

# 2026 Brochure



Warsaw → Greece → Italy → Spain → France → Romania

# WELCOME NOTE

Dear Partners and Colleagues,

It is with genuine pride that I welcome you to **CONNECT 2026**, the first chapter of a new B2B platform built for the future of the alternative nicotine industry.

Our goal is simple but firm - to create a **responsible, regulation-aligned environment** where trusted brands and qualified trade professionals can meet, exchange ideas, and shape the next phase of this market.

**CONNECT** was designed as an **invite-only gathering**, not an exhibition open to all, because the future of this industry depends on the quality of its conversations, not the volume of its noise.

We begin in **Athens | Greece**, a city that mirrors the evolution now happening across Europe - dynamic, reform-driven, and ready for change. From here, the **CONNECT** series will continue its journey through **Poland, Italy, Spain, France, and Romania**, expanding the network of responsible growth we all stand for.

Thank you for being part of this first edition. Together, we build the standard for what comes next.

Warm regards,



**G. Chatzoglou**  
Chief Executive Officer  
**NEXT LVL EU Limited**



“The Ultimate B2B Event”

# Our Vision

At **CONNECT**, we believe the next generation of business events must evolve with the industries they represent. Our vision is to redefine professional B2B engagement through a platform that is transparent, responsible, and aligned with the regulatory frameworks shaping the future of the alternative nicotine sector.

Each edition of **CONNECT** is built around credibility, compliance, and meaningful connection - creating a space where progress happens through informed dialogue and trusted partnerships, not public exposure or noise.



## Industry Verticals

CONNECT events focuses exclusively on the core categories driving innovation and growth within the alternative nicotine landscape:

- Closed Pod Systems
- Open System Vapes
- Disposables & New Formats
- Heated Tobacco Devices
- Nicotine Pouches & Oral Products
- Accessories, Packaging & OEM Solutions

## Supporting Sectors

We also welcome companies and organizations that empower the industry's evolution through:

- Logistics & Distribution
- Compliance & Testing Services
- Retail & Wholesale Operations
- Sustainability & Circular Economy Solutions

Together, these verticals and support sectors form a **complete ecosystem** - one built to advance responsible trade and long-term cooperation across Europe's most dynamic markets.

## A New Model for B2B Engagement

**CONNECT** was created to fill the gap left as traditional public expos became impractical under tightening EU and national regulations. This is not a mass-market show - it's a controlled, invitation-only business platform where genuine partnerships can form under conditions that respect both the law and the industry's maturity.

### Private, Curated Format

Every participant - exhibitor, visitor, or speaker - is vetted and approved by the organizing committee. Attendance is limited to verified professionals: distributors, retailers, and trade decision-makers. There are no general public entries, no open sales, and no unverified brands. This format guarantees compliance, focus, and security for all sides.



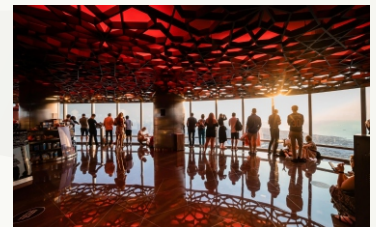
### European Project

The first edition launches in March 2026, with subsequent events to follow in Athens, Milan, Madrid, Paris, and Bucharest. Each location is chosen for its regulatory importance and trade potential, allowing **CONNECT** to operate as a rotating B2B circuit, one consistent identity, many local editions.



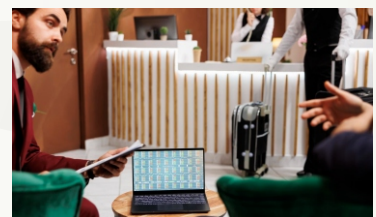
### Event Design

The event is intentionally compact - around 600-800 sqm of active space in 5-star hotels or premium conference centers. The setup emphasizes visibility, comfort, and efficiency: a main networking hall, a presentation zone with a 45-seat stage and 8 m video wall, and branded booths in pre-equipped modules (12 m<sup>2</sup>, 25 m<sup>2</sup>, 32 m<sup>2</sup>, and VIP layouts).



