

# THE COIN-OP AMUSEMENT EBOOK<sup>©</sup>

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## WHY COIN OPERATED AMUSEMENT MACHINES?

These Machines Work 24-7 (24 hours a day-7 days a week)!

Amusement Coin operated machines offer a wide variety of fun opportunities, lucrative cash flow, and more read on...

**Amusement Coin-Operated Vending** is a business that requires effective salesmanship, the ability to build long lasting business relationships, consistent work efforts and a good sense for what is and is not profitable. Given those skills...it is relatively easy for an individual to start and run a coin operated amusement business that may stay small, or may grow into a larger company, depending on what you, the owner, choose to do. Quite a few operators prefer to remain family-operated, and are content to make a decent living while avoiding the make-or-break-it challenge that arises when the business grows it may become necessary to buy another truck or hire additional route service technicians. A small service operation can provide profitable service to locations too small to attract the attention of the strong local, regional and national amusement companies in the area.



**THE COIN-OP AMUSEMENT EBOOK** is designed solely to provide the reader information on the coin-op amusement industry. Many resources have been used to compile this information. To our knowledge all information is public accessible and we do not endorse the listed and related businesses. We recommend to contact the businesses and resources directly for any further knowledge and seek professional council.

You may contact these information service companies:

\*Federal Trade Commission- 877-382-4357- [www.ftc.gov](http://www.ftc.gov)

\*National Fraud Info Center- 800-876-7060- [www.fraud.org](http://www.fraud.org)

\*Better Business Bureau- [www.bbb.org](http://www.bbb.org)

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**SUPPLIERS PHONE LISTINGS ARE AT THE END OF THIS EBOOK**

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## **\*\*TYPES OF COIN OPERATED AMUSEMENT MACHINES\*\***

Do you want to offer entertainment vending (place a coin in for entertainment or offer a prize or product redemption)?

What types of machines do you want to service?

Arcades, Batting Cages, Basketball, Billiards, Crane game machines,

Darts(Electronic), Family Fun Centers, Fortune Tellers,

Golf, Juke Boxes, Kiddie Rides, Kiosk, Photo Booths, Novelties,

Pinball, Pushers, Touch Screens, Slots, Schuffleboard, Skee-ball,

Video Games, Weight Scales...

Take Control!  
High Play!  
High Profits!

**Request the Best!**

Introducing the Funky Pelican Touch/Button Amusement System for Bars & Restaurants!

Keep Play & Profits High With a Windy Water Amusement System.

Call your Vendor or Local Distributor Today!!!

BECOME A DISTRIBUTOR

Need Contact Information For a Local Vendor/Distributor? Click Here!

Visit our Website: [www.windywateramusements.com](http://www.windywateramusements.com)  
Follow Us On Twitter: @windywater

## **HERE ARE A FEW WAYS TO START EXPANDING INTO AMUSEMENT VENDING:**

- 1) Purchase or lease new equipment. Add one or two vending machines at a time. Build slowly.
- 2) Purchase established routes (from someone retiring or getting out of the business). The vending business will be already set up with machines on locations, suppliers of products, along with the procedure of filling each type of machine and pricing of the products.
- 3) Purchase used equipment from other vending operators or distributors. Try it first and see if vending is for you. Research trade magazines, and classified ads for new and used equipment for sale. You will be placing the machines on location yourself.

## **LICENSES**

Licensing is generally handled through your state or local government.

You will need to consult your local telephone directory in the

"Government" section for an office that will assist you with a

license or permit. See [www.sba.gov/hotlist/license.html](http://www.sba.gov/hotlist/license.html)

For FREE one-on-one counseling, please go to SBA's home page

([www.sba.gov](http://www.sba.gov))and select "Local SBA Resources" for an area local

contact nearest you. SBA- 1(800)U-ASK-SBA.

Check with the local City Hall, or local Small Business Association office where your machines are going to be placed.

Each state and city has different licensing laws. And each city



may have different fees per machine.

1) Ask if you need an occupational license. How much?

2) Do you need to pay for any other license fees?

How much per machine?

3) They also have fees per machine to be paid yearly.

Example: amusement devices in KC, MO. are \$25 per machine per year.

They give you a small sticker to place on the window of each machine.

Some cities have fees for soda and snack machines. These fees are

to be paid yearly.

If considering music vending...call The Jukebox Licensing Office at 800-955-5853.

### **\*\*TYPES OF COIN-OP AMUSEMENT ROUTES\*\***

Some might categorize vending types under 3 categories:

Bulk Vending, Merchandising vending, and Entertainment vending.

However you may categorize the vending market...you can expect to spend anywhere from \$99 to \$10,000 on any one coin operated machine.

In your decision on what type of vending...consider the frequency of service, profit per vend, product shelf life, best locations for each certain type of machine, competition, new or used, a consultant, broker or distributor can help with the answers.

Beware of scams and "blue sky" companies that continue to give vending a black eye. In other words companies that promise much more than they are actually selling. For more information about the overall vending industry, call NAVA 800-508-5947. (booklet from Better Business Bureau and brochure from Federal Trade Commission).

Publications: [www.RePlaymag.com](http://www.RePlaymag.com), [www.PlayMeter.com](http://www.PlayMeter.com)

**--All Things Considered...** If you read an advertisement offering easy ways to get into a business, or about easy government loans that seem too good to be true, then it is possible that they are. To alert consumers to signs of fraudulent sales and practices, as well as ways to avoid becoming a victim, the Federal Trade Commission is offering a new brochure entitled, "Wealth Building Scams" The FTC, which investigates companies offering false or misleading claims, reports that they have found a particular pattern in sales pitches that can tip you off to a

scam. For instance, many of these companies feature "experts" endorsing their wealth-building methods. Some of these ads may also try to lure you to seminars where they will then generally try to sell you something.

For a free copy of this 5 page brochure or list of the FTC's consumer publications... Public Reference -Federal Trade Commission, Washington, DC 20580. 202-326-2222

**\*\*\*CHARITY SPONSORSHIP\*\*\***

What is Charity Sponsorship? Giving a specified amount of revenue to a charity group. This can help in placing your machines on locations. It may be necessary to do what is referred to as charity placement. Many charities accept donations from vending operators in exchange for displaying their information on the machines.

This is a fair trade in that the charity receives advertising and the operator receives a location. Unfortunately, this system has been much abused by a few unscrupulous individuals. Local Charity such as a Boys' or Girls' Club, a school sports team or band, or some other local non-profit foundation does offer a benefit to the location.

The owner/manager of the location will feel like a participant if the charity is one they can identify with on a local basis. It appeals to civic pride. A local charity is almost always better than a national one. You may elect

to sponsor a charity with your vending machine routes (This may make it easier to place the machines on location).

There are several non-profit organizations that have a vending outreach program.

If you use a charity, you will give them a predetermined amount per machine.

This amount may vary from 50 cents to 2 dollars per machine(or even a percentage). There are several good national sponsors as well as local and state

sponsors. Your distributor can give you guidance on the different vending sponsorship programs available. Make sure to get an authorization

letter from the charity to state your company name as an authorized sponsor, to present to your new locations.



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## **\*\*HOW TO BUY & SELL YOUR ROUTE\*\***

### **BUILDING A ROUTE:**

Decide on the type of amusement machines you want to operate

and service. To build your own route, you will need to find locations for your particular type of machines.

This can be done by yourself, telemarketers or location finders.

Check your yellow pages under "Vending Locators". With a few phone

calls you will be able to get started!

(See "Sample Call Script", and Finding Locations)



### **\*\*BUYING A ROUTE:\*\***

With proper information you should be able to evaluate an existing route:

- \* Know the proper machines for the locations.
- \* Why selling? Is it profitable?
- \* How long in business?
- \* Accounts receivable?
- \* Number of employees for each location?
- \* Type of workers? (blue collar, white collar, etc)
- \* How many employees in the building all day? How many shifts of workers?
- \* How many hours is the company open?
- \* Do you need to establish more credit lines with suppliers?
- \* How many actual locations? How close are the sites?  
(This can cut down on the mileage, gas & vehicle costs)
- \* Are they selling quality products?
- \* What is the product pricing at each site?
- \* Are commissions to paid to the locations?
- \* Are the locations safe? Any vandalism?
- \* What kind of security systems and locks?
- \* Any vehicles in the purchase?
- \* What is the turnaround time to collect on the machines?
- \* Any Real Property? (Warehouse, office space, etc)
- \* Is there a current contract? How long?
- \* Insurance, maintenance, gas & repairs?

- \* Acquiring existing employees, current management, or staff?
- \* Will there be an equipment agreement form that is signed and completed on each piece of equipment at the time of the sale?



