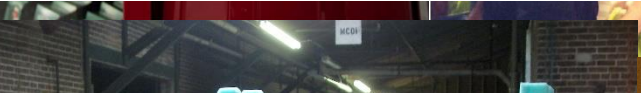
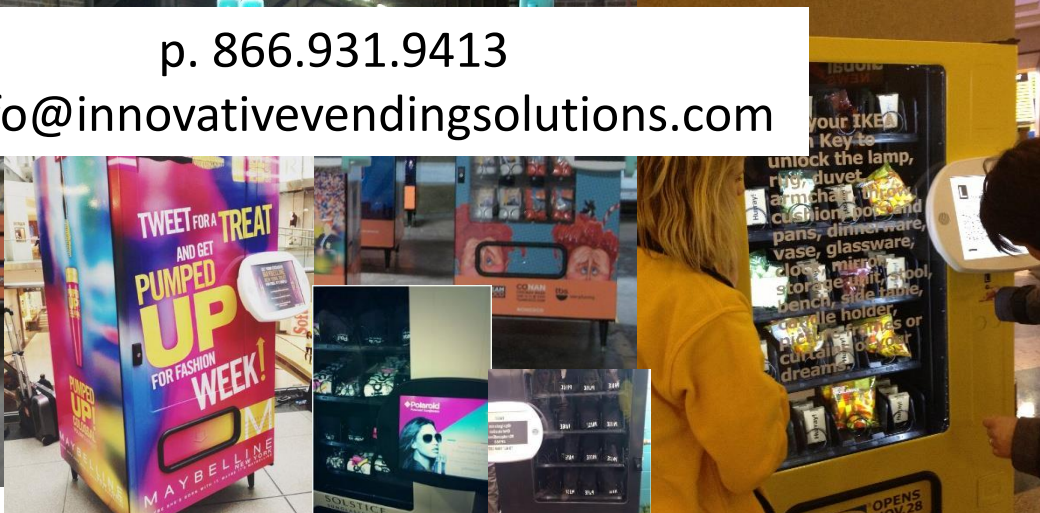


# Innovative Vending Solutions

## Capabilities Deck



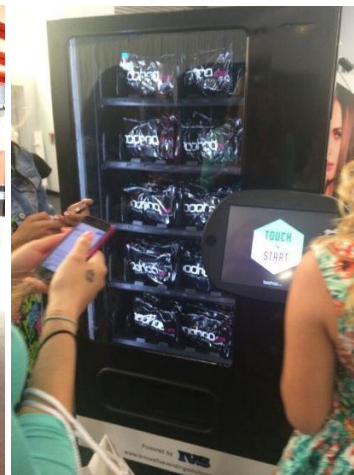
p. 866.931.9413  
e. info@innovativevendingsolutions.com





# Twitter Activated Vending Machines

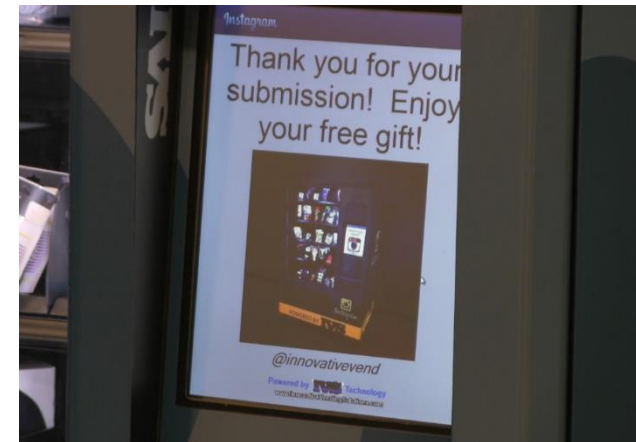
The consumer will approach the vending machine and will be prompted by the LCD screen to Tweet specific hashtags/handles to receive their free gift. Often, users are prompted to answer a question (ie. “What is your favorite flavor of our product? Tweet your answer to @thecompany #freeswag”) The consumer will use their own phone/tablet to tweet from. Once the tweet is sent, the screen will switch to a “vending...” screen and the product will dispense. The screen will then thank the consumer at their personalized Twitter handle (ie. “Thanks for tweeting, @InnovativeVend”) The consumer picks up their gift from the drop bin and the screen returns to the home screen for the next user queue.





# Instagram Activated Vending Machines

The consumer will approach the vending machine and will be prompted by the LCD screen to share a picture from their phone via Instagram with specific hashtags/handles to receive their free gift. Often, users are prompted to post a specific image (ie. “Share a photo of yourself wearing our product to @thecompany #freeswag”) The consumer will use their own phone/tablet to take the image and share to Instagram. Once the photo is shared, the screen will switch to a “vending...” screen and the product will dispense. The screen will then thank the consumer at their personalized Instagram handle (ie. “Thanks for Sharing, @InnovativeVend”) The consumer picks up their gift from the drop bin and the screen returns to the home screen for the next user queue.