### All-Inclusive Exhibitor Packages

Each participant receives a turn-key solution: booth construction, signage, furniture, catering, hotel accommodation, logistics coordination, and digital visibility. Exhibitors arrive - everything else is prepared.



### Scalable & Replicable Model

The design, structure, and branding of **CONNECT** are standardized across countries, enabling rapid deployment and consistent quality. This makes it possible for brands to participate in multiple markets with minimal additional planning, maintaining one identity, one process, one standard. In essence, **CONNECT** is not another event - it's a framework for how responsible business gatherings should look in a regulated Europe.



“The Ultimate B2B Event”



## The Visibility Problems in a Regulated Market

Public promotion and consumer expos face bans, fines, and reputational risk.

Ad channels (search/social/outdoor) are unstable or prohibited.

Retail networks are fragmented and complex to reach at scale.

Booth builds and logistics add cost and complexity.

Inconsistent quality across markets.

**Invite-only access for verified professionals, no public.**

**Regulation-aligned format with legal briefings and documented vetting.**

**Curated matchmaking with distributors, retailers, and wholesalers.**

**Turn-key packages: booth, branding, hotel, catering, power, Wi-Fi.**

**Standardized model replicated across European editions.**

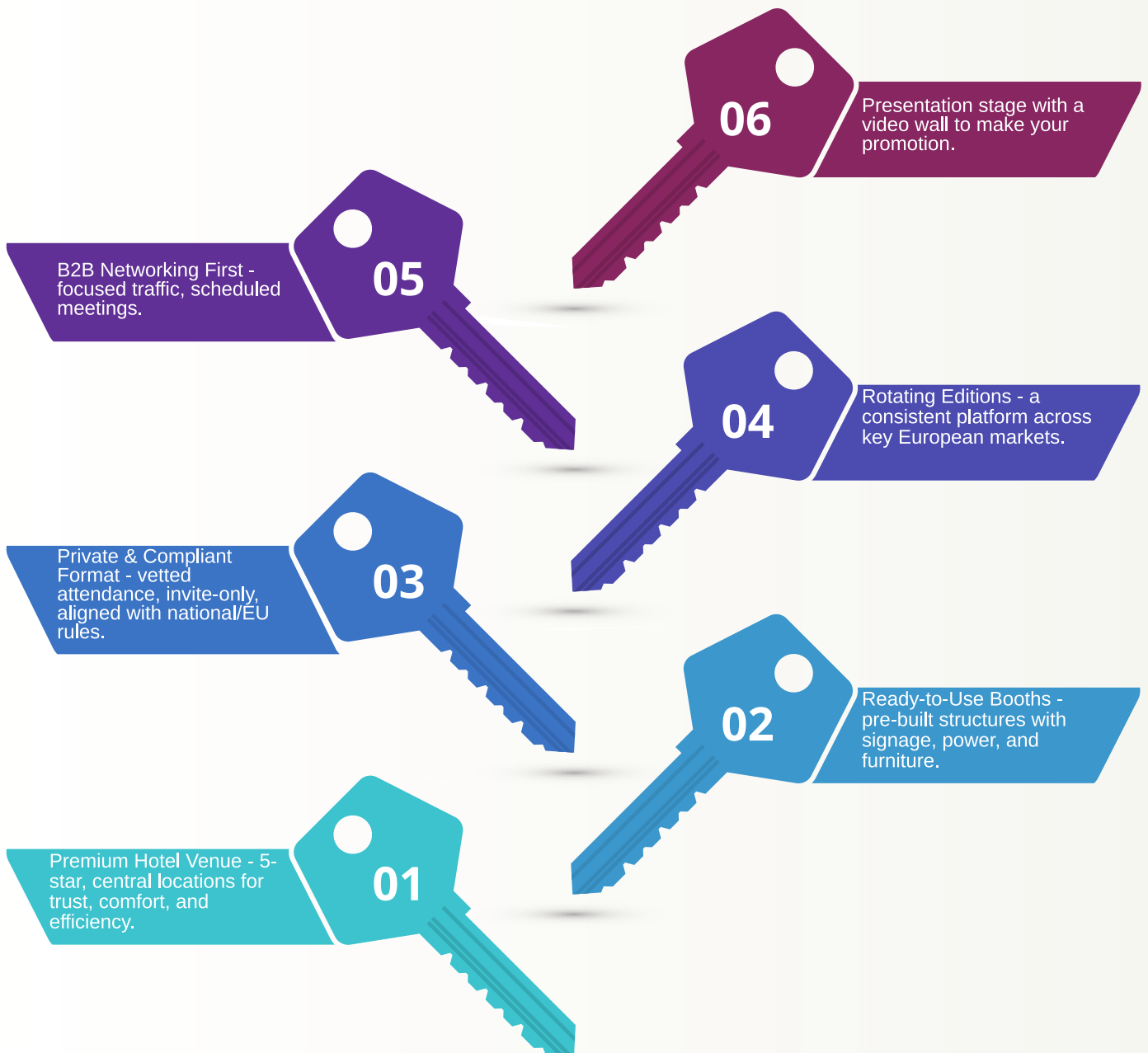
