

**NAMA**<sup>SM</sup>

#vendingday



## 2022 Supplier Toolkit

### What's Inside:

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

## Overview

On Thursday, March 3, 2022, NAMA will celebrate the fourth annual National Vending Day by highlighting the extraordinary possibilities of vending's future and invites convenience services operators to help "imagine what vending can do."

## "Imagine what vending can do" Social Media Campaign

NAMA encourages convenience services operators to post pictures to social media sharing how they are doing vending in a different way. Show off the great machines you have in the field, highlight a unique feature that brings a novel experience to customers, or share a cool idea of what you think the future will bring for your company and the industry.

### Examples to highlight:

- A nurse's station machine vending scrubs
- Machines with fresh food or beverage crowd pleasers
- Office equipment rental machines (i.e., keyboards, mice, etc.)
- ANYTHING that uses vending in a unique or fun way!

Post to Facebook, Instagram, LinkedIn or Twitter using the hashtag **#vendingday** and tag the appropriate NAMA account (see below).

## Social Media Campaign 1-2-3's

- 1** Choose your pic(s) and/or use the logo.
- 2** Tell us what's going on. Use the theme if you can!
- 3** Post across social media. Use **#vendingday** and tag NAMA on each platform!

## NAMA Social Media Handles



@namavending



Facebook.com/  
NAMANow



linkedin.com/  
company/  
namanow



@Nama\_now

## Sample Social Media Posts

Celebrating [#vendingday](#) with [@NAMANow](#) by imagining what vending can do!



Our new vend-a-smoothie machine is a big hit in this apartment complex - especially right after yoga classes!

PHOTO OF SMOOTHIE MACHINE



Today we are joining [@namavending](#) in celebrating [#vendingday](#). Imagine what vending can do!

PHOTO(S) OF HAPPY CUSTOMERS  
USING YOUR VENDING MACHINES



Today we are joining [@nama\\_now](#) in celebrating [#vendingday](#). Imagine what vending can do!



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national

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