(See Location Evaluation)

**\*\*SELLING YOUR ROUTE\*\***

**PREPARE...**

- \* List all of your equipment by name and serial numbers
- \* Name and address of your locations
- \* Take Polaroid snapshots of all equipment
- \* List monthly income of gross sales for the year on a spread sheet

**ADVERTISE!!**

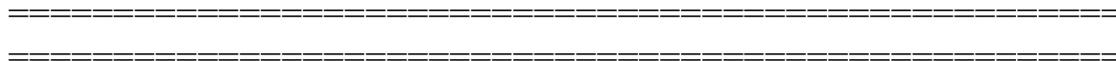
- \* Local Newspapers
- \* Brokers
- \* Distributors
- \* National Magazines
- \* Friends & Family

To sell or buy a route and figure the acceptable sale price...Multiply 70% of gross sales for the year and that will determine the sale price of the route. This includes all equipment on the locations new and used, plus inventory.

Ways to get the price you want from your route:

Make sure to have...

- Accurate monthly gross income figures
- Top selling products in the machines
- Latest model vehicle
- 24 hour repair service/quick response
- No or low commissions
- A variety of accounts
- Contracts on all accounts
- New-well kept equipment, 1-5 yrs old, preferably with validators.



### \*\*\*TYPES OF AMUSEMENT MACHINES\*\*\*

**ARCADES:** (Multiple amusement games placed in one area or room)

Top Redemption games in arcades: Alley bowlers, Ball toss, Kiddie Rides, Novelties, Pushers, Rolldowns, Shooting games, Sports games, Token Action Games, Video redemptions and Whackers. Average commissions paid to these locations can be 15% to 33% of the gross revenue.

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### **BILLARDS / COIN OPERATED POOL TABLES:**

There are many reasons why pool is universally appealing...

A game of pool is a game of skill and as such it offers the opportunity to refine and build increasing levels of ability. However, the game is not strenuous, and you don't have to be a trained athlete to participate. The young, the old, and everyone in between can play a game of pool.

Although rules of the game are easy to understand, the game is simple enough that it can be played spontaneously and creatively. Best of all, pool can be played your way: alone, with friends, at home, or in clubs. It can be played in any room - upstairs, downstairs, living room or basement - anytime - day or night - without complicated equipment and virtually without electricity! Played in your most comfortable casual clothes or in your most striking formal attire, each game of pool is unique, and is as diverse as its participants.

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**CRANE GAME MACHINES:** These claw crane game machines are attractive to a wide variety of audiences and locations. You can place many types of items in the machines depending on the location the machine is placed. (Stuffed animals, jewelry, toys, etc.)

The Top Best locations are Bowling alleys, pizza parlors, movie theaters, truck stops, Bars/Taverns. Make sure you secure the machines to the wall with security bars around the money drawer.



**Servicing Crane Machine Tips:** Service machines weekly or even daily, depending on the traffic in each location. Average play should be 50 cents to a dollar. The tension on the claw can be adjusted. "Fluff your plush - every service call", "Plastic balls are great filler", "All eyes



facing front- for stuffed animals". To help with CRANE GAME sales: Purchase licensed products, such as NFL/ NBA/ Disney/ Looney Tunes. Try to buy products in pre-packs from plush suppliers. Seasonal pre-packs, sports merchandise, hats, t-shirts and novelties. Use the best, soft squeezable, well made plush toys. Prices can range from 95 cents to \$5.00 each, depending on size and quantity.

Top choices in Cranes/Rotarie machines:

- Jumbo Crane (Grayhound)
- Plush Bus (ICE)
- Rainbow Cranes(Rainbow)
- Treasure Chest (United)

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### **FAMILY ENTERTAINMENT /RIDES AND ATTRACTIONS:**

Types: Roller coasters, carnival booths, basket ball, family rides, remote control cars, boats & hovercraft, go-karts, bumper boats, carousels, interactive inflatables, soft play equipment, lazer tag to name a few.

Websites to visit:

[www.amusenet.com](http://www.amusenet.com)

[www.BMIgaming.com](http://www.BMIgaming.com)

[www.world-playground.com](http://www.world-playground.com)

[www.highwaygames.com](http://www.highwaygames.com)

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### **JUKEBOXES: A Note From the Jukebox License Office....**

If you own or operate a jukebox (coin-operated phono-record player), you need to know that the United States Copyright Law protects the copyright owners of the music played on the jukebox. Call JLO and ask for a free brochure entitled, "Jukebox Licenses: Questions and Answers" and a sample of our Jukebox License Agreement...that explains your responsibilities under the U.S. Copyright Law for licensing these public performances of copyrighted music (or songs) on your jukebox.

Jukebox License Office - 1700 Hayes Street, Suite 201

Nashville, TN 37203-3014 - 800-955-5853 or Fax: 615-320-4004

More and more jukebox operators are using attention getting signage to attract more business. Signs that say:

"Get \_\_\_ plays for the price of \_\_\_",

"Play a little extra music for no extra charge", "Insert \$5 and you'll get...." using humorous art work. NSM has a complete package along with place cards, mounting and marking pens...709-860-5100.

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**KIDDIE RIDES:** One reason there is opportunity in kiddie rides today is that video games are being played more in the home on personal computers, leaving room in many locations for something new. And more locations are accepting kiddie rides than in the past. Look for malls, pet stores, pizza parlors, and food courts for a prime location.

KIDDIE RIDES are a natural add-on for bulk locations. Liability insurance is available through National Kiddie Ride Association in Jefferson City, MO. Insurance costs average \$40 per year, per ride. Ask about an umbrella policy.

\*\*\* Amusement & Music Operators Association -Fax-on-Demand Hotline (800)691-4635 Ext 55. Also, call for a copy of RePlay Magazine for information on Amusement 818-347-2112.

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**PINBALL GAMES:** Top choices for pinball machines:

Sharley's Shootout (Stern)

Monopoly (Stern)

Austin Powers (Stern)

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**PHOTO BOOTHS:** These machines are best places in malls and high traffic locations for family entertainment. Portable photo booths with versatile picture formats that can be customized for a variety of businesses. Photo Booths do not compete with arcade revenue because 80% of usage comes from 9-24 yr old females.

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**PULL TABS -VENDING DISPENSERS:**

Pull tab dispensers are vending machines designed to automatically dispense cards known as pull tabs, break opens, sweepstakes tickets, pickle tickets, instant bingo, et al, by region and maintain records for this activity. Pull tab dispensers are the ideal solution for operators who want to maximize their revenue while minimizing hands on operation.

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**PUSHER MACHINES:** Coin pusher machines for amusement.

Top ranking pusher machines...

Jungle Jive (Coastal pusher)

Jackpot 2 (Namco pusher)



**REDEMPTION GAMES:** Usually equipment dispersing tickets to turn in (redeem) for products.

Top choice in redemption games:

Cyclone (manufactured by ICE)

Wheel of Fortune (manufactured by ICE)

Colorama (manufactured by Bromley)

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**SPORTS GAMES:** (Alley Bowlers, Batting Cages, Basketball, Darts, Golf, Foosball, Schuffelboard, Skee-Ball, etc) These machines are best located in Sports Bars, Brew Pubs, arcades, Shopping Malls, Truck stops and Food Diners.

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**VIDEO VENDING GAMES:**

Top ranking VIDEO GAME MACHINES

Dance Dance Revolution (Konami)

Golden Tee Fore! (Incred.Tech)

Mocap boxing (Konami)

Jambo! Safari (Sega)

Police 911 (Konami)

**VENDING CARTS/ MOBILE PUSH CARTS:**

Vending carts do fall under the amusement vending category.

Mobile Vending carts can be found in amusement fairs, campgrounds,

special events and more. Types of vending carts can include:

Push carts, trailer carts, custom carts, refrigerated carts,

flower carts, coffee carts, food carts, concession carts.

Licenses and permits are needed.

For FREE one-on-one counseling, please go to SBA's home page ([www.sba.gov](http://www.sba.gov)) and select "Local SBA Resources" for an area local contact nearest you. SBA- 1(800)U-ASK-SBA.

Check with the local City Hall, or local Small Business Association office where your vending carts are going to be placed on location.

Each state and city has different licensing laws. And each city may have different fees per machine.

1) Ask if you need an occupational license. How much?



- 2) Do you need to pay for any other license fees?  
How much per cart, per location?
- 3) If this is a special event, you will usually need a permit from the city, for the certain amount of time on that location.

**OTHER AMUSEMENT MACHINE TYPES:**

Alcohol breath testing machines, telescopes, weight scales, fortune telling, all for amusement and entertainment!