**CONNECT**

The Compliant B2B Solution

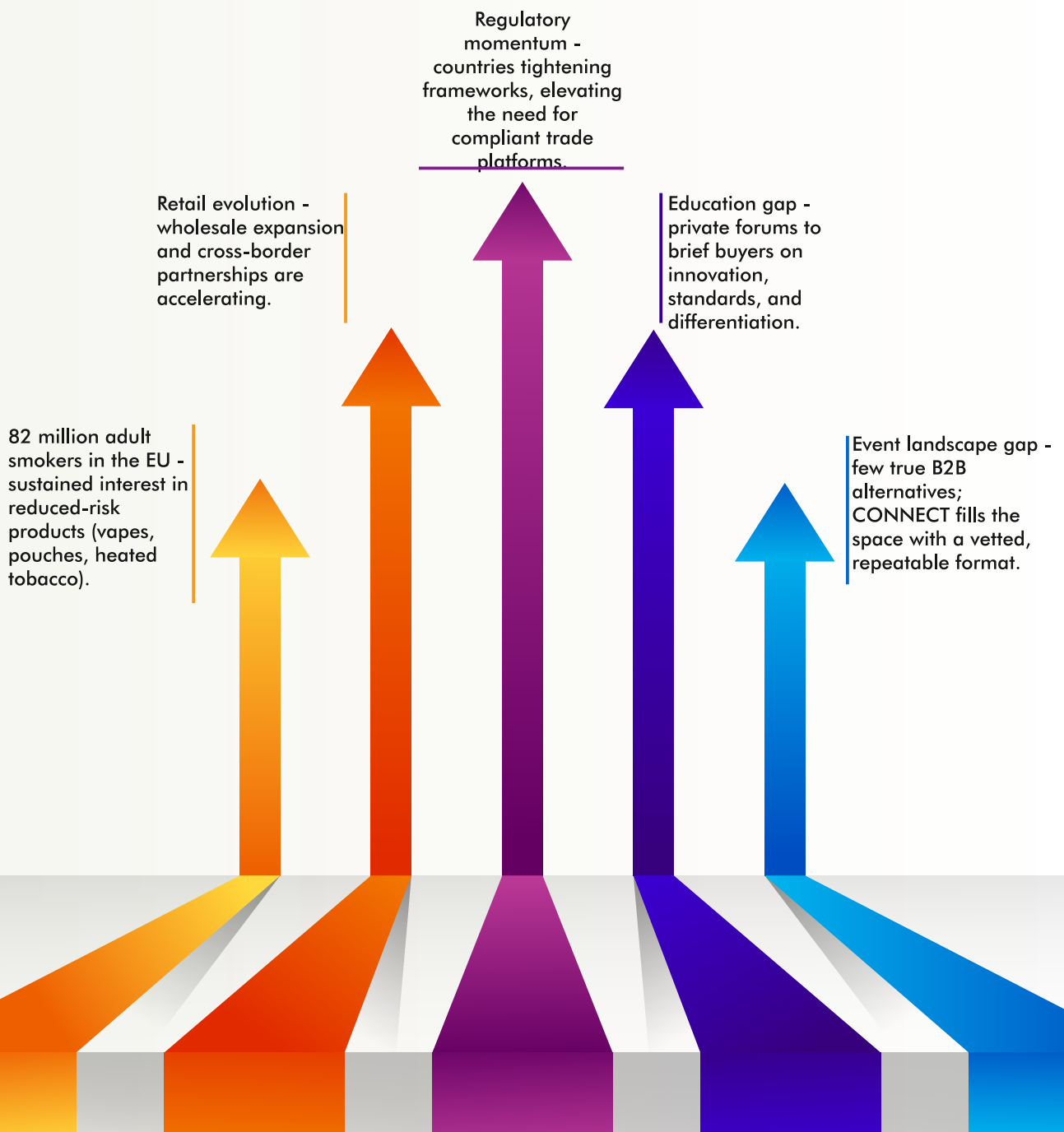
PROBLEM & SOLUTION



# key FEATURES



# market OPPORTUNITIES



# REGULATORY landscape

## Poland PL - Momentum Toward Restriction & Tax

**Regulation Highlights:** Excise on devices, pouches, and consumables (2025); enforcement of retail age limits; inclusion of non-nicotine vapes; tighter product controls incoming.

**Implications:** Higher compliance costs and stricter retail pathways reduce B2C visibility.

**Opportunity:** Private, vetted B2B meetings become the safest route to market introductions and distribution growth.

## Greece GR - Flavor Bans & ID Enforcement

**Regulation Highlights:** Proposed ban on non-tobacco/mint flavors; mandatory ID checks; long-standing e-liquid tax.

**Implications:** Public promotion narrows; retailer education is essential.

**Opportunity:** Invite-only events enable compliant showcasing and targeted retailer engagement.

## Italy IT - Online Ban & Use Restrictions

**Regulation Highlights:** Online sales ban (nicotine vapes) from 2025; restrictions on outdoor use; tightened ad rules; tax increases.

**Implications:** As digital acquisition shrinks, there is a need for physical, professional channels.

