



March 11, 2026

VIA UPS AND ELECTRONIC MAIL

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

Dear Mr. Hirschfeld:

It has come to our attention that exhibitors at the upcoming CHAMPS Trade Show on March 17-19, 2026, to be held at the Atlantic City Convention Center, may be currently marketing, advertising, distributing and/or offering for sale new tobacco products without the required marketing authorization, which is prohibited by the Federal Food, Drug, and Cosmetic Act (FD&C Act). The FDA is concerned that these exhibitors may engage in such prohibited activity during the CHAMPS Trade Show.

Tobacco products, including nicotine pouches and electronic nicotine delivery systems (ENDS), must be in compliance with the FD&C Act and its implementing regulations. Generally, to be legally marketed in the United States, the FD&C Act requires “new tobacco products”¹ to receive marketing authorization from the FDA. Tobacco products marketed in the U.S. 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.

With respect to ENDS and nicotine pouch products, FDA has authorized a limited number for sale and/or distribution in the U.S. To date, only 39 ENDS products have been authorized for marketing in the U.S., and all contain tobacco derived nicotine. No ENDS products containing synthetic nicotine or nicotine analogs have been authorized for marketing in the U.S. To date, only 26 nicotine pouch products have been authorized for marketing in the U.S. For a list of ENDS and nicotine pouch products that have received marketing authorization please visit:

- General: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/tobacco-products-marketing-orders#PMTAView%20all%20marketing%20granted>
- ENDS: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda>

¹ “New Tobacco Products” are defined by Section 910(a)(1) of the FD&C Act as 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 in the United States after February 15, 2007.

- Nicotine Pouches: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/nicotine-pouch-products-authorized-fda>

FDA has reviewed your list of exhibitors,² and we are attaching a list of those that we have identified as being in the business of manufacturing, importing, distributing and/or offering for sale tobacco products.³ Please note that some exhibitors have received Warning Letters in the past for illegally selling and/or distributing tobacco products without the required marketing authorization. We encourage you to remind your tobacco product exhibitors that only a limited number of ENDS and nicotine pouch products may be legally marketed in the U.S., and that it is generally prohibited to offer tobacco products for sale or distribution in the U.S. without required marketing authorization. We also encourage you to share the website links that we referenced earlier.

We request that you submit a written response via email at CTPCompliance@fda.hhs.gov within 5 working days or less from the date of receipt of this letter describing your plans to communicate to exhibitors attending your event the information concerning prohibited marketing activities outlined above and encouraging them to refrain from engaging in any prohibited activity during the CHAMPS Trade Show. We also would welcome a teleconference with you if you have any questions or would like to discuss this information further.

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

² <https://s19.a2zinc.net/clients/CHAMPS/atlanticcity26//Public/EventMap.aspx?ID=850>

³ See attachment, Tobacco Product Firms | CHAMPS March 17-19, 2026

VIA Electronic Mail

cc:

TVC Law Group

Attn: Dov Seewald

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Tobacco Product Firms | CHAMPS March 17-19, 2026 | Based on Exhibitor List

<https://s19.a2zinc.net/clients/CHAMPS/atlanticcity26//Public/EventMap.aspx?ID=850>

List	Exhibitor	Website	Booth
1	Adyah Wholesale	N/A	3001
2	BOULDER INTERNATIONAL	http://www.bouldervape.com	10013
3	Cali Pods	http://www.calivapepods.com/	9041
4	Center Point Distribution	https://centerpointdist.com	12041
5	CYCLONE PODS	N/A	12048
6	Cloudz Smoke	N/A	3049
7	DEMAND VAPE	https://www.demandvape.com	11007
8	Durity Distribution	N/A	4011
9	FRUITIA/ HALF BAK'D	https://www.freshfarmseliquid.com	5001
10	G&S WHOLESALE DISTRIBUTION COMPANY	http://www.gsdistributor.com	5008
11	Got Vape	https://www.gotvape.com/	8016
12	HONEYSTICK	http://www.vprbrands.com	8043
13	J Brands Distribution	N/A	10017
14	KING DISTRIBUTION/ LAVA VAPE USA	N/A	3023
15	KLOUD KING DISTRIBUTOR INC	http://www.kkdistro.com	13007
16	MMS DISTRIBUTION	N/A	15047
17	OLIT INC.	https://www.olitvape.com	13051
18	OVC Distribution	N/A	12055
19	SAMS INTERNATIONAL GROUP	https://sigdistro.com	12001
20	Smoke Tech One LLC	N/A	4001
21	SKYCO DISTRO	http://skycodistro.com	10023
22	THE CLOUD SUPPLY	https://thecloudsupply.com	5017
23	UPROAR WELLNESS	N/A	3013
24	VPR Collection	https://vprcollection.com	3044
25	WMD TRADING INC	N/A	14001
26	ZIG-ZAG/ TURNING POINT BRANDS	http://zigzag.com	4006