



# TOOL KIT

## THANK YOU

Thank you for your role in building awareness and interest in National Vending Day. This **Tool Kit** is designed to provide turn-key information to help inform you about the event, as well as provide useful content for outreach to key contacts, including customers and consumers.

You will find, for example, sample correspondence to use as a follow up to the conversations you may have regarding the event. While we have included FAQs and Key Messages in this Tool Kit, the most comprehensive source of information, including updated information, is featured on [www.namanow.org](http://www.namanow.org).

Again, our thanks.

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## KEY CONTACTS

### **Roni Moore**

VP Public Relations

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### **Wes Fisher**

Regional Legislative Manager

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## FAQs

### What is National Vending Day?

The second National Vending Day, taking place Thursday, March 5, is foremost a celebration! It's a point-in-time to recognize vending and the value it provides to millions of consumers, 24/7, 365 days a year. Business "game changers" will present inspiring keynotes while challenging participants' thinking around transformation.

### What is the value of participating in National Vending Day?

The overall objective of National Vending Day: to generate interest and excitement in the channel. A positive result could include social media campaign directed at your customers, an on-site event saluting your customers, a tasting at a customer location, pending your business and marketing goals. Increased awareness and excitement have the potential to raise the profile of your business, which can contribute to growth.

### How can you get involved in National Vending Day?

It's up to you! We've provided this Tool Kit as a thought-starter, for you to take a look at ideas to build on, adapt and modify as desired for your business.

### How can I get a Vending Day proclaimed in my city/town/location?

Please reach out to Wes Fisher ([wfisher@namanow.org](mailto:wfisher@namanow.org)), who can be a helpful resource for you.

### How is NAMA supporting this effort?

There are two dimensions to this effort: nationally, proactive work with elected officials as well as mainstream, trade and social media is being executed to increase awareness and shape the image of the channel. Additionally, idea generation, graphic support and this kit have been created for you, our members, along with providing support and counsel from the NAMA team as requested. From a state and local perspective, NAMA is encouraging operators and others to leverage this effort in a way that will deliver optimal marketing results, including increased awareness for member companies.

### Where can I find more information?

Check out [namanow.org](http://namanow.org) for ongoing press releases or reach out to key contacts including Roni Moore ([rmoore@namanow.org](mailto:rmoore@namanow.org)) and Wes Fisher ([wfisher@namanow.org](mailto:wfisher@namanow.org)).

## KEY MESSAGES

- ▶ The second annual National Vending Machine Day is Thursday, March 5. It is a national celebration of vending, including a proclamation from selected states and cities throughout the country.
- ▶ National Vending Machine Day is a celebration for the Americans who buy their snacks, beverages and non-consumable items from four million vending machines, each and every day.
- ▶ Vending is the cornerstone of the conveniences services industry. With a total economic impact of nearly \$25 billion, the US Convenience Services industry is represented in every community across the United States through traditional vending and micro markets — unattended retail — as well as office coffee and pantry services. The industry, providing 140,000 good paying jobs with \$7.21 billion in wages, pays \$3.5 billion taxes at every level of government.
- ▶ From manufacturing to small-drop distribution, the industry meets the needs of consumers everywhere they are — at work, home and play.
- ▶ Vending is fun! It is uniquely able to meet the needs of today's consumers who know what they want, when they want it. The breadth and scope of products available from a vending machine is nearly limitless — office supplies, hospital scrubs, ballet flats, salads and gourmet sandwiches — you name it.
- ▶ More than anything, vending has always and will always deliver convenience — directly to consumers, 24 hours a day, 7 days a week, 365 days a year.

## ➤ MARKETING “SPARKS”

*Thought-starters to ignite marketing power for your business*

### ➤ SOCIAL MEDIA CAMPAIGN

Post catchy images, including photos of your company’s vending machines, on your company’s social media platforms. Promote activities and a “countdown” — i.e., National Vending Day is xx weeks away, how will you celebrate?

### ➤ RIBBON CUTTING CEREMONY

Invite a local dignitary to serve as an “honorary” chair of National Vending Day in your market. (See sample materials, including a press release and an invitation letter for more ideas.)

### ➤ NATIONAL VENDING DAY GIVEAWAYS

To celebrate National Vending Day, plan product discounts or giveaways designed to drive business.

### ➤ YOUR ROUTE DRIVER OF THE MONTH CELEBRATES NATIONAL VENDING DAY

Leverage your route driver(s) to serve as a leader for National Vending Day. Through your route driver, involve and engage your customers to become part of the fun.

### ➤ “DID YOU KNOW?” TRIVIA CAMPAIGN

Fun trivia can drive excitement for National Vending Day. Some facts, just to get you started, are included here:

- The first vending machine in the U.S. was built in 1888 by the Thomas Adams Gum Company selling gum in New York City on train platforms.
- Today, there are more than 4.5 million vending machines in the U.S.
- Approximately 25% of all vending transactions are cashless.

## SAMPLE PRESS RELEASE



City – Date – The second National Vending Day will be celebrated in (name of town), on Thursday, March 5. Join (Jane Q. Business owner) for a special event at (location) and a ribbon cutting at (time).

“Vending is an important industry in the country, and it’s important here in (city),” said Jane Q. Business Owner. “With (name of business), our focus is always on the customer. This fun event is designed to thank our customers for their support, not just on March 5 but every day throughout the year.”

As part of the celebration, (Town Official) will proclaim it Vending Day in (town).

“Vending is an economic driver in (name of town) and throughout towns like ours throughout the country. Throughout the country, the industry employs 140,000 people from all walks of life, from local business men and women to route drivers to plant workers and more. This celebration salutes the industry and what it represents for consumers everywhere,” says (Mayor or Town Official).

(Paragraph on local business).

For more information about (name of business) or (town’s) National Vending Day celebration, please contact (your name and contact information).

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## SAMPLE INVITATION LETTER TO CITY/TOWN OFFICIAL

Dear City Official (NAME):

As president of (name of company), we would like to extend an invitation to you to be the honorary chair of the (name of town) Vending Day. Media and other dignitaries, along with the public, will be invited to join in the celebration.

As part of the festivities, we'd like you to attend a special ribbon-cutting scheduled to take place as follows:

DATE:

TIME:

PLACE:

Join me, along with dozens of industry participants, including (name of company) employees as we celebrate National Vending Day in (town). Please let me know if you have questions.

Sincerely,

(NAME)

(CONTACT INFORMATION)