# FAQ's

- **How will we prevent someone from Tweeting anywhere other than the machine and causing the machine to keep vending?**
  - We offer a unique method to where the consumer has to literally be directly in front of the machine at that moment in time to trigger the machine to vend. Once it vends, it will not vend on retweets.
- **Can we limit the number of times someone can Tweet/Share?**
  - Yes, we can make this unlimited, one Tweet/Share per day, or set a specified amount of time before the consumer can interact with the machine again.
- **Will items randomly dispense or does the consumer get to choose their specific item?**
  - Either way. We can set it up to randomly dispense or allow the consumer to choose specific items, such as the size of a t-shirt.
- **What is needed to run the machine on-site?**
  - Standard power: 120VAC/60Hz/1.5 amps and Internet connectivity: wifi/hardline/3g/4g aircard.
- **Does a user's account need to be public for this to work?**
  - Yes
- **What kind of analytics can you pull post-event?**
  - With Twitter, we can pull the user handle, the actual tweet, number of tweets, retweets, favorites, and total reach. For Instagram, we can pull the user handle and number of total posts.
- **Are these only available within the USA?**
  - No. Our machines are offered worldwide without issue. We currently have machines in Canada, Mexico, UAE, Australia, UK, Japan, etc...



# Additional Applications

- **Code Entry:** The company/brand will give out unique “codes” to each participant at an event. These unique codes will be entered at the machine to trigger a vend. The codes can be used repeatedly or make it “one-and-done.”
- **Badge Scanning:** Great for tradeshow, the machine will ask the user to scan their badge at the machine in order to receive a free product. We collect all of the badge data on the back-end.
- **Quiz/Survey:** The consumer will take a brief survey/quiz on the touch-screen of the machine. They can receive a free product for simply taking the survey/quiz, or we can dispense a specific product based on the score that they receive (ie. Higher score = Better prize.) We pull all of the quiz answers post-event and send a report to the client.
- **Data Capture:** The consumer will fill out their data into blank spaces on the screen. We can collect almost any kind of data that is requested.
- **Auto-Generated Email:** The consumer will be prompted to enter their email address on-screen. Once that is entered, our software will automatically ensure that is a valid email and send them an auto-generated email with all of the information that the client would like (ie. “Thanks for using our machine, now take this coupon to the store for 20% off.”)
- **Combination:** We can also combine most of these with a social media application as well (ie. Take a survey and then tweet at the end to release the prize.)
- **Custom Applications:** In addition to these, we can offer custom applications based on the experience you are looking for. From simply custom software applications for the machine, to custom fabrication/machinery as well.





# Tweet Captures

**The X Factor** @TheXFactor · 3h  
**#KiplingBot** has LANDED. Which @mrkiplingcakes should @BlondeElectra get? RT = French Fancy, Fave = Angel Slice #Ad



49 169 [View more photos and videos](#)

**Pittsburgh Penguins** @penguins · 14h  
 Dupuis is "really excited" about the new @InnovativeVend Twitter vending machine. Vending begins @ 11:00AM tomorrow.



72 204

Tweets Tweets & replies Photos & videos

**Pittsburgh Penguins** @penguins · 9m  
 What's better than our Twitter-activated vending machine? Iceburgh & free prizes (from our @InnovativeVend machine)!



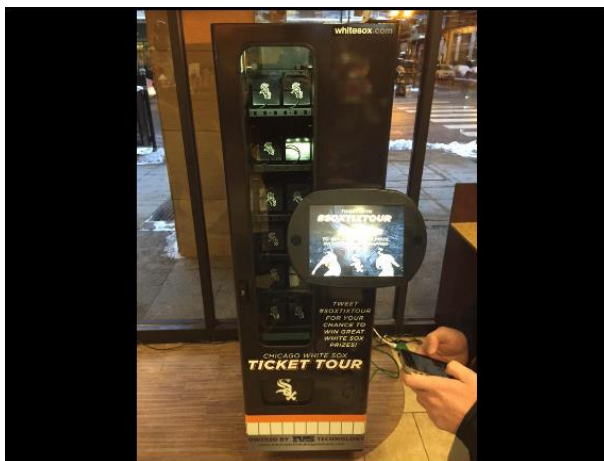
20 54 [View more photos and videos](#)



**Cincinnati Reds** @Reds · 10m  
 THIS is a twitter vending machine! It's stocked with prizes like autographed items & tickets to All-Star week events. #All-Star Game

65 69

**SNICKERS**@@SNICKERS · Sep 25  
 Hungry brides and grooms are getting married all over Las Vegas. We're here to help. #EatASNICKERS pic.twitter.com/XVNYVOI3iU



**Chicago White Sox** @whitesox · 3h  
 Miss your chance at the #SoxTixTour vending machine yesterday? It's at Randolph and Wells this morning!

