



April 21, 2026

VIA UPS AND ELECTRONIC MAIL

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

Dear Mr. Hirschfeld:

It has come to our attention that exhibitors at the upcoming CHAMPS Trade Show on May 6-9, 2026, to be held at the Las Vegas 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”<sup>1</sup> 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 41 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/searchtobacco>
- ENDS: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/e-cigarettes-vapes-and-other-electronic-nicotine-delivery-systems-ends-authorized-fda>
- Nicotine Pouches: <https://www.fda.gov/tobacco-products/market-and-distribute-tobacco-product/nicotine-pouch-products-authorized-fda>

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<sup>1</sup> “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.

FDA has reviewed your list of exhibitors,<sup>2</sup> 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.<sup>3</sup> 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 the 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 reference earlier.

We request that you submit a written response via email at [CTPCompliance@fda.hhs.gov](mailto:CTPCompliance@fda.hhs.gov) within 5 working days or less from the date of receipt of this letter describing your plans to communicate to the 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](mailto:CTPCompliance@fda.hhs.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Ele Ibarra-Pratt', written in a cursive style.

Ele Ibarra-Pratt  
Acting Director  
Office of Compliance and Enforcement  
Center for Tobacco Products

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<sup>2</sup> <https://s19.a2zinc.net/clients/CHAMPS/champslasvegas26//Public/EventMap.aspx?ID=961>

<sup>3</sup> See Attachment, Tobacco Product Firms | CHAMPS May 6-9, 2026

**VIA Electronic Mail**

cc:

TVC Law Group

Attn: Dov Seewald

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Tobacco Product Firms | CHAMPS May 6-9, 2026 | Based on Exhibitor List at  
<https://s19.a2zinc.net/clients/CHAMPS/champslasvegas26//Public/EventMap.aspx?ID=961>

List	Exhibitor	Website	Booth
1	ACE DISTRIBUTORS LLC	<a href="http://www.acedistributorsllc.com">http://www.acedistributorsllc.com</a>	7029
2	BOULDER INTERNATIONAL	<a href="http://www.bouldervape.com">http://www.bouldervape.com</a>	6078
3	Cali Pods	<a href="http://www.calivapepods.com/">http://www.calivapepods.com/</a>	6151
4	Charlie's Chalk Dust	<a href="http://www.charlieschalkdust.com">http://www.charlieschalkdust.com</a>	16053
5	Coastal Cloudz	<a href="https://coastalcloudsco.com">https://coastalcloudsco.com</a>	11045
6	DADDYS VAPOR	<a href="https://dvbrands.com">https://dvbrands.com</a>	5217
7	Demand Vape	<a href="http://www.demandvape.com">http://www.demandvape.com</a>	4057, 11089, 13145, 14079
8	Fruitia/Half Bak'd	<a href="http://www.freshfarmseliquid.com">http://www.freshfarmseliquid.com</a>	15099
9	G&S WHOLESALE DISTRIBUTION COMPANY	<a href="http://www.gs distributor.com">http://www.gs distributor.com</a>	15054
10	Global Tobacco LLC	<a href="http://www.crowndis.com">http://www.crowndis.com</a>	10082
11	Got Vape	<a href="https://www.gotvape.com/">https://www.gotvape.com/</a>	3023, 4023
12	High Point Cash & Carry	<a href="https://ufcorpinc.com">https://ufcorpinc.com</a>	7039
13	HONEYSTICK	<a href="http://www.vprbrands.com">http://www.vprbrands.com</a>	11145
14	IMPERIAL SMOKE/ KRAVE KRATOM	<a href="http://www.imperialcigs.com">http://www.imperialcigs.com</a>	6051
15	JEWEL DISTRO	<a href="https://www.jeweldistro.com/">https://www.jeweldistro.com/</a>	11039
16	LUCKY CIGAR	<a href="http://www.myluckycigar.com/">http://www.myluckycigar.com/</a>	2124
17	Ludicrous Distro	<a href="https://ludicrousdistro.com/">https://ludicrousdistro.com/</a>	3220
18	Midwest Goods Distribution	<a href="https://www.midwestgoods.com">https://www.midwestgoods.com</a>	13067
19	The Monster Group	<a href="http://www.monstervapelabs.com/">http://www.monstervapelabs.com/</a>	2169
20	MR. FOG	<a href="https://www.mrfog.com">https://www.mrfog.com</a>	13057
21	PURE CBD	<a href="http://www.vapemoreinc.com">http://www.vapemoreinc.com</a>	12133
22	SIDSAM WHITE LABEL SOLUTIONS	<a href="https://www.pikpouches.com">https://www.pikpouches.com</a>	8213
23	SMOKEETOWN WHOLESALE	<a href="https://vapingtrip.com">https://vapingtrip.com</a>	16037
24	The Cloud Supply	<a href="https://thecloudsupply.com">https://thecloudsupply.com</a>	7169
25	THE ODYSSEY GROUP	<a href="http://www.togwholesale.com/">http://www.togwholesale.com/</a>	3011
26	Unishow Inc	<a href="http://www.unishowinc.com/">http://www.unishowinc.com/</a>	10023, 15011
27	Vapetasia LLC	<a href="https://www.vapetasia.com">https://www.vapetasia.com</a>	6145
28	VPR Collection	<a href="https://vprcollection.com">https://vprcollection.com</a>	13033