

The NAMA logo is positioned in the top right corner. It features the word "NAMA" in a large, white, stylized sans-serif font. Below it, the tagline "Bringing convenience to life.®" is written in a smaller, white, sans-serif font. The background of the entire image is a photograph of the United States Capitol building in Washington, D.C., under a clear blue sky with some light clouds. The building's iconic dome and neoclassical architecture are clearly visible. In the foreground, five people are standing and smiling for the camera. From left to right: a man in a tan checkered blazer, a man in a dark suit with a red tie, a woman in a dark blue suit with a name tag, a man in a dark suit with a yellow tie holding a blue folder with the Capitol building on it, and a man in a brown blazer over a blue shirt. The overall mood is professional and positive.

2022 Annual Report

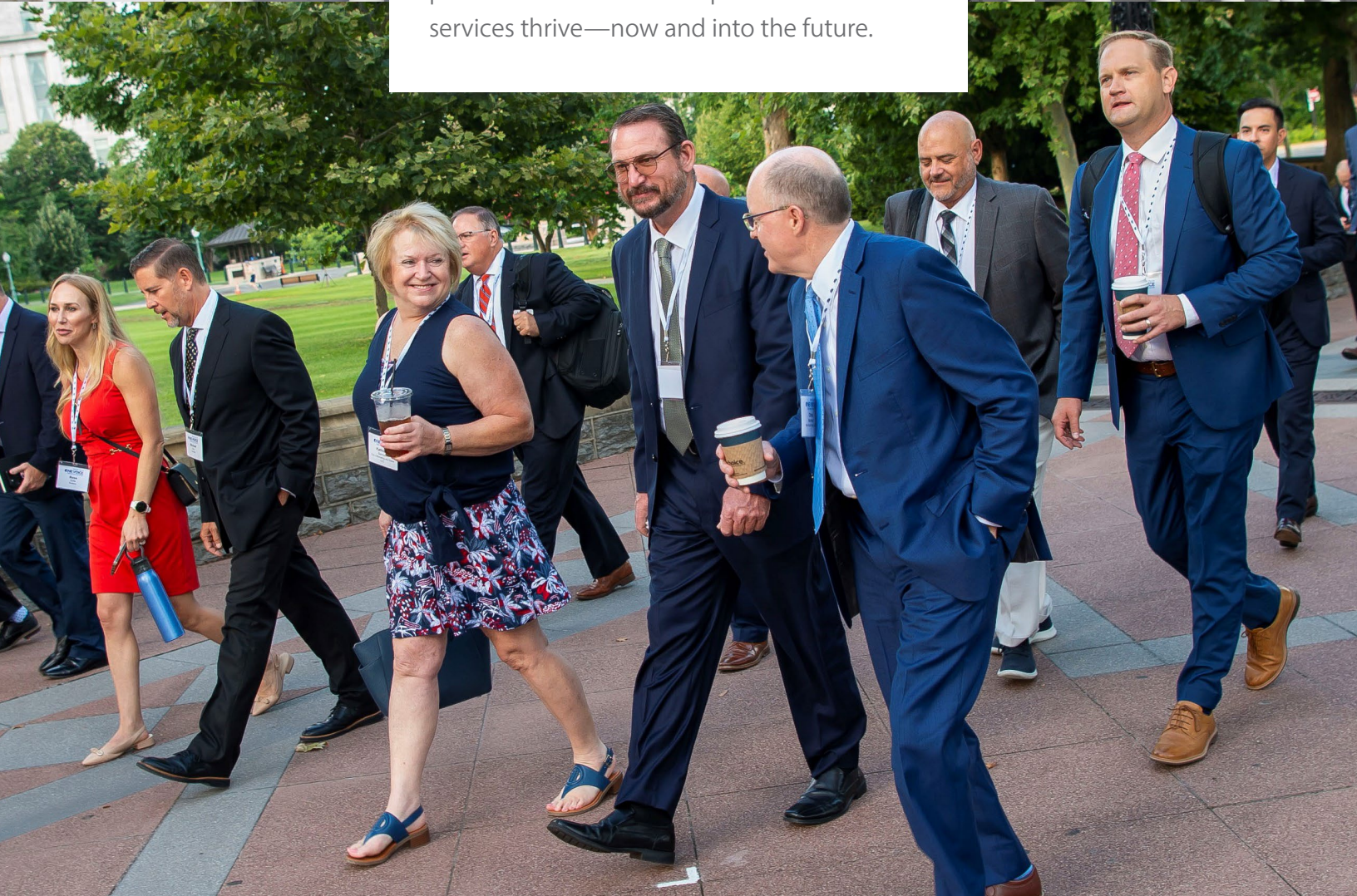
MEETING THE MOMENT
TOGETHER



A YEAR OF OPPORTUNITY

2022 presented new, exciting opportunities of growth, exploration and possibility for convenience services. It was a year of seizing the moments that are propelling our industry forward.

NAMA passionately advocated for the people, policies and ideas that help convenience services thrive—now and into the future.



VOICE

Together: Standing Up & Out for Convenience Services

High Impact Advocacy: New Results on Key Issues

NAMA was hard at work in 2022 amplifying members' voices and engaging influential policy makers. A new high impact advocacy agenda positioned convenience services for the future by pursuing opportunities to bring advantages to members. NAMA's advocacy reached new levels of impact on critical issues, pushing back on federal regulation and providing unmatched legislative momentum on issues impacting the industry.

LEADING THE CHARGE ON ERTC REINSTATEMENT

Throughout the year, NAMA made significant strides in an effort to restore access to the last available quarter of the Employee Retention Tax Credit. After securing introduction of the Employee Retention Tax Credit Reinstatement Act (ERTCRA) in the U.S. Senate, the NAMA-led coalition continued to grow, adding over 80 new nonprofit and trade association partners, bringing the total number of supporters to 107 at the end of 2022.

The bill boasted 120 bipartisan co-sponsors in both chambers of Congress, raising its visibility among leadership and making it one of the most popular pieces of legislation on the Hill.

BIG WINS BRING SALES TAX RELIEF

