

PRINCIPAL SPONSORS



99 Bottles

99 Bottles is a beverage alcohol pricing and distribution platform that automates the flow of pricing data between distributors and retail chains. It integrates directly into distributors' route accounting systems (RAS) to keep pricebooks, portal submissions, and NIF forms accurate and in sync - covering alcohol, tobacco/OTP, and packaged beverage categories across c-store, grocery, and other retail verticals.



All-In Licensing

All-In Licensing's mission is to take licensing off the critical path so retailers can open stores and generate revenue sooner. We are the single-source national partner for multi-unit operators, covering every regulated category (alcohol, tobacco, vapor, lottery, SNAP/EBT, food and health, fuel, zoning, cannabis, and renewals). Our model is built on three commitments: fixed fees with zero hourly surprises, an all in-house team that handles every filing directly, and industry-leading speed and success rates. One partner, one process, one accountable team.



Alp Supply Co.

Designed by nicotine users, for nicotine users, ALP was created to challenge convention and redefine the nicotine pouch experience. We set out to push boundaries, rethink outdated products, and give adult nicotine users a fresher, more satisfying alternative to the dry pouches and faceless brands that have long dominated the market. With bold, proven flavors, a complete strength range, and 20 pouches per tin, ALP is built to scale - delivering more value and a consistently better experience.



Altria
Altria Group
Distribution Company

Altria Group Distribution Company

Altria Group Distribution Company provides sales, distribution and consumer engagement services to Altria Group, Inc.'s tobacco companies. AGDC focuses on increasing efficiency and helping these companies better connect with adult tobacco consumers and strengthen relationships with thousands of retailers and wholesalers nationwide. The company designs and executes trade programs to grow Altria's tobacco companies' businesses and their customers' businesses.



Black Buffalo, Inc.

Black Buffalo is owned by ITG Brands. Black Buffalo is the world's only credible smokeless tobacco alternative. Black Buffalo is a modern oral nicotine in moist smokeless form (MST), enabling adult consumers to enjoy the ritual and experience of MST along with the perceived benefits of white nicotine pouches. Black Buffalo comes in both long cut and pouches - including nicotine and nicotine-free (ZERO) versions.

Black Buffalo delivers an opportunity for accretive category growth, strong margins and penny profits, and sophisticated, compliance-driven marketing expertise in both digital and physical forms to drive engaged adult consumers to your stores.



Botanic Tonics

Botanic Tonics is the leader in botanical supplements. Founded in 2020 and headquartered in Broken Arrow, Oklahoma, our feel free® product line blends functional botanicals to support energy, focus, and mood lift—no synthetic active ingredients, no alcohol, and no chemical extracts. Our flagship product, feel free CLASSIC®, combines noble kava root and natural kratom leaf for a grounded mood lift and focus enhancement. Our Kava Maté tonic is thoughtfully crafted with noble kava root and yerba mate to deliver sustained, elevated energy without the jitters associated with artificial energy drinks. Feel free. Feel good.



Cheyenne International

Cheyenne International is a trusted U.S.-based manufacturer of high-quality, value-priced tobacco products. Founded in 2002 and headquartered in North Carolina, we're known for our flagship brand, Cheyenne Cigars - the top-selling filtered cigar in the country. Our diverse product portfolio includes cigarettes, filtered cigars, pipe tobacco, and moist snuff products, all crafted to meet the needs of adult consumers and retail partners. At Cheyenne, we're committed to responsible growth, customer service, and strong trade partnerships. We take pride in delivering consistency, compliance, and category leadership across the convenience retail landscape.



Diversified Botanics

At Diversified Botanics, our diverse portfolio of brands is a testament to our unwavering commitment to quality, innovation, and excellence. From the groundbreaking formulations of MIT45 and MIT45 GO the premium offerings of KAVAA, to the bold vision of I Am Uprising remains a trusted expertise from which each brand is meticulously crafted to deliver exceptional wellness solutions. Moving forward, Diversified Botanics expects to continue to expand our legacy, consistently redefining the standards of botanical wellness.



GN-US

At GN, we believe in providing more than just a product—we offer a premium experience. With a dedication to quality, innovation, and variety, our smokeless nicotine pouch products are crafted to meet the needs of discerning consumers worldwide.