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**\*\*\*SHOPPING FOR MACHINES & PRODUCTS\*\*\***

Machines- Know what you want.

Check out... age of machine(s), serial #'s, size, pictures, new or used, bill acceptors, how much freight, resale value, do they deliver directly to the location? buying in quantity? why are they selling? Note: Glass- front machines have become indispensable. Offering "live product" visibility with the ability to offer more product variety from just one machine.

--Will you be buying new or used? Will the machine be going to a new customer, or updating a current location?

Does the machine have a dollar bill

acceptor? How much room for the machine(s) is there in the location to be placed? If you buy used...how much of a warranty is involved?

--Products- You may purchase your products from the manufacturer, distributor, wholesaler or broker. Shop, shop, shop for the best products at the best price! Check if there is a rebate plan. Call the supplier of the products to set up your company as a vendor with wholesale prices, ask for a prepay discount, or be set up on Net 10 - Net 30 days to delay payments.

If possible take advantage of special volume pricing, but try not to overbuy and have out dated product. Ask about faxing your order. To have your order ready for pick up when you arrive or if they deliver to you directly.

Don't forget to ask for samples- you can discover new products, give them to your customers -see their reaction!

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**FINDING LOCATIONS:** Locations are one of the most important

aspects of a coin operated business. There is only one way to get a location, and that is to ask for it. You can either hire someone to do the asking or you can do it yourself. The placement of your vending machines will determine profitability of your route. If you choose to do it yourself, follow some simple guidelines, Be professional in your dress and demeanor. Give your presentation only to someone who has the authority to make the decision. Don't be afraid to ask for the location. Tell them what you can do for them and always thank them for their time. Plan out your route and start working an area around your normal traveled path. Stop into prospective locations and leave your business cards. Leave a brief description of your services a flyer would be best. Another good place to get location info is the local chamber of commerce which has membership directories-

A great source for leads. (They may ask you to join to get a copy)

\*\*When you prospect for locations there are a couple of things that may be helpful. A business should have at least a dozen employees or a good volume of foot traffic

before you consider placement. Also, don't be afraid to place your machine(s) in a location that has other machines, especially if they have been there for awhile. First of all, you know that the owner/manager likes the idea, and second, it is probably a good location.

**---LOCATORS---** You can hire an in-person locator or a telemarketing firm. Each has advantages and disadvantages.

An in-person locator can generally provide a large number of locations in a relatively short period of time.

Also, they can probably concentrate the locations in a smaller geographic area which may be a benefit to you.

It is fairly easy to monitor the quality of the location because you should be placing the machine on the premises as soon as the location is secured. Otherwise, you face the prospect of rejects. Rejects, a small percentage change their minds before you physically place the machine.

For this reason, you should follow the locator and place immediately. A telemarketer locator secures the locations over the telephone. You must generally send them a list of business names and phone numbers, or a telephone book for the area. They will acquire any number of locations you need and because they don't have the travel expenses, they tend to be somewhat more selective. There are two

questions that you should ask the locator:

- 1) Do they accept Visa/MasterCard or will they allow you to escrow the funds until the job is complete;
- 2) Do they provide a 10% pad for rejects. If your locator demands to be paid up front and will not allow you to pay the money through either a credit card or an escrow account, find another locator. In any transaction, unless you know the people personally or by reputation, you should have some recourse in the event of non-performance.

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**USING THE INTERNET TO FIND LOCATION SITES:**

When targeting new territories, analyze drive times, distances and even potential for future accounts within a given area. The following websites provide door-to-door driving instructions in both text and map formats, and also mileage and estimated drive-times.

Map Websites to visit and research:

- [www.MapQuest.com](http://www.MapQuest.com)
- [www.MapsonUs.com](http://www.MapsonUs.com)
- [maps.yahoo.com](http://maps.yahoo.com)
- [www.MapBlast.com](http://www.MapBlast.com)

For busy route drivers (servicing new accounts) a folder with detailed instructions to the locations can greatly improve service time efficiency. Go to the map websites and print out the driving instructions for your route service drivers folder. \*Another bonus included in these Internet website is many include ôYellow Page Directoriesö of local businesses, such as family restaurants, dry cleaners, pizzerias, coffee shops and other potential accounts.

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**COMMISSIONS:** Paying commissions to a location, (although this is not practical for low volume placements) it is by far the best means of getting and keeping the high volume locations. Commissions typically run from 15%-33% of the gross sales.

----COMMISSIONS----

Standard Commissions paid to any one location are 5-15%, and can be

up to as much as 33%, as long as it is profitable for your company.

How are they calculated?

There are several ways...

1)Gross sales- Sales Tax X Commission rate=Commission paid.

Using this formula keeps you from paying commissions on taxes.

2)Gross sales- Sales tax- Refunds X Commission rate=Commission paid.

Commission rate is usually figured as a percentage of sales.

3)Gross sales- Sales Tax- Refunds- Stales X Commission=Commission paid.

If a customer demands a "full vendor" you can subtract

"staled product" or "throw aways" from the gross sales.

4)Monthly Gross sales average X (%)=Flat commissions paid per month.

This is a "Guaranteed rate" or"Flat Rate". You pay location X amount of dollars per month regardless of sales through the vendor.

To figure this calculate on a percentage amount what you would be willing to pay for commissions on the average gross sales per month, then tell the location you will pay them that amount of dollars per month.

5) Gross Sales - Product cost - Taxes = Commission paid

Commission is calculated after product costs and taxes. You can give a bigger percentage number but still pay the same amount of actual money (or less in some cases).

6) Step Commissions...as an operator you may offer a location commissions based on percentages of volume of sales.

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**EXPENSES:** Product costs, upkeep of the machines, merchandising, how much gross income in a monthly average, driving time to each location and product pick up vs. delivery...be sure to add time involved to count all the \$\$\$ quarters! See Vending Budget form for more details.  
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**BUYING PRODUCT:** You may purchase product from wholesale buying clubs, distributors or direct from the manufacturers. For the initial purchase, you will want the product to arrive approximately the same time that your machines arrive. You want to have the candy, machines, sponsor and location all arranged to come together about the same time. This will get you started smoothly and as quickly as possible.

\* Purchase the best product available at lowest price.

\* Purchase quality products- the product may be cheaper

per pound but if the quality isn't good, the customers will not buy the product the second time.

\* Purchase the items you can use within a 30 day period.

\* Turn product as fast as possible- when you see that an item isn't moving, change out that product in that location.

\* Give good amounts per vend - don't be cheap! You do want repeat business. Customers want to feel they get their money's worth.

**\*\*PRODUCTS THAT YOU CAN VEND:** Toys, tattoos, stickers, capsules, novelties, stuffed animals, jewelry, phone cards.

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### **TECHINCAL SERVICE TIPS:**

**PARTS, REPAIRS and MAINTENANCE:** Most local vending distributors will supply parts and used machines for parts and repairs. Or you can call direct to the manufacturer that makes the machines, or the distributor that provides supplies and services.

### **BE A TROUBLESHOOTER**

**\*\*Make use of technician help lines.** Technician help call-in lines from the different manufacturers and distributors. Get the model number and other pertinent information off the machine before calling.

**\*\*Comparison shop for parts.** Why spend too much when a repair shop, or a local distributor could make an exchange with you on parts? Details like this can mean substantial savings to your company over the course of a year.

**\*\*Specific Technical training for Operators and Mechanics:**

Randy Fromm's Arcade Schools: [www.randyfromm.com](http://www.randyfromm.com)-619-593-6131

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### **HAVE A PLAN**

**\*\*Prioritize your work service orders.** If a machine is completely out of order, this takes priority over one that has just one selection out. One selection out to 45 isn't going to affect a machine's sales very much. If a machines is completely down there will be no sales. This can be caused by something as simple as a coin jam. Concentrate your efforts on keeping all machines selling.

Remember the company's goal is selling as much product as possible. Think in terms of keeping sales volume up.

**\*\*Keep job sites clean.** After servicing a vending machine clean up all trash, extra parts, tools, etc. Route drivers and service technicians need to maintain good public relations with customers, cleanliness is just part of projecting a professional image.

**\*\*Carry a binder with important information.** Like service call list including location address and phone, copies of test vend procedures for particular machines.

Also, the 800 numbers for parts warehoused and the technician helplines should be included.

**\*\*Communicate with Management.** Good communication helps everything run much smoother, less confusion and mistakes.

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**\*\*HELPFUL HINTS:\*\***

\*When loading your machines always be courteous to customers, to make them happy, give them outdated or old product instead of throwing them away.