NAMA scored notable victories in two states, working with State Council partners to secure sales tax exemptions for products sold in vending machines.

In Kansas, five years of dedicated lobbying paid off with the passage of a bill that will completely phase out sales tax on food and beverages sold through vending machines by 2025.

In April, the New York Governor signed a one-year extension of the sales tax exemption for products sold for less than \$2.00 in vending machines. In collaboration with the New York State Vending Association, NAMA provided essential data and resources for this successful outcome. The push continues for an increase in the product cost threshold and long-term tax certainty through legislation.



100+

ERTC Coalition Members



120

Bipartisan co-sponsors

In addition to ERTCRA, NAMA remained a prominent voice in pushing for the release of backlogged refund checks owed to hundreds of thousands of U.S. businesses.

These checks would provide long-awaited relief for many employers who struggled during the pandemic.

KANSAS:

OPERATOR SAVINGS

2023:

\$3 million

2025 and beyond:

\$6.5 million annually

NEW YORK:

Estimated

\$12.5 million

saved for operators over the next year!

MAKING A DIFFERENCE IN WASHINGTON



The 2022 Fly-In & Advocacy Summit showcased NAMA's focus on impactful advocacy that delivers meaningful and measurable results for operators.

Advocacy Summit discussions educated attendees on key policy areas including:

- Driving employees back to the office
- Expanding Supplemental Nutrition Assistance Program (SNAP/EBT) payment acceptance to the industry
- Pushing for a HFC Equipment Tax Credit

NAMA members then took to Capitol Hill, ready to share their stories and discuss policy issues impacting their businesses.

The Fly-In produced new sponsors for NAMA's ERTC and Catalytic bills and laid important groundwork for securing SNAP/EBT payment acceptance.

100+

Member Advocates

120

Meetings with Members of Congress & Staff

13

New Congressional Sponsors for ERTC Reinstatement

8

New Congressional Sponsors for Catalytic Converter Theft Prevention



EXPANDING CREDIBILITY AS A LEADER IN PUBLIC HEALTH

Alongside Partnership for a Healthier America (PHA), NAMA was an active participant in the historic **White House Conference on Hunger, Nutrition, and Health**. NAMA submitted a pilot project to expand SNAP acceptance to convenience services and help increase access to healthier food in underserved communities.

