



VAPOR TECHNOLOGY ASSOCIATION

STATE VAPOR ASSOCIATION
PLUG IN PACKAGE

BUILDING AND GROWING STRONG STATE VAPOR ASSOCIATIONS

VTA'S CORE BELIEFS

Our industry is strongest when we are connected and work with a coordinated message.
State vapor associations should be *independent*; neither controlled by nor replicas of a national group.
State vapor associations *must be* involved in interviewing and hiring the state lobbyist.
All politics is local. But, local control, with the backing of a national association, is power.

WHEN YOU JOIN VTA YOU AND YOUR MEMBERS GET ALL OF THE FOLLOWING

Coordination. We work with state associations by connecting and coordinating on 3 levels:

- In your state: Connecting you with other industry members, allied associations and interested parties.
- Multi-state: Connecting your lobbyists with the other state lobbyists around the country.
- Federal: Involving you in VTA's federal strategy to secure Congressional support for vapor bills.

National Impact. Your state's voice needs to be heard at the federal level. VTA has hired "the" vapor lobbyists on Capitol Hill who have been working the vapor issue for years. Our team of federal lobbyists is constantly creating opportunities for state groups to have impact at the federal level. We will organize trips to Capitol Hill to connect you with Members of Congress; train you on working the Hill; and give your group a role in changing federal laws on vapor.

State Support and Communication. Your state association and your lobbyists should be supported in your state capitol. VTA will assist you in providing the most up-to-date information to ensure you are ready to fight to protect your interests. You and/or your lobbyist will receive many benefits from working with our team, including but limited to, the following:

- "Pre-session" planning with you and your lobbyist regarding strategy for the upcoming legislative session.
- Access to our 50-state bill tracking system with live links to bills in your state.
- Timely analyses of bills filed in your state, threat analysis, and advice from VTA's team of state experts.
- Legislative drafting assistance for the filing of proactive legislation or amendments to hostile legislation.
- Access to VTA's vapor defense database of white papers on our industry's core legislative issues.
- Access to our online Policy Action Center for reaching Members of Congress, state officials, and beyond, including targeted Calls to Action and other advocacy tools for bills in your state.
- Timely membership reports on what is happening at the federal level, and regular coordination calls amongst the various state lobbyists and VTA's federal lobbyists, so they can learn from each other's experiences.

More Benefits of VTA. Here are some of the additional benefits that your state vapor association will receive:

- Access to model by-laws and related documents to assist you in starting your state association.
- Advice on interviewing and hiring state lobbyists, and executing state lobbying strategies.
- Access to model state lobbyist contracts (if you need one).
- Access to message-tested public affairs strategies to shape the debate on vapor products.
- Advice on membership and organizational growth strategies.
- Rock bottom preferred pricing on logo and web development, with integrated merchant account for fundraising.
- Expert guidance on complying with state and federal regulations at webinars and vapor conferences.

VTA COST – ALL IN FOR ONE FLAT RATE

Contact Jake Butcher (jake@ilesq.com) for the State Vapor Association flat rate pricing of \$10,000.
If your state vapor association joins, all members of your association become association members also