From the intense kick of Siberia to the refined satisfaction of White Fox, GN products are designed for those who seek a superior, satisfying alternative to traditional tobacco. Trust in our legacy of excellence and join the growing community of GN enthusiasts who appreciate the difference quality makes.



Good Times Tobacco

Good Times Tobacco is a leading U.S. tobacco manufacturer offering a diverse portfolio of premium-value cigars, cigarillos, wraps, and innovative nicotine products. Headquartered in Tampa, Florida, Good Times sold more than 1 billion cigars in 2025, demonstrating the strength, scale, and consumer demand of its portfolio. Trusted brands including HD, 4K, Black Smooth, Sweet Woods, and GT Plus continue to fuel growth and strengthen Good Times' position across the tobacco and nicotine categories. Combining more than a century of industry heritage with a forward-thinking approach to innovation, brand development, and customer partnerships, Good Times is 100% employee-owned and committed to quality, operational excellence, and delivering exceptional value to retailers, distributors, and adult consumers.



InStore.ai

InStore.ai captures and analyzes the real moment of truth: the conversation at the counter, where a brand's promise is made or broken, turning in-store interactions into actionable insights. Retailers gain visibility into what traditional POS and reporting systems miss: lost sales, gaps in operational execution, inconsistent loyalty enrollment, and moments of exceptional service worth replicating, so store leaders can coach effectively and raise performance across every location. CPG brands see how their products are actually discussed, recommended, and sold at the counter, giving real evidence to strengthen partnerships and spend toward what actually moves product. InStore.ai is a shared source of truth, giving retailers sharper execution and brands confidence that investments reach consumers at the point of sale.



ITG Brands, LLC

ITG Brands is the third-largest tobacco company in the United States, that manufactures and markets a robust portfolio of cigarette, cigar, and modern oral nicotine products. Its iconic product lineup includes Winston, Kool, Maverick, Crowns & Salem cigarettes; Backwoods, Dutch, Dutch Masters & Phillies cigars; and zone Modern Oral Nicotine.



J&M Distributors

J&M Distributors, Inc. is a leading convenience store distributor serving retailers across the country since 1999. Headquartered in Arkansas, the company specializes in high-demand impulse products, including lighters, air fresheners, energy and relaxation shots, disposable vaping products, phone accessories, sunglasses and more. Through innovative merchandising programs, distribution services, and category expertise, J&M helps retailers maximize sales and profitability.

JOEYCOTM

Joey Op Co

Meet JOEY, a next-generation nicotine pouch redefining flavor, function and form. Engineered with flavorbeads technology, JOEY delivers a quick kick of nicotine and a long-lasting flavor experience adult users can count on. With 108 SKUs across 36 flavors in 3mg, 6mg and 9mg strengths, JOEY brings unmatched variety and satisfaction—setting a new standard for a smokeless, discreet and functional category.

JTI LIGGETT

JTI Liggett

JTI LIGGETT brings together over 150-years of Liggett's tobacco heritage in the USA with JTI's global expertise in building winning brands. Present in over 160 thousand stores nationwide with 2 brands in the Top 10, JTI LIGGETT is the 4th largest tobacco company in the US and the outright leader in value with brands including Montego, LD, Eagle20's, Pyramid, Wave, Wings, Grand Prix, Eve, and Logic.

Juul Labs[®]

Juul Labs

To transition the world's billion adult smokers away from combustible cigarettes, eliminate their use, and combat underage usage of our products.

LIL LEAF

Lil Leaf

Lil Leaf Tobacco Flat Wraps offer adult consumers a convenient, premium way to enjoy natural tobacco leaf. Each resealable pouch contains 3 pre-washed, carefully selected flat wraps maintained at an ideal moisture level for a smooth, flexible rolling experience. The innovative flat format provides a convenient alternative to traditional cigar wraps, eliminating unwanted tobacco filler while delivering a premium, consistent smoke. Available in 14 total SKUs across 3 distinct leaf lines—Dark Line, Original Line, and Gold Line— Lil Leaf combines quality, consistency, variety, and standout shelf appeal. With bold branding and a value-friendly three-pack format, Lil Leaf is designed to capture attention and attract today's adult tobacco consumers.