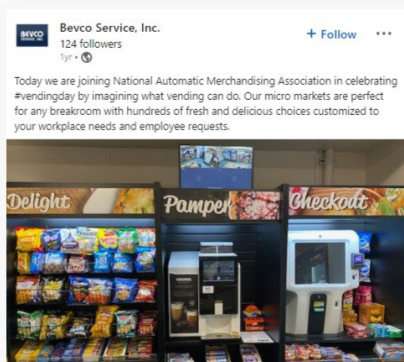
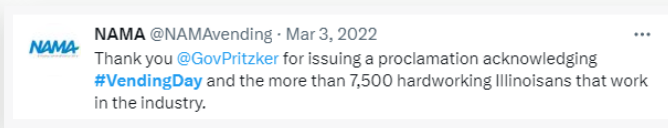
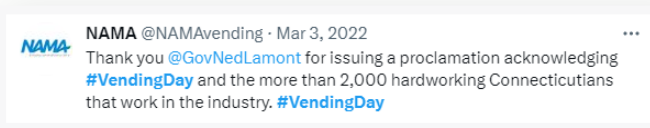
As a result of the proposed commitment, PHA included NAMA in a national campaign in position with other prominent companies, raising visibility of the issue and expanding name recognition for the association's advocacy work in public health.



CELEBRATING NATIONAL VENDING DAY

A robust social media campaign served as the driving force for engaging operators and spreading awareness of the crucial role convenience services plays every day.

In 2022, NAMA celebrated the future of vending and asked the industry and the association's online community to: **Imagine What Vending Can Do.**



CONNECT

Together: Uniting the Industry of Today & Tomorrow

NAMA's events kept pace with the rapidly transforming the landscape of convenience services. Through engaging, interactive meetups, programming and content, operators, suppliers, and industry professionals alike were exposed to innovative ideas and insights to help them tackle changes and advance both their careers and businesses.

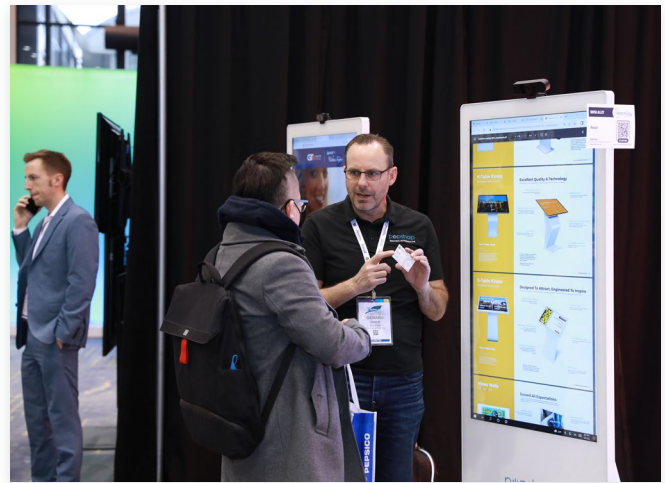
THE NAMA SHOW: IMAGINATION WAY EXCITES & INSPIRES

The NAMA Show 2022 was back in full force and ready for action with the theme of: *Convenience Reimagined*. The opportunities to learn, network and do business served as the top community reunion and meeting place for business partners, colleagues and industry peers.

New in 2022, **Imagination Way** showcased products, equipment, best practices, technology and merchandising tactics in end-consumer environments. Attendees were encouraged to put new solutions to the test while exploring fully functional displays and hearing from onsite experts.

The show delivered a combination of the unique value members expect and new value they would come to realize, including:

- Spotlighting innovations, tech and solutions in untapped consumer environments.
- Expanding education focused on the transformation and future of consumer interaction with industry products.
- Fostering connections between the industry and emerging customer sectors, such as transit centers, multi-family housing, healthcare, hotel and hospitality.