\*If you don't have a good dolly or Tommylift Truck, you may need to pay for help to move your equipment. Help can be found in the yellow pages under "Movers". You will need a vehicle that will carry your product and a dolly to move the cases of soda or other products.

\*To start, it is usually best, to do all of the work yourself.

Try to keep your "regular" jobs as long as possible, this will help financially, such as: getting the equipment paid off sooner and keeping a good cash flow through the business account. Starting on a part- time basis and working into a full time is a good suggestion.

\*Always keep your machines in good running condition -

Call your locations periodically, to see how the machines are working.

\*Have all of your machine locks keyed alike, to save time searching for individual keys. You will have less keys to handle when servicing the route. This can be done by your local distributor or locksmith.

\*Keep your coin acceptors full of dimes, nickels, & quarters to make proper change.

\*When counting money from each machine, keep separate bags for each machine, to help with record keeping. If you don't have a

coin counter, your local bank should be able to count all of your coins for you (at no charge) if you have an account with them. Ask your bank for large zipper money bags with a lock, for your deposits. These are usually free of charge, if you have a business account with the bank.

**\*\*Place your company labels on all AMUSEMENT machines, for every location. Your company labels should have your Company Name and phone number so they may contact you if a machine has mechanical trouble or needs products...and especially if they want additional machines!**

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**\*\*TOOLS & EQUIPMENT\*\***

- Good Vehicle
- Dolly
- Tool kit

To start your tool kit: use a small tool box, light weight, found at local department stores. Load kit with: keys for all your stops for the day, pliers, calculator, pen, receipt pad (found at local office supply store), small flash light, small note pad, business cards, screw driver, glass cleaner, paper towels--fold a few paper towels, do not take the whole roll (try to conserve on space) and money bags for each machine to service.

\*Condense the Windex spray into a small container (such as a small hair spray bottle). \*Place your machine Route Service Cards in plastic bag or place a rubber band around them to keep organized.

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**\*\*SPECIAL TIPS\*\***

**--Cleaning:**

It is VERY IMPORTANT to keep your equipment clean! It is a reflection on your entire business. Every service call should have a cleaning time. Wipe the machine, inside and out, and especially the front of the machine. Dust can hurt your machines performance. Preventive maintenance will save you money in the long run. You can use cleaning cards in the dollar bill validator to help keep your maintenance and repair costs down.

**--Collections:**

Fill out a slip of paper or route card for the amount collected, and place in each money bag. Keep a separate money bag for each machine. This will help you keep accurate records. Check collections against products.

**--Diversification:**

Once you have your foot-in-the-door on a location, you may be ready to think about diversification...adding on other coin-op vending machines...such as; phone cards, fax machines, coffee, bottled water vending, tire inflators, pay phones, etc.

**--Installation:**

Test the equipment before leaving for an installation. Check the extension cords, electrical wiring, and plumbing (water lines). Try to be present when any installation is being made, so you will be there to handle any unforeseen problem that may occur. It will also show your concern as an owner.

**--Inventory:**

Try not to keep a lot of inventory on hand. Take notice of what types of product are being purchased in one week for each location. Find out from the supplier what quantities are the best buys. Your local distributor/wholesaler has most of what you need, if you run out of product.

**--Outdated Products:**

When you have outdated products you can:

- 1) Give them to your customers after a service call, to say "Thank You".
- 2) Give them to your employees or family.
- 3) Give them to your local church, Salvation Army or American Red Cross.

Donations are a tax write off!

**--Refunds:**

Possible reasons for refunds:

- \* Out of date product purchased
- \* Product did not vend
- \* Wrong product came out
- \* Machine broke down, etc.

Refunds are acceptable in an infrequent situation...they are a part of the vending and amusement coin-op business.

How do you handle refunds?

- 1) You can give the product wanted
- 2) Refund weekly as the service call is done
- 3) Reimburse the person giving the refunds in the front office.

4) Give a designated person a "petty cash" envelope to handle refunds on the spot.

**--Service Cycles:**

Evaluating your time on your routes is a crucial factor in vending. Making sure you are servicing your clients sufficiently, and utilizing your time wisely. The route may need service once a week, or once a day. Pay special attention to products purchased and what is being "sold out" frequently and how often. Only through experience of your location needs will make your time more productive and profitable. If you have employees, schedule them according to the needs of the client, and what you need to get done that day!

**--Product:**

Ask your customers when servicing what brands they would like to buy. Use the customer fill out forms in this kit.

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**\*\*\*AMUSEMENT LOCATION SERVICE EVALUATION\*\*\***

Ask your location manager to fill out this form, or simply ask these questions, to keep good communication and to give the best service possible for your customers!

(A simple sheet of paper or index card will work)

Vending Company \_\_\_\_\_

How Are We Doing?? \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Contact \_\_\_\_\_ Location \_\_\_\_\_

Cleanliness & Appearance? \_\_\_\_\_

Professionalism of our employees? \_\_\_\_\_

Quality & Variety? \_\_\_\_\_

Response to your needs? \_\_\_\_\_

Service Times? \_\_\_\_\_

Any other comments? \_\_\_\_\_

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Name & Phone of any other companies needing our service??

Thank you for your time, we appreciate your business!!

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**RECORD KEEPING:**

**\*\*THE VENDING BUDGET\*\*** Month/Year \_\_\_\_\_

INCOME: \$ DOLLAR AMOUNT

Cash Sales \$ \_\_\_\_\_

Other Income \$ \_\_\_\_\_

Total Income: \$ \_\_\_\_\_

EXPENSE DESCRIPTION: \$ DOLLAR AMOUNT

Advertising/Samples/Promotions \$ \_\_\_\_\_

Bank Service Charges \$ \_\_\_\_\_

Commissions/Sponsor Fees \$ \_\_\_\_\_

CPA/Accounting/Taxes \$ \_\_\_\_\_

Delivery/Moving/Freight \$ \_\_\_\_\_

Equipment Purchases \$ \_\_\_\_\_

Insurance \$ \_\_\_\_\_

License Fees \$ \_\_\_\_\_

Machine Loan Payments: Loan 1 \$ \_\_\_\_\_

Loan 2 \$ \_\_\_\_\_

Machine Parts & Repairs \$ \_\_\_\_\_

Mileage \$ \_\_\_\_\_

Office Supplies \$ \_\_\_\_\_

Payroll Taxes \$ \_\_\_\_\_

Product Costs \$ \_\_\_\_\_

Product Loss \$ \_\_\_\_\_

Rent & Storage \$ \_\_\_\_\_

Salaries/Wages/Labor \$ \_\_\_\_\_

Employee Benefits \$ \_\_\_\_\_

Telephone \$ \_\_\_\_\_

Travel & Entertainment \$ \_\_\_\_\_

Utilities \$ \_\_\_\_\_

Vehicle Maintenance & Repair \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

Total Expenses: \$ \_\_\_\_\_

-----  
SUMMARY:

TOTAL INCOME: \$ \_\_\_\_\_  
 TOTAL EXPENSES: \$ \_\_\_\_\_  
 INCOME LESS EXPENSES: \$ \_\_\_\_\_

-----  
 This form may be used to keep record of your income & expenses each month, allowing you to see on a monthly basis where your income and expenses are adding up! Be sure to keep all receipts for any items that can be deducted as a business expense.  
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**\*\*HOW TO DETERMINE PROFITABILITY \$\$\$\*\***

Sales\$\$ Minus - Product cost and Expenses = Net Profit.

This is a basic formula...to have a more detailed analysis, please use "The Vending Budget Form" and "Route Service Cards" for a more complete evaluation to determine detailed totals.

=====  
**\*\*BUSINESS FORMS\*\* Route Service Cards** - Index cards are best for this purpose. Example Cards: These cards will help you to keep track of sales by category, service times, spot check cash against product sold. Also, easy to spot slow moving product, service productivity, etc. **Generic Front of Route Service Card**- You can use this front for all types of machine you service!  
 =====

Location# \_\_\_\_\_ Service hours \_\_\_\_\_  
 Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Machine serial # \_\_\_\_\_ Service Person \_\_\_\_\_  
 Products \_\_\_\_\_

Special Notes \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

=====  
 Machine/LOCATION \_\_\_\_\_  
 Date -Product/lbs Product/lbs Product/lbs #Coin \$\$ Amount

Date	Product/lbs	Product/lbs	Product/lbs	#Coin	\$\$ Amount
- / /	/	/	/	#	\$
- / /	/	/	/	#	\$
- / /	/	/	/	#	\$
- / /	/	/	/	#	\$
- / /	/	/	/	#	\$
- / /	/	/	/	#	\$
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-	/	/	/	#	\$

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**\*\*SAMPLE "CALL SCRIPT" FOR FINDING LOCATIONS\*\***

Hello, this is \_\_\_\_\_ from \_\_\_\_\_ (your business name).