11 9



# Instagram Captures

📶 T-Mobile 7:43 PM 🔋 85%

← PHOTO ↻

 **brodyjenner** 2h




♥ 48673 likes


● **brodyjenner** Checking out this new Instagram vending machine to see if it works!! Haha @iHeartRadio #iHeartRadio Festival #L #ihr478 #ad

🏠 🌟 📷 💬 ☰

📶 Verizon LTE 8:14 AM 🔋 75%

← PHOTO ↻

 **kettlebrand** 5w



♥ 39 likes

● **kettlebrand** #SanFrancisco! We're putting pepp in your step with our #Pepperoncini vending machines! Click the link in our bio to find a machine near you and score a free

🏠 🌟 📷 💬 ☰

📶 Verizon LTE 7:41 PM 🔋 87%

← PHOTO ↻

 **whitesox** 10m



♥ 296 likes

● **whitesox** We've got lots of fans joining us tonight for some #SoxTixTour fun! Tweet and let us know which location you're at.

[view all 7 comments](#)

🏠 🌟 📷 💬 ☰

# Metrics/ROI: Boston Red Sox

- “In terms of the specific social media metrics, this activation registered 25 million impressions over a three-day window. There were 4,500 Twitter mentions and 1,400 Instagram posts, reaching a potential viewership of 18.5 million users. Pertaining to Twitter, 35 percent of those mentions were retweeted by 1,390 unique profiles, extending the mentions to another 7 million people. The shortform, ease of communication, and individual interaction presented Twitter and Instagram as the most viable social mediums for this campaign.” – Boston Red Sox via SportTechie





# How It Works: Pittsburgh Penguins

<http://video.penguins.nhl.com/videocenter/console?id=807912&catid=-6>



# Case Study: All-Star Game 2015

MLB used Innovative Vending Solutions' vending machine in Cincinnati on Monday to drive social media traffic and engage fans as it gets ready to sell tickets for All-Star Game weekend events.

When Major League Baseball needed to create some big buzz around the All-Star Game events coming to Cincinnati, it reached out to a Dayton, Ohio-area company.

On Monday, MLB used a Twitter-activated vending machine made by West Carrollton-based Innovative Vending Solutions to drive all kinds of Internet traffic, lure media coverage and get fans excited. MLB was at Cincinnati's Fountain Square, partnering with the Cincinnati Reds to promote All-Star Game weekend in July.

"We were trying to think of something fun to do with the fans and the community," said Jackie Secaira-Cotto, director of special events for Major League Baseball. "The city is pretty excited about hosting the All Star Game so it seemed like a perfect fit to then see the surge in social media and a great way to engage the fans."