HOW WE STACKED UP

NAMA commissioned leading event research and benchmarking firm, Explori, to conduct post-event analysis among The NAMA Show attendees and exhibitors, revealing favorable results and insights compared to industry benchmarks.

3,669

Total Attendees

1,190

Operators

Top 10%

The show landed in the Top 10% for overall satisfaction compared to other shows measured by the firm.

4 in 5

The future of show attendance is bright with 4 in 5 attendees planning return next year.

Top 2%

Loyalty score landed in the Top 2% of all exhibitor tradeshow surveys in the Explori portfolio.



COFFEE TEA & WATER: PRODUCTS & SOLUTIONS OF THE FUTURE

After collocating with The NAMA Show in 2021, CTW was back on its own as the premier industry event solely focused on coffee tea and water, pantry and amenity products and services.

From new additions such as Imagination Way™ and the H2O Zone, to the expo hall, education and networking events, CTW 2022 delivered an experience that was jam-packed with hands-on interactions and real-life innovations that are driving the future of workplace and convenience services.

Operator participation showed strong growth this year, with close to 40% more operator companies and 20% more operator individuals participating since 2019.



900
Attendees



90
Exhibitors



40%
more operator companies
+ 20% more operator individuals
participating since in 2019.



YEAR-ROUND MEETUPS OFFER PEER-TO-PEER LEARNING

In 2022, NAMA provided members with the opportunity to connect with fellow industry professionals that share common interests and work in related fields. Special Interest Groups (SIGs) are member-led groups that allowed peers to learn from each other and share experiences and solve issues together. The virtual meetings provided a forum for participants to enjoy conversations to grow professionally and hear relatable successes and challenges.



Human Resources, Hiring & Retention

For specialists who deal with organization-wide issues like staff management, organization culture and hiring.



Purchasing Managers, Warehouse Managers

For professionals who oversee the receiving and shipping of goods and processes purchase orders and requisitions for materials.



Service Managers

For those whose area of expertise is diagnosing problems and making repairs.



Small Operators

For small businesses providing vending, coffee service, micro market or foodservice management services and support.

FOSTERING AN ONLINE COMMUNITY

In 2022, NAMA boasted more than 11,000 followers across all social media platforms. These platforms acted as the go-to space for members and professionals to engage with each other, seek or provide advice, learn, share and so much more.



10K New Fans & Followers

The # of users who liked NAMA posts and followed NAMA on social media.



254K Post Impressions

The # of times NAMA social media posts appeared on a user's screen.



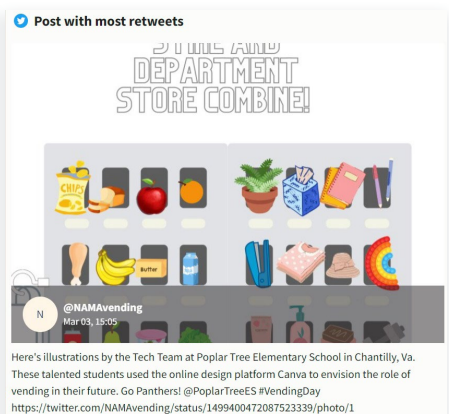
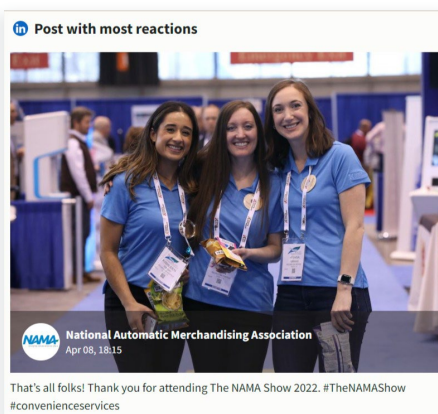
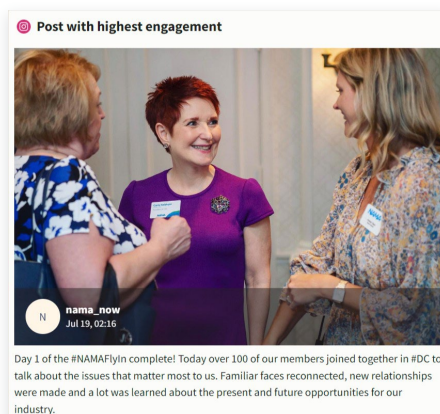
212K Page Reach

The # of users who viewed NAMA content on social media pages.