Could you tell me who I would talk to about your vending service?

I just have a few questions, maybe you could help...

We place vending machines FREE of charge!

Do you currently have vending machines? Yes \_\_\_\_\_ No \_\_\_\_\_

Who does your vending service now? \_\_\_\_\_

Are you currently happy with your vending service? \_\_\_\_\_

If not why? \_\_\_\_\_

How many employees? \_\_\_\_\_

What type of business? \_\_\_\_\_

Would you be interested in amusement machines, kiddie rides.....?

or other types of vending machines?

Yes \_\_\_ No \_\_\_ What kind? \_\_\_\_\_ How many? \_\_\_\_\_

GUMBALL \_\_\_\_\_ KIDDIE RIDES \_\_\_\_\_

SPORTS GAMES \_\_\_\_\_ CRANE GAME MACHINES \_\_\_\_\_

OTHER \_\_\_\_\_

NOTES:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Which day would be good to meet with you... "Tuesday or Thursday?"

"Morning or Afternoon?" (This is where you set the appointment to go view the location and present your vending business services).

ASK FOR:

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Get directions and schedule your time efficiently.

Closing Statement: Thank you for your time, I look forward

to meeting you on \_\_\_\_\_ (put date here,  
to confirm appointment). Have a nice day \_\_\_\_\_ (persons name here)!

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**\*\*TYPES OF LOCATIONS:\*\***

There are many possibilities for the locations of your machines.

The following are a few for your consideration.

Airports, American Legion, Amusement Parks

Apartments, Arenas, Attorney's Offices

Auto Repair Shops, Auditoriums

Ball Parks, Barber Shops, Beauty Schools

Beauty Shops, Bingo Halls, Billiard Halls

Boutiques, Billiard & Pool Halls, Bowling Alleys

Bus Stations, Car Dealerships, Club Houses

Cocktail Lounges, Coin Laundries

Coffee Shops(Café's), Colleges, Community Centers

Convenience Stores, Country Clubs, County Fairs

Drive-ins, Drug Stores, Elks Clubs

Executive Air Terminals, Expositions

Factories, Fairs, Festivals, Fitness Centers, Flea Markets, Fraternal Organizations

Franchises, Golf Clubs, Golf Courses, Government Offices, Grocery Stores,

High-rise buildings, High School Events, Hospitals, Industrial Parks, Industrial

Plants, Insurance Offices,

Lounges, Manufacturing Plants, Marinas, Military Bases, Moose Lodges, Motels

Parks, Pet Stores, Pizza Parlors, Playgrounds, Police Stations, Railroad Stations

Real Estate Offices, Recreational Centers, Restaurants, Retail Stores, Roller

Skating Rinks, Sandwich Shops, Savings & Loans, Shopping Malls

Showrooms, Snack Bars, State Parks

"Super" Stores, Teachers Lounges, Tennis Clubs

Television/Radio Stations, Theaters, Trade Shows

Truck Stops, Utility Companies, Video Arcades

VFW's, YMCA's, YWCA's

=====  
**\*\*\*\*EXAMPLE AMUSEMENT VENDING SERVICE CONTRACT\*\*\*\***

It is not always necessary to have a contract/agreement with a location account. It is best, in any business transaction to have your agreement in writing. Stating all stipulations for both parties, so the agreement is fully understood and agreed upon. Check with your attorney on all legal aspects of the contract or simple written service agreements.

=====  
**\*\*\*\*Vending/ Amusement Service Contract Agreement\*\*\*\***

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

To: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_

RE: Vending/ Amusement Coin-Operated Equipment Services

Machine(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Location(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other: (specific services or products)

\_\_\_\_\_  
\_\_\_\_\_

Delivery/Installation Date:

\_\_\_\_\_

Upon signature of approval, this contract serves as a \_\_\_\_\_ year(s) agreement between both parties. The vending equipment will be supplied exclusively by \_\_\_\_\_, and that the vendor will be responsible for insurance, installation and maintenance of vending equipment which reasonably meets the location's needs. The Location shall provide all utilities including necessary water and

electrical lines. Any other specifications are listed above. This agreement shall be automatically renewed, unless either party requests cancellation at least 30 days in advance.

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Vendor Signature                      Date

---

Location Owner Signature      Date

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**\*\*FINANCING YOUR NEW BUSINESS\*\***

There are many ways to finance your new amusement vending business venture...

**--BANKS:** Banks are in business to make money, and the way they make money is by lending money. Contact the bank that you are currently using for your checking or savings. They may have just the right loan program. Usually at low interest rate. They know who you are! Different financial institutions offer different rates because of variations in their costs and availability of funds. Find out if maintaining a minimum balance will result in a lower loan rate. Ask if the bank offers both variable and fixed rate loans. Variable rate loans are tied to an economic index, and will change according to fluctuations in the index. Banks usually require some form of collateral, a business plan 1-5 years, current financial statement with Liability & Assets and W-2 forms over the last 2 years. Ask if the bank offers programs especially designed for small businesses or if they participate in SBA loan programs.

LOANS that banks usually offer:

- \*Short term loan
- \*Long term loan
- \*Working capital loan
- \*Accounts receivable loans
- \*Lines of credit(revolving credit line)

**--EQUITY LOANS:**

Contact your mortgage loan officer who now currently holds the mortgage on your home. Inquire about a home equity open line of credit on equipment. This may be just the amount you need to start.

**--SELLER FINANCE:**

Often times the seller is willing to finance the whole selling price or even just a partial amount such as the balance after a down payment has been made.

**--EQUIPMENT LEASING:**

Many of the Bulk Vending Machine manufacturers or distributors are now offering leasing options for your equipment-Just ask! 60 to 70% of all businesses in America lease their equipment. There are leasing companies that are willing to finance the machines, office equipment, and even vehicles. Some offering 24 to 60 month loans. Similar to a car loan, with monthly payments. Businesses lease everything from real estate, photocopiers to vending machines. There are advantages to leasing your machines & equipment; a lesser or non existent down payment. Maintenance costs that are built into the lease, and the ability to extend payments over the life of the property. All these things can help increase cash flow. Leasing can conserve

your capital dollars---dollars that you can put to profitable use in your business. The paperwork required to close a lease is probably less than what you have had to sign closing a loan at your bank. Leasing payments can be spread out over the useful life of the equipment. Therefore, while the equipment is either saving you money or generating income, the equipment pays for itself. The value of equipment is in using it---not owning it. Lease payments can be structured to coincide with the cash flow generated by the use of the equipment. Payments can be monthly, quarterly, annually, or scheduled irregularly throughout the year as cash is being generated. With leasing, no large down payments are required. 100% financing! At the time the lease is signed, only the advance payments need to be made. This is important to you and your banker when preparing your budgets and working with your bank in negotiating a bank line of credit. There could be hidden costs. These include fees for damaged equipment if you choose to return it and inflated prices if you want to buy at the end of the lease. When inquiring with a leasing company, ask questions such as;

"What happens at the end of the lease?" and

"What's the value at the end of the lease?"

### **--LEASING OPTIONS:**

### **SHOULD I LEASE MY MACHINES AND EQUIPMENT?**

Equipment Leasing Information and Companies:

60 to 70% of all businesses in America lease their equipment!

There are leasing companies that are willing to finance the machines, office equipment, and even vehicles. Some offering 24 to 60 month loans. Similar to a car loan, with monthly payments.

Businesses lease everything from real estate, photocopiers to vending machines. There are advantages to leasing your machines & equipment; a lesser or non-existent down payment.

Maintenance costs that are built into the lease, and the ability to extend payments over the life of the property. All these things can help increase cash flow.

**\*\*Leasing can conserve your capital dollars-**

**--dollars that you can put to profitable use in your business.**

The paperwork required to close a lease is probably less than what you have had to sign closing a loan at your bank.

**\*\*Leasing payments can be spread out over the useful life of the equipment. Therefore, while the equipment is either saving you money or generating income, the equipment pays for itself. The value of equipment is in using it not owning it.**

**\*\*Lease payments can be structured to coincide with the cash flow generated by the use of the equipment.**

Payments can be monthly, quarterly, annually, or scheduled irregularly throughout the year as cash is being generated. With leasing, no large down payments are required. 100% financing! At the time the lease is signed, only the advance payments need to be made.