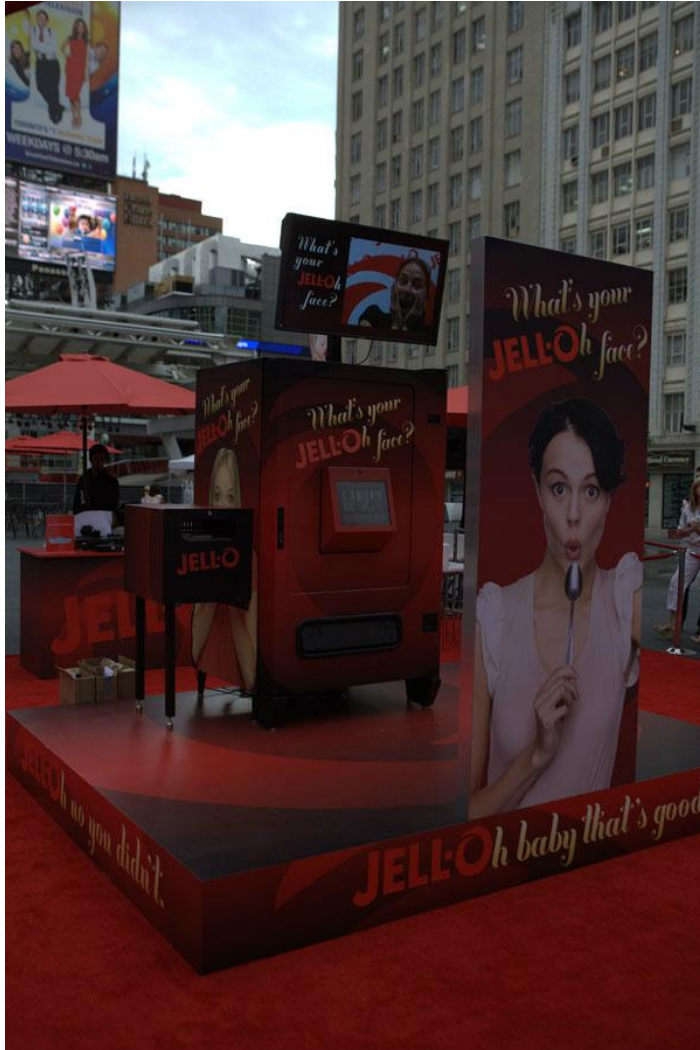


# Case Study: Conan



Conan was doing a week of live shows from the Chicago Theater. They were looking for a way to give away free limited edition t-shirts to the viewers in Chicago. They ended up going with 10 custom t-shirt vending machines that were scattered throughout downtown, each with their own custom, fan-designed graphics branding the machines. Each night, after the broadcast, Conan would reveal a "secret code" on TV for your chance to win a free t-shirt. The next morning, the fans would head out to the machines to try to receive a free t-shirt. Once at the machine, the fans would enter the "secret code" at the machine. Once the code was entered into the touch-screen interface, it would "unlock" the screen to allow the viewer to select a free t-shirt of their choice. This machine created a lot of buzz on twitter/foursquare/facebook and drew lines of people in the streets of downtown Chicago.

# Case Study: JELL-O



JELL-O Canada was looking for a unique way to interact with the Canadian consumer and to capture their "JELL-Oh Face," which is the unique face the consumer has when they enjoy a JELL-O product. For this machine, it was equipped with a 15" interactive touch-screen, a 32" LCD screen on top, a refrigerated dispensing unit, and a color laser printer attached to the machine.

How it works: The consumer would come up to the machine. They would stand in front of the web-cam at the machine and would take a picture of their "JELL-Oh face." Once they took the image, their picture would then print via the laser printer, along with a coupon for JELL-O. After the picture was taken, the consumer would then be prompted to pick their flavor of a free JELL-O cup sample.

The real key ingredient to this project was the "15 seconds of fame." Once the consumers JELL-Oh face picture was taken, it would then be displayed on the largest digital billboard in Yonge & Dundas square for 15 seconds. It really drew in the consumer and created for a very unique user-experience.

# Case Study: IKEA



IKEA Canada was looking for a unique way to interact with the Canadian consumer to promote the opening of the first ever IKEA Winnipeg. For this machine, it was equipped with a 15" interactive touch-screen and a custom built "Allen-Key" physical application.

How it works: The consumer would come up to the machine with their allen-key, which was provided by a team member prior to arriving at the machine. They would be prompted to insert their allen-key at the machine and physically turn the bolt 360 degrees one time. Once they turned the bolt, the machine would immediately dispense a random product. The consumer had the chance to randomly win IKEA candy or an IKEA gift card, which were spread out throughout the machine. The product would dispense and the consumer was done with their interactive experience.

# Case Study: KIA



KIA was looking for a unique way to give away free t-shirts from their new clothing line, Hamstar Clothing. The machines were used to dispense the free t-shirts to the guests of the after-party, utilizing SMS Text-Messaging capabilities. The guest would go up to the machine and text their favorite color of the KIA Soul to receive their free t-shirt. Each color of the Soul would be linked to a different sized t-shirt. For instance, text ALIEN to 424242 for your free "medium" t-shirt.

This event created a lot of buzz and the free t-shirts were a huge hit. It was a great way to gain interest in the new clothing line.

# Case Study: Alpinestars/Y&R/PacSun



Alpinestars/Young & Reckless/Pac-Sun were looking for a unique way to dispense a line of “limited edition” t-shirts for a one-day event in 5 select Pac-Sun stores scattered throughout the U.S.. For this, each machine was equipped with a coupon acceptor, which would accept a unique “custom-branded coupon” that would be fed into the machine. Once the coupon was accepted, the consumer would then select their product from the machine. This allowed the consumers to interact with the machine to receive their limited edition product.

# Case Study: Google Wallet



Google Wallet Mobile Payment Application was looking for a way to promote their mobile payment application for vending machines at a tradeshow. For this machine, it was an off-the-shelf machine that was equipped with an NFC acceptor for mobile payment.

How it works: The consumer would come up to the machine with their cell phone turned to the Google Wallet App. They would be prompted to select an item from the machine. Once they selected a product, they would then tap their phone on the NFC reader. The product would dispense and the consumer was done with their interactive experience.





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