

NAMASM

#vendingday



2021 Supplier Toolkit

What's Inside:

- ✓ Social Media Campaign Instructions
- ✓ Hashtag Instructions
- ✓ High-Res Logo for Print and Display

Overview:

On Thursday, March 4, 2021, NAMA will celebrate the third annual National Vending Day by highlighting the extraordinary contributions of vending and convenience service over the last year. This is well deserved recognition of vending operators who worked to keep critical locations such as hospitals, police stations, fire houses, rest stops, and manufacturing facilities stocked with necessary sustenance for our front-line heroes.

Understanding that the last year has been stressful and challenging on the convenience services industry, we invite you to join us in highlighting vending operators and the work they have done to fuel front line workers during the COVID-19 pandemic.

“Share Your Front-line Heroes” Social Media Campaign

NAMA is running a social media campaign urging operator members to “**Share Your Front-line Heroes!**”

We encourage our supplier members to take part by posting social media content thanking operators for their hard work over the last year.

Vending operators have worked endlessly to fuel the frontlines during the COVID-19 pandemic. Take part in a social media campaign highlighting your production facilities, products, and the operators that make sure your breakrooms are stocked with meals, snacks, and beverages each day.

Honor both your employees and the men and women who help support them – ensuring your business could continue to produce the products Americans know and love.

Photo Examples:

- Post a photo of line workers in their break room holding the National Vending Day logo.
- Post a photo of an employee enjoying a cup of breakroom coffee.
- Post a photo of your favorite vending product coming off the line.

Members are asked to post to Facebook, Instagram, LinkedIn, or Twitter using the hashtags **#vendingday** and **#fuelingthefrontlines** and tagging the NAMA account.

Thank you for joining to make this an extra special #vendingday for the convenience services industry and its operators who continue to work each day to deliver great products to nearly 40 million Americans each day.

Social Media Campaign 1-2-3's

-  **Select your hero(es).**
-  **Print or display the #vendingday logo.**
-  **Take a photo of your hero(es) holding or standing with the logo and post using the hashtags!**

Sample Social Media Posts



This year, we are celebrating [#vendingday](#) with [@NAMANow](#) by thanking the great vending operators who have helped [Company] keep our front-line workers going throughout the COVID-19 pandemic.

[Company] employees have worked around the clock to meet the consumer demand over the last year, relying on the convenience of food and beverages in our breakrooms. Thank you for helping us to continue [#fuelingthefrontlines!](#)



Today we are joining [@namanow](#) in celebrating great convenience services industry operators for [#vendingday](#)! They work tirelessly to help [company name] bring [product] to all our front-line heroes, thank you! [#convenienceservices](#) [#fuelingthefrontlines](#)



This is [employee name]. Each day [he/she] works to make sure our lines run smoothly, and our products make to American consumers. [Employee]'s great work is made possible from convenient access to snacks and coffee supplied each day in our breakroom. Today we are joining [@nama_now](#) in celebrating [#vendingday](#) by thanking [#convenineservices](#). [#fuelingourfrontlines](#)

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