**\*\*Lease payments are also a pre-tax expense for income tax purposes. Leasing keeps your bank lines open.**

This is important for those short term cash needs.

Leasing is also "fixed rate" financing. You know exactly what your cost will be over the lease term. This is



important to you and your banker when preparing your budgets and working with your bank in negotiating a bank line of credit. There could be hidden costs. These include fees for damaged equipment if you choose to return it and inflated prices if you want to buy at the end of the lease.

**\*\*When contacting Leasing Companies, have them send you their brochures and information listing types of equipment they lease and finance charges and terms of agreement for your review. Also when inquiring with a leasing company, ask questions such as; "what happens at the end of the lease?" and "what's the value at the end of the lease?"**

**\*\*Some of the manufacturers of vending machines offer a lease program with their own company or affiliate. Ask the manufacturers if they do offer a lease program and have them send the information to you. See Leasing companies in suppliers listings below.**

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**--Family or Friends:**

Just for the initial start up, why not borrow from someone you know? Don't forget to negotiate a low interest...or no interest.

**--Venture Capital Firms:**

Venture Capitalists lend money to individuals for new business ventures. These firms provide growth and other needed money for expanding companies in exchange for equity or part ownership. Many times they are listed in the classified section of your local paper under Business Opportunities or Finance.

**--Credit Cards:**

You can also use your existing line of credit on your current credit cards. Request for the bank to raise the line of credit on your credit cards periodically and ask for a cash advance.

=====  
**\*\*INSURANCE\*\***

Insurance to protect the assets of the business from loss due to fire, windstorm, theft or other perils are fundamental insurance needs. Choosing an insurance agent is no different from selecting an attorney, accountant or any number of specialists. Business associates, friends and the yellow pages can identify several possibilities.

Types of Insurance:

- \*Health
- \*Life
- \*Legal
- \*Workers Comp
- \*Liability

It is easy to get wrapped up in accomplishing the daily tasks of running a home based business. However, one of the most seemingly, peripheral tasks is also one that's the most risky to overlook. If you fail to insure your business, you could be in danger of losing it all. You should have a separate insurance policy for your business. Liability insurance is also very important to have for

your locations of machines. Ask your insurance agent for more details.

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**\*\*INSURANCE BREAKS!\*\***

Many home-based business owners don't have health insurance, because it's hard for them to get good rates from top companies, which would rather spread their risks over large corporations with lots of employees. per Denny Harris, executive director of the Small Office Home Office Association(SOHOA).

Suggestions for your research:

SOHOA - 1-888-764-6211 has a health plan through Connecticut National. Offering maximum coverage of \$5 million, and choice of deductibles ranging from \$250 to 10,000 with copayment programs.

Home Office Association of America 1-800-809-4622

Home Business Institute 1-888-342-5424

Members get a bonus: these associations offer discounts on products and services from such business suppliers as Kinkos and Mail Boxes Etc., as well as merchant-authorization credit card programs from American Exp, Visa, and MasterCard.

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**\*\*TAX INFORMATION - LEGAL TAX BREAKS!\*\***

Among the many attractions of a home-based business are the tax deductions. Every small business needs a good tax adviser. (Please consult one).

Telephone: The standard charge for the first phone line into your house is not tax deductible. If you use your home phone for business, you can deduct the extra business costs---for example, long distance calls and call waiting. You will have to document your business use. Best idea: Get a separate business phone line.

**Home computer:** If you use your computer to track your customers and pay your personal bills, you can write off that portion of cost. Document that specific business use.

**Car:** Document the business use of your personal car by keeping track of business miles driven and the purpose of each trip. Trips are deductible at the rate of 31 cents a mile, plus parking and tolls. (This amount may change each tax year, consult your tax adviser). You can also deduct a portion of your car loan interest.

**Business conventions:** They are tax deductible, but not for your spouse unless he or she is employed by the business and has a legitimate reason for being there.

**Vacations:** If you combine a business trip with a vacation, the travel cost can be written off, if the trip's primary purpose is business. If you do some business, however, you can deduct a prorated portion of your hotel bill and meals, plus direct expenses such as taxi fares.

**Home Office:** It can be a room or part of a room, but it must be used exclusively and regularly as your primary place of business. There's zero write-off for an office that doubles as the dining room table. The size of the deduction depends on the percentage of floor space used. If your office takes up, say, 10% of your house, you can write off 10% of your mortgage interest or rent; real estate taxes; homeowner's insurance; home maintenance, such as house painting; and the bills for heat, water, electricity, trash removal and a home security system. You can also depreciate your office space. But there's a limit. Most home-office writeoffs can't exceed your net business expenses. Unused deductions can be carried forward to future years.

**Medical Expenses:** (See Suppliers Listing...under Insurance)

**Retirement plans:** Each worker can put up to \$2000 a year into a tax-deferred IRA. By paying your spouse \$2000, you can jointly

put \$4000 away. Children may owe no taxes on up to \$3000 (\$590, if they have an IRA).

**\*\*AMUSEMENT AND ENTERTAINMENT VENDING SUPPLIERS LISTINGS\*\***  
**--SEE MORE CATEGORIES LISTED BELLOW--**

**ALCOHOL BREATH TESTING MACHINES:**

AlcholAlert.com.....	561-630-0105
Alcohol Countermeasure.....	905-670-2288
Breathalyzer.net.....	877-334-6876

**ALLEY BOWLERS:**

Bay-Tek.....	920-822-3951
Design Plus.....	309-697-9778
Skee-Ball.....	215-997-8900

**AMUSEMENT/ANIMATED EQUIPMENT:**

RobotFactory.com.....	719-447-0331
RonBotics.com.....	703-335-6000
SallyCorp.com.....	904-355-7100

**AMUSEMENT DEVICES/SUPPLIES:**

ABasicService.com.....	505-257-5212
AGE Inc.....	954-527-0907
Acclaim Coin-Op(NY).....	415-528-2100
Ace/Acme.....	800-926-2223
Active Amuse.Dist(PA).....	800-523-3523
Adastra (CO).....	800-638-4667
Ah-inc.com.....	847-253-2070
Air-Hockey-Tables-Direct.com.....	800-430-1020
AIMSintl.com.....	561-398-6701
Al Gorman Co(FL).....	800-654-8548
Alpha Amusements(MI).....	800-334-2637
Alter Enterprises.....	201-616-1111
American Amusement(SC).....	800-227-4269
American Am. Mfg(FL).....	800-237-7061
American Shuffleboard Corp.....	201-488-2889
AmusementConsult.com.....	914-576-7800
Amusement Emporium(CO).....	800-525-7059
Amusement Tech Inc.....	615-321-4250
Aqua Skill, Inc.....	818-593-4769
Arachnid, Inc.....	800-435-8319
Armstrong MttShows(LA).....	800-548-2234
Asahi Seiko USA, Inc.....	702-794-2920
Ascension Productions, Inc.....	403-496-9058
Astro Distributing.....	800-797-7066
Atari Games(CA).....	408-434-3700

Atlantic Auto-Vend(NJ).....	800-445-0485
AutomatedServicesllc.com.....	800-727-8363
B&E Novelties(toyvending.com).....	888-422-5112
BWB Newark Ltd.....	407-578-1238
Bay-Tek.com.....	920-822-3951
BenchmarkGames.com.....	800-808-8860
Bennett Enterprises(NC).....	800-624-2053
Best Amusement, Inc.....	800-306-4263
BestVending.com.....	800-995-0575
Betson Enterprises.....	800-524-2343
Betson/Imperial Export.....	800-524-2343
Betti Industries, Inc.....	201-438-1300
Birmingham Vending Co.....	205-324-7526
Blackwell Music(SC).....	800-527-3442
Bob's Space Racers, Inc.....	904-677-0761
Botteisen Dart Co.....	800-537-2164
Brady Novelty(NC).....	800-451-8697
Bromley Inc.....	708-509-0240
Carolina Coin Amusement.....	800-544-2782
Cadillac Jack, Inc.....	770-908-2094
Canadian Coin Machines.....	604-420-4008
Capcom Coin-Op, Inc.....	706-797-6100
Carousel Int'l Corp.....	800-325-3353
Classic, Inc.....	908-286-1120
Coastal Amusements, Inc.....	908-905-6662
Cofusa Enterprises(CA).....	800-442-5766
Coin Amusement(OR).....	800-752-9110
Coin Concepts(NJ).....	800-462-2646
Coin-Op Inc(IL).....	847-797-6100
Cole Vending(NC).....	800-824-1476
CopeProducts.com.....	800-386-3383
Copper Memories, Inc.....	800-517-3669
Dart Container Corp.....	517-676-3803
DCA (PA).....	800-523-6035
Deveca Enterprises.....	305-672-6444
Diamond Vend & Supply(OK).....	405-636-1466
Dynamo Ltd.....	817-284-0114
EMT America.....	708-860-5100
Entertainment Resources(Canada).....	800-465-0779
ESD.....	800-523-1510
Falgas USA Inc.....	305-471-0476
Five Star/T.J. King(IL).....	800-527-6482
Frieder-The Source.....	800-321-8192
FunIndustries.com.....	800-747-1144
Fun Merchants.....	800-524-2343
Gamco Int'l(FL).....	800-642-7263