LUCYTM

LUCY

LUCY brings unique flavors, strengths and technology to the nicotine pouch category.

Our signature 'Lucy Breakers' contain a hydrating flavor capsule: A first of its kind in the modern oral category.

Our 'Lucy Pouches' have a longer and narrower design, allowing for more fill and an extended nicotine release.

Available in 4mg, 8mg and 12mg across a range of flavors, including Apple Ice, Berry Citrus, Cinnamon, Espresso, Mango, Mint and Wintergreen, Lucy offers what your pouch customers want.



MAG Industries

Distribution company servicing mostly regional C-Stores in the Mid-Atlantic (PA, WV, MD, OH, & NY). Product selection includes Vapes, Toys (Squish Toys), Snacks & Candy. Company was founded in 2020, Adam Martin is one of the founders and is currently CEO. We have a fleet of their own delivery vans servicing the Mid-Atlantic area. One of our strongest abilities is to find hot and trending products to distribute quickly. Our core principles are integrity, honesty, and meritocracy. We don't only strive to find the hottest products with the highest margin, but to deliver these products with the best service possible.



Max Distributing

Max Distributing is the fastest growing specialty distributor in the U.S.! We supply in-demand products across a variety of product categories including age-restricted items, candy and confectionary treats, energy/mood/focus, general merchandise, automotive and center-store that drive margin growth for our customers across the United States. With service to over 25,000 stores across the country and growing, we are committed to exceptional service, dependable delivery and providing the highest quality products in the convenience store market.



Patron Points, Inc.

Patron Points, Inc. has been delivering industry-leading loyalty results with a personal touch for over 20 years. Providing solutions that bring consumers through your door and service to support your team. Our innovative approach and expertise in tobacco data reporting, direct to consumer discounting, loyalty programs, and mobile app solutions set us apart.



PMI U.S.

Philip Morris International Inc.'s U.S. business (PMI-US) is the manufacturer and seller of ZYN nicotine pouches, the #1 nicotine pouch in America. PMI-US also sells multi-category products such as Longhorn moist snuff, White Owl and Game line of cigars, General Snus, and IQOS line of heat-not-burn technology. PMI-US is invested in America's future, from building advanced manufacturing facilities to engaging deeply with civil society to promote progress within communities nationwide. PMI-US has never sold combustible cigarettes in the U.S. and is actively delivering a smoke-free future by providing better options to America's 45 million adult nicotine consumers.



Real
BOTANICALS

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Premier Manufacturing

Premier Manufacturing, Inc., a subsidiary of U.S. Tobacco Cooperative, Inc., proudly produces a wide range of nationally distributed brands, including Wildhorse®, 1839®, Shield®, 1st Class®, Ultra Buy®, Ace®, and Traffic®. Supported by the cooperative's supply of premium flue-cured tobacco—recognized as one of the highest-quality tobacco styles available, Premier ensures that its products meet the expectations of adult consumers seeking both quality and value. Our diverse portfolio of cigarettes, cigars, pipe tobacco, and RYO tobacco reflects a commitment to consistency, craftsmanship, and affordability. Look for the "Tobacco from U.S. Farmers®" trademark on your next pack or carton to ensure authentic, American-grown quality.

Real Botanicals

Real Botanicals is a vertically integrated manufacturer of premium Kratom, Kava, and botanical products. We don't white label—we control the process from botanical sourcing to finished product in our privately owned South Carolina laboratory. What sets us apart is ChromaPure, our advanced chromatography-based process designed to precisely refine and purify botanical extracts. Chromatography is an advanced technology rarely utilized in the botanical space, giving us greater control over consistency, purity, and quality from batch to batch. We source botanicals from regions where they have long-standing cultural significance and apply rigorous standards throughout production. From origin to final product, Real Botanicals combines traditional botanical knowledge with advanced manufacturing technology to create products our customers can trust.

Sesh Products

Sesh+ nicotine pouches are designed in Sweden and made in America, crafted with premium ingredients and advanced technology to provide a top-tier experience in every pouch. By using synthetic nicotine, a gum-based structure, and globally sourced flavors, we ensure that every pouch is free from tobacco, low in calories, and delivers on taste, texture, and nicotine satisfaction.