364K Page Impressions

The # of times NAMA content appeared on a user's screen.



FORESIGHT & INSIGHT

Together: Providing Go-to Knowledge & Expertise

NAMA continued to elevate its educational offerings and information resources in 2022, enabling members to successfully navigate shifts in business dynamics, consumer behavior and the overall health of the economy.

THE ECONOMIC TRENDS TRACKER

In the fall, NAMA released a new member-exclusive benefit: The Economic Trends Tracker. This monthly dashboard contains key data on economic trends impacting the convenience services industry and the broader U.S. economy.

The dashboard, developed by public policy economics firm Keybridge, and with consultation from NAMA's Data Intelligence Working Group, is available free to all members.



Macroeconomics



Consumer Mobility



Consumer Health



Business Environment

EDUCATING THROUGH EXPERIENCE

In 2022, NAMA delivered actionable information and education to help convenience service companies capitalize on the latest industry trends, best practices and growth opportunities.

Carefully curated online webcast offerings and in-person experience-based learning at NAMA's events, provided members with the knowledge to help elevate their business and advance in their careers.



16

New Webcasts



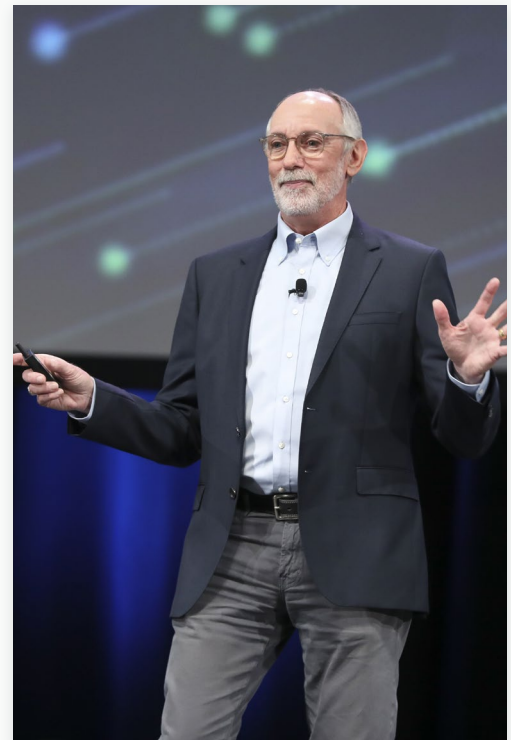
50+

**Hours of
Online Content**



60+

**In-person
Sessions**



WORKPLACE INNOVATION SUMMIT

At Coffee Tea & Water 2022, NAMA introduced the Workplace Innovation Summit – a small group experience designed to take convenience services leaders on a deep-dive into the workplace of the future. Attendees enjoyed behind-the-scenes tours of local companies, including the Zappos Corporate HQ, to explore modern office designs and witness the infusion of culture and amenities in the workplace.

This immersive experience showed attendees a glimpse of how office spaces and workplace environments are transforming and innovating for the future, all while attracting top talent and meeting the needs of current employees.



THE H2O ZONE

Attendees at Coffee Tea & Water 2022, experienced H2O education like no other, taking their tastebuds on a tour at the WIN Water Bar, while exploring state-of-the-art water equipment.

The H2O Zone Stage hosted a series of fast-paced 15-minute sessions covering topics on water safety, water liability and water opportunities to grow members' businesses and serve their clients.



THANK YOU TO OUR MEMBERS

Together: Representing Convenience Services Anywhere & Everywhere

NAMA hit the road in 2022, visiting with current and prospective member companies across the country to learn about their businesses, discuss their challenges and successes and experience first-hand what it truly means to be a part of the convenience services industry.





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