gov/tobacco-products/products-ingredients-components/regulation-and-enforcement-non-tobacco-nicotine-ntn-products
[5] Nicotine Pouch Products Authorized by the FDA, see: https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/nicotine-pouch-products-authorized-fda