Key Features:

- 20 pouches per can
- 5 flavors: Mint, Wintergreen, Mango, Raspberry Lemon Cappuccino & Clear
- 3 nicotine strengths: 4mg, 6mg & 8mg
- Slim & soft, moisture-enhanced pouches with MCT oil



Skoka, Inc.

Skoka is a premium nicotine pouch brand built for athletes and high-performers. Engineered with a patent-pending synthetic nicotine formula, natural sweeteners, and consistent delivery across 11 flavors — manufactured in the USA. Eleven professional athletes across the NHL, NFL, PGA, and LIV Tour are investors in Skoka. Not endorsers. Owners. A PMTA submission is targeted for September 2026. Skoka occupies a differentiated lane in the nicotine pouch category — cleaner ingredients, authentic credibility, and a product built to a higher standard. Made for the Grit and the Grind.



STRYK Brands Inc.

STRYK™ is a smoke-free pouch that contains no tobacco and is made for adults 21+. Powered by Nixodine™, it was developed to offer a new kind of pouch experience — smooth, clean, and designed for modern adult users. STRYK pouches are available in Apple Cider, Spearmint, Wintergreen, Citrus and Mocha, across multiple strength levels in 20-count cans. STRYK is a brand of Stryk Brands Inc., headquartered in Tampa, Florida, and is building distribution across convenience, specialty retail and wholesale channels. Learn more at strykbrands.com.



Turning Point Brands/National Tobacco

Turning Point Brands is a manufacturer, marketer and distributor of branded consumer products including alternative smoking accessories and consumables with active ingredients through its iconic Zig-Zag® Papers & Wraps, Stoker's® MST & Loose Leaf, and FRE® modern oral brands. TPB's products are available in more than 215,000 retail outlets in North America.



Zeo Universe

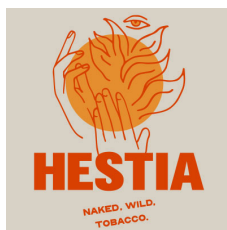
ZEO Universe is disrupting the nicotine pouch category as the fastest-growing brand in the U.S., rapidly gaining market share in major retail chains. A back-to-back CSP Retailer Choice Best New Product winner (2023 & 2024), ZEO stands out with 25 pouches per can — 68% more than competitors. We offer pharmaceutical-grade nicotine (3mg-12mg) with 99%+ purity, bold flavors that last up to 60 minutes, and a 100% satisfaction guarantee. Our PMTA was FDA-accepted before the May 2022 deadline. ZEO delivers premium quality and unmatched value.

GOLD SPONSORS



AVM Continuity Group

AVM Continuity Group helps organizations obtain and maintain the licenses, permits, and regulatory approvals they need to operate. From new permit applications and renewals to regulatory system design, oversight, and continuity planning, we help businesses reduce disruption, support growth, and maintain continuity across jurisdictions. Our approach provides leadership visibility into regulatory obligations while strengthening the systems that protect operating rights during expansion, ownership changes, and day-to-day operations.



Hestia Tobacco

Hestia Tobacco offers premium, all-natural cigarettes made with traditional American farming methods and no additives. Our blends—Hesper (Full), Stone (Light), and Viridis (Menthol)—deliver an authentic experience. We proudly support U.S. farmers and are the only U.S. cigarette brand using Greenbutts® biodegradable filters. Rooted in purity and sustainability, Hestia is committed to Naked, Wild, Tobacco. Available to retailers and wholesalers nationwide.



Xcaliber International

Xcaliber International is the nation's largest 4th Tier tobacco manufacturer. Our extensive product portfolio features 9 value-priced cigarette brands and 2 filtered cigars. Our cigarette brand 24/7 is the 6th largest selling brand in the United States. Over the last 2 decades, reinvestment into our manufacturing facility and technology has been a core tenant of Xcaliber International's growth. Our 500,000 square-foot production complex features a state-of-the-art manufacturing facility, automated warehouse and logistics center, and an ISO-certified laboratory and quality assurance testing facility. Our mission is to produce high quality, American-made products at the lowest possible price. We are dedicated to helping wholesalers and retailers build their businesses as we build our own.