**Opportunity:** Curated trade-only forums efficiently connect brands with wholesalers and retail chains.

## Romania RO - Advertising & Packaging Crackdown

**Regulation Highlights:** Broad ad bans; new excise on nicotine-free products; 18+ purchase and vending machine limits.

**Implications:** Mass-marketing routes are closing; packaging and claims are under scrutiny.

**Opportunity:** Controlled B2B exposure with compliance briefings and buyer matchmaking.

## Spain ES - Flavor Debate & Product Controls

**Regulation Highlights:** Royal Decree in development targeting flavors and pouch strengths; tighter labelling; disposable bans expected.

**Implications:** Public-facing events and ads face heavy constraints.

**Opportunity:** NLE CONNECT offers a consistent, compliant platform to present innovations to the trade.

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# our SCHEDULE for 2026-2027



Athens, **Greece** - Q1 2027

Warsaw, **Poland** - Q2 2027

Milan, **Italy** - Q3 2027

Madrid, **Spain** - Q3 2026

Paris, **France** - Q3 2026

(Dates and venues subject to confirmation in line with local regulations and venue availability.)

Your Brand.  
Our Platform.  
Let's Connect.

Position your company at the center of  
Europe's regulation-ready nicotine  
showcase, and meet the partners who will  
shape your next phase of growth.



**Contact us:**

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