



VTA MEMBERSHIP CLASSES & BENEFITS 2020

MEMBER TYPE	PLATINUM	INDUSTRY*						ASSOCIATION*	INDIVIDUAL*
DESIGNATION		DIAMOND	GOLD	SILVER	BRONZE	IRON	KEYSTONE	State Vapor Association	
ENGAGEMENT	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$1,000	\$10,000	\$25
Board Seat (subject to By-Laws)	X								
Invitations to Meetings with FDA, White House, and Administration Agencies	X								
FDA Regulatory Steering Committee	X	X							
Invitations to Meetings with Congressional Leaders	X	X							
Invitation to Annual Dinner with Board of Directors	X	X	X						
Admission to Annual Conference in Washington DC	3 Employees	2 Employees	1 Employee						
Admission to Annual State Strategy Meeting	3 Employees	2 Employees	1 Employee						
Invitation to Quarterly Federal Lobbyist Strategy Calls	X	X	X						
Participation in Public Affairs Campaigns to Defend Vapor	X	X	X	X	X	X	X	X	
Eligible for Election to Board Seat (per By-Laws)	X	X	X	X	X	X	X		
Eligible for Appointment to Board Seat (per By-Laws)								X	
VTA Members Only Annual Meeting	X	X	X	X	X	X	X	X	X
VTA Members Only State Strategy Calls	X	X	X	X	X			X	



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Eligible for Participation in Affinity Programs	X	X	X	X	X	X	X	X	
Meetings with Members of Congress	X	X	X	X	X	X	X	X	
Access to VTA Technology Driving Regulator and Media Contact	X	X	X	X	X	X	X	X	X
Discounts from Participating Stores									X
RECOGNITION									
U.S. and Industry Media Press Release Announcing Joining	X	X							
Social Media Announcements of Membership (Facebook/Twitter/WeChat)	X	X	X	X	X	X	X	X	
State and Industry Media Press Release Assistance and Amplification								X	
VTA Annual Meeting Conference Program	X	X	X						
VTA Annual Meeting Marketing Materials	X	X	X						
Identification as Leader in VTA Presentations	X	X							
Newsletter Feature	X	X	X	X					
VTA Website Recognition	X	X	X	X	X	X	X	X	
KNOWLEDGE									
VTA Webinars	X	X	X	X	X	X	X	X	X
VTA Guidance Documents	X	X	X	X	X	X	X	X	X
Detailed Guidance Presentations	X	X	X						



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		DIAMOND	GOLD	SILVER	BRONZE	IRON	KEYSTONE	State Vapor Association	
Access to Members Only Q & A on Guidance Issues	X	X	X	X	X			X	
Updates on federal and state legislation	X	X	X	X	X	X	X	X	X
STATE LOBBYING PROGRAM									
State Activity Bill Reports	X	X	X					X	
50 State Bill Tracking System	X							X	
VTA State Bill/Amendment Analysis	X							X	
Participation by State Group Leader and State Lobbyist in VTA Weekly State Strategy Calls	X	X	X					X	
Drafting of Hearing Testimony								X	
State Association Development Advice and Assistance								X	
Pre-Session Strategy with State Lobbyist								X	
Bill and Amendment Drafting								X	
Issue One Pagers for Lobbyists								X	
Model ByLaws for Setting Up New Associations								X	
Interviewing and Hiring State Lobbyists								X	
Message Tested Public Affairs Strategies								X	X
Access to VTA State Leaders Facebook Messenger Group								X	
Call to Action Emails & Social Media Links								X	X
VTA Referrals of Vape Shops to State Association								X	



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All Vape Shops Which Join a VTA Affiliated State Group								X	
Access to Economic Impact Analysis for Your State								X	

Notes:

* Platinum and Industry Members have voting rights per VTA By-Laws. Association Members have benefits but no voting rights. Active members of a state vapor association that is an Association Member will be considered an Association Member without a separate application. Individual Members have benefits but no voting rights.