Game Exchange(OH).....	800-848-0110
Gametime, Ltd.....	817-284-3499
General Amusement(MS).....	800-437-4133
Global Billard Mfg(CA).....	310-764-5000
Grand View Products.....	914-268-1817
Great American Billiards.....	401-463-5587
GreatAmericanRec.com.....	800-831-2011
Green Coin Machine Inc.....	803-448-7251
Hana Ho Games USA Inc.....	818-813-7487
Harvey's Music Co.....	800-362-3518
High Tech Int'l Scoreboard.....	800-334-1609
Hollywood Crane Merch.....	800-992-2274
Imagination Leisure, Inc.....	516-842-4242
Imeida Tech Inc.....	516-293-5402
Incredible Teck Inc.....	847-870-7027
Innovative Concepts.....	800-342-3433
Interactive Sports Vending.....	800-832-3296
J&J Recreation Equip(CA).....	800-854-3140
Jukeboxes.co.uk.....	+01623-625220
Kentuckiana Vendors.....	800-521-7976
Kentucky Coin(KY).....	800-626-5225
Konami America Inc.....	847-215-5100
LA Slot machines(CA).....	310-297-2600
LAIGroup.com.....	800-422-2866
Lemons Coin Mach(MO).....	800-451-3041
Maiden Amusement(NC).....	800-222-0389
Meltec (CA).....	800-356-4777
Merit Industries(PA).....	800-523-2760
Meile (PA).....	800-338-8401
Melillo Vending & Amuse(PA).....	800-262-0700
Micro Manufacturing.....	800-227-6136
Midway.com.....	773-961-1821
Midway Mfg.....	773-961-1000
Midwest Amusement Corp.....	847-364-7722
Mondial Int'l Corp.....	914-738-7411
Monroe Distributing(OH).....	800-356-8055
NSM America.....	708-860-5100
Namco America, Inc.....	408-383-3900
Nate Hanson Music & Games.....	800-282-1477
National Kit Sales(VA).....	800-544-4692
New England Dragway(NH).....	800-322-1263
OakMfg.com(CA).....	800-247-4932
Pachinko Palace(CA).....	800-552-8051
Penray Billiard & Rec. Supplies.....	800-523-8934
Peter-Petz.de.....	+08251-2188
Playfair Schuffleboard(IN).....	800-541-3743

Play to Win.....	603-669-6770
Rainbow Crane.....	800-466-3711
R&J Slots.....	540-672-4500
RH Bellam Co, Inc.....	516-292-2670
Rose WM Marvin Co(TN).....	800-251-3032
Roth Novelty(PA).....	800-432-8030
Satellite Balloon Mfg(KS).....	800-255-6142
Sega Game Works LLC.....	415-802-3100
Sellner Mfg Co(MN).....	800-533-0390
Shaffer Distributing(OH).....	800-848-0307
Shaffer Distributing(OH).....	800-282-0194
Shooting Star(NJ).....	800-334-9170
Skee-Ball Inc.....	215-997-8900
Smart Industries(IA).....	800-553-2442
SNK.....	310-371-7100
Southern Amusement(AL).....	800-633-1455
Space Walk Sales(LA).....	800-535-7686
Squires & Corrie Slots(CA).....	800-342-6737
Sunset Coin(FL).....	800-282-3992
Top Distributing(NY).....	800-872-5656
ToyVending.com.....	888-422-5112
United Amusements(CA).....	800-722-8258
UPG Vending & Amuse(NY).....	800-874-3967
US Games(GA).....	800-448-4263
Universal Mfg(MO).....	800-821-2724
Video Connection(CA).....	800-444-6854
WMI Industries(CO).....	800-634-6097
WackyFunFactory.com.....	800-750-7969
Whama Mfg(FL).....	800-523-1563
Wild Distributing(TX).....	800-433-9453
Williams Electronics(IL).....	312-961-1000
Williamson Music(MN).....	800-328-3837
Willow Enterprises(MD).....	800-638-7879
Winfield-Group.com.....	800-663-6202
World Games(CA).....	800-542-4263
Wurlitzer-Jukebox.com.....	800-987-5480

**AMUSEMENT PRODUCTS:**

Action Tracker Co.....	618-485-2724
AlphaWatchWholesale.com.....	800-396-8120
ARMS.....	800-771-2767
Bonita Marie Int'l.....	800-272-6375
D&R Products.....	708-677-3200
Deltornic Labs, Inc.....	215-997-8616
Diamond Vend & Supply(OK).....	405-636-1466
Duzall Toys, Inc.....	619-452-8697

Fable Toy Corp.....	718-456-8500
Floating Flowers.....	704-588-4358
GDC, Inc.....	702-642-2404
Goffa Int'l Corp.....	800-969-7864
Golden Coin Amuse. Inc.....	540-371-8989
Great American Toy Co, Inc.....	516-767-3400
Great Lakes Darts Mfg.....	414-679-8730
Greenwald Industries Inc.....	718-821-9000
HMS Monaco.....	212-239-8700
Happ Controls Inc.....	847-593-6130
Hoffman & Hoffman.....	800-227-5813
Hugfun Int'l Inc.....	213-231-1698
Imperial Int'l.....	201-288-9199
Mission Crane Service Inc.....	714-456-0550
Muncie Novelty Co.....	800-428-8640
National Ticket Company.....	717-672-2900
Play-By-Play Toys & Novelty.....	800-426-2211
Star Track, Inc.....	800-733-5013

**AMUSEMENT PRODUCTS / PLUSH:**

Applause!.....	818-992-6000
CanadianToys.com.....	
ChinaPlushToy.com.....	+00865-765135118
Fotoball.com (sports products).....	800-325-3686
Innovative Concepts(icegame.com).....	716-759-0370
LogoBear.com.....	800-777-5874
KingPlush.com.....	800-437-3402
M&D Industries.....	888-469-5277
M.Pressner & Co, Inc.....	800-451-3592
Nanco.....	800-626-2947
New Orleans Plush, Inc.....	504-488-3505
Northern-Gifts.com.....	800-665-0808
Plush appeal, LLC.....	800-899-1869
Prizes.....	800-992-2388
Roth Novelty Co.....	717-824-9994
StarTrackPlush.com.....	800-867-9874
Success Plush Inc(TX).....	800-396-8888
Toy Box- Beanie Babies.....	501-268-7757
ToyWorks.net.....	800-662-6236
WideWayInc.com.....	562-634-9488

**ASSOCIATIONS:**

AAMA-American Amusement Machine Association (Coin-Op.org).....	847-290-9088
AAFRC.org-American Assn of Fundraising..	800-462-2372
ACME-American Coin Machine Exposition	

.....	708-333-9292
American Kiddie Ride Association .....	612-827-5588
American Pinball Association.....	408-298-6000
American Poolplayers Association .....	314-625-8611
AMOA National Dart Assn.....	www.ndadarts.com
AMOA.COM-Amusement & Music Assn...	800-937-2662
Amusement Oper. Union-Japan.....	011-81-332535671
Amusement Trades Exhib.Int'l.....	011-44-717130302
IAAPA-International Association of Amusement Parks & Attractions.....	703-836-4800
IAFEC-International Association of Family Entertainment Centers.....	914-993-9297
Minnesota Operators of Music & Amusement .....	612-927-6662
Pennsylvania Amusement & Music Machine Association.....	717-232-5322
Professional & Amateur Pinball Association .....	908-754-0934
The Shuffleboard Federation.....	810-380-9300
West Virginia Amusement & Music Operators Association.....	304-949-3289
Wisconsin Amusement & Music Operators Assoc.....	414-277-9266

**BAG VENDOR SUPPLIERS:**

AlabamaBag.com.....	800-888-4921
Brandt Inc.....	215-638-3600
Childers Corp.....	503-682-1199
K&B Services, Inc.....	800-277-6528
Lasting Image Advertising.....	800-626-6049
North American Paper Co.....	800-323-0297
Vend-Rite Mfg Co.....	312-772-6700
Vendors Exchange Int'l.....	800-321-2311

**BATTING CAGES:**

Amusepro.com.....	800-892-7262
Atec.....	775-352-2800
Automated Batting Cages.....	503-390-5714
BattingCages.com.....	800-578-2243
Master Pitching.....	816-452-0228
Tess Enterprises.....	727-573-9701

**BILLARDS / Coin Op Pool Tables:**

AZVending.com.....	888-748-6285
BCA-pool.com(Nat'l Billiard Association)	
Billiard Congress of America.....	319-351-2112

Billiardgate.com.....	705-780-2484
Brunswick-billiards.com.....	
GlobalBilliard.com.....	800-987-6040
International Billiards.....	713-869-8420
Peach State Distributing(www.psdco.com).	
PlayCraft.com.....	800-728-8181
RandJSlots.com.....	540-672-4500
Valley-Dynamo.com.....	817-299-3012
VikingCue.com.....	800-397-0122

### **BUMPER CARS, BOATS, GO-KARTS**

Amusement Products.....	423-892-7264
Awesome Amusements.....	888-786-9329
Bumper Boats.....	401-849-7233
Bumper Buggie.....	501-362-2354
Cam-Am Go-Karts.....	905-683-9700
Electra Motorsports.....	619-449-0886
Formula K.....	616-668-4575
Foster Mfg.....	262-633-7073
Johnson Kart Inc.....	414-353-5969
Monduce.....	732-494-4900
Ride Development.....	503-606-4438
Rides 4 U.....	908-526-8009

### **CARTS- CONCESSION, MOBILE VENDING CARTS:**

AllACart.com.....	800-695-2278
All American Carts.....	800-330-8161
AAAHotdogcarts.com.....	866-389-5702
Arrowreste.com.....	909-621-7428
CarriageWorks.com.....	541-822-0700
CartsAustralia.com.au.....	+(61)29888-5200
CartsBlanche.com.....	800-666-8016
Custom Carte Commissary, Inc.....	860-646-6454
Danrob.ca.....	905-671-1143
Eskaymetalfab.com.....	800-836-8015
FunFoodsDepot.com.....	800-284-4237
Gold Metal Products Co.....	800-543-0862
Gould Manufacturing.....	204-339-3499
MerchandisingFrontiers.com.....	515-462-4965
MobileVendingUnits.com.....	+(61)26652-9155
Push-Cart International Inc.....	973-773-4401
Sabretthotdogcart.com.....	800-268-9910
Snowie.com.....	
TheHotDogCart.com.....	888-852-9838
Ultra-Tech-Engeneering.com.....	801-486-4440
VendingCarts.com.....	877-626-2278

Waymatic.com..... 800-392-9745

**CHANGE MACHINES:**

American Changer Corp..... 800-741-9840  
Avanti..... 800-822-9686  
CoinCo.com..... 800-325-2646  
CoinMech.com..... 800-323-6498  
DSVendinginc.com..... 800-445-8363  
Hamilton Mfg. Corp..... 419-867-4858  
Hemisphere West..... 702-284-7153  
LuckySunshine.com..... 800-770-8890  
ScanCoin-usa.com..... 800-336-3111  
SeagaMfg.com..... 815-297-9500  
StandardChange.com..... 317-899-6966  
WarrenMoneySys.com..... 800-628-6780

**CHARITIES /SPONSORSHIPS /FUNDRAISING:**

AmericanRedCross.org..... 800-435-7669  
ChildQuest.org..... 888-818-4673  
Feed The Children..... 800-627-4556  
Good Samaritan Homeless Center..... 770-399-8810  
Habitat For Humanity..... 800-334-3308  
HugsNotDrugs.com..... 561-266-9600  
Nat'l Center for Mission Children..... 800-843-5678  
Nat'l Multiple Sclerosis Society..... 800-344-4867  
SalvationArmy.org..... 800-725-2769  
Teen Challenge Vending..... 800-311-2142  
UnitedWay.org..... 800-411-8929  
Vanished Childrens Alliance..... 408-296-1113

**CLEANING CARDS:**

A Kovens Vending Corp..... 800-270-8363  
American Cleaning Technologies..... 800-710-6977  
Clean Team Company..... 800-888-8830  
D&S Vending ..... 800-275-8583  
Emmarc Ltd (England)..... +440-1462-422277  
KIC Products..... 800-818-1932  
Magner Corp..... 800-243-2624  
Southeastern Vending Services..... 800-825-8555  
Vend Tech Sales & Service..... 800-635-8363  
Vendors Repair Service Inc..... 800-248-1712

**COIN & CURRENCY SUPPLIES:**

ABCCoin.com..... 214-377-7100  
AlabamaBag.com..... 800-888-4921  
GeneralBankSupply.com..... 800-714-5580

J&S Suppliers.....	800-349-7285
Warren Money Systems.....	800-628-6780

**COIN & DOLLAR BILL COUNTING, SORTING & WRAPPING MACHINES:**

Brandt Sales.....	800-272-6381
Childers Corp.....	503-682-1199
Cummins-Allison.com.....	800-648-6621
Glory USA .....	800-654-4564
Int'l Coin Investment.....	800-448-6336
JDM Int'l, Inc.....	610-644-0402
Magner Corp.....	800-243-2624
MHS Inc.....	800-432-8180
ScanCoin-usa.com.....	800-336-3111
Tech Financial Products.....	800-523-3816
White Branch Bus. Systems.....	800-638-8618

**COIN CHANGERS & DOLLAR BILL VALIDATORS/ACCEPTORS:**

ABC Coin, Inc.....	800-752-7277
AcuCount.com.....	800-518-8395
AmericanChanger.com.....	800-741-9840
Ardac.....	216-946-3000
Capital Vending.....	301-419-3189
Cash Code.....	800-990-6466
CoinCo.com.....	800-325-2646
Coin Bill Validator Inc.....	516-231-1177
Coin Controls Int'l.....	847-228-1810
CoinMech.com.....	800-323-6498
Conlux USA.....	800-792-0101
DSVendinginc.com.....	800-445-8363
Hamilton Mfg Corp.....	800-837-5561
Happ Controls, Inc.....	847-593-6130
Hemisphere West.....	702-284-7153
Imperial Int'l.....	800-423-2753
Lutech, Inc.....	800-458-8661
LuckySunshine.com.....	800-770-8890
Mars Electronics.....	800-634-0027
Micro Changers, Inc.....	408-377-9032
Rowe.....	201-887-0400
ScanCoin-usa.com.....	800-336-3111
SeagaMfg.com.....	815-297-9500
Tekbilt, Inc.....	215-322-3232
Versatile Control Systems.....	800-541-5448
WarrenMoneySys.com.....	800-628-6780
Western Money Systems.....	800-531-2646

**COIN COUNTERS:**

AcuCount.com..... 800-518-8395  
CoinStar.com.....

**CONCESSION EQUIPMENT & SUPPLIES:**

AAAhotdogcarts.com..... 866-389-5702  
AlphaOmegaAmus.com..... 800-253-4045  
ConcessionSpecialists.com..... 309-343-2714  
FunAffairs.com..... 610-253-2835  
VictorProducts.com..... 804-643-9091

**CONSULTANTS FOR COIN-OP AMUSEMENT:**

AlphaOmegaAmuse.com..... 800-253-4045  
Amusenet.com.....

www.RandyFromm.com..... 619-593-6131  
TillbergAmusement.com..... 888-359-9407  
TNTAmusements.com..... 614-577-0111

**CRANE GAME MACHINES:**

AstroGame.com.....  
CoastEntertainment.com..... 800-224-1717  
CopeProducts.com..... 800-386-3383  
ICE..... 716-759-3070  
Licensed Sports City Cranes..... 800-833-4667  
PlayMeter.com(magazine)..... 888-473-2376  
Noel Industries..... 727-785-7630  
Omni Products..... 417-581-7505  
RainbowCrane.com..... 800-466-3761  
SammyUSA.com..... 847-364-9787  
Smartind.com..... 800-553-2442  
Tain Manufacturing..... 856-488-6314  
United Machine Corp..... 800-833-4667  
Wedges/Ledges..... 310-374-9982

**DART GAMES (ELECTRONIC):**

Archnid..... 800-435-8319  
Medalist..... 253-939-2900  
Merlin Technologies..... 630-232-9223  
NADADarts Association..... 317-387-1299  
Paramount Technologies..... 630-232-9223  
Shelti..... 989-893-1739  
T&A Darts(www.tadarts.com)..... 800-736-0527  
TopMusicCo.com/darts..... 251-661-2026

**DISTRIBUTORS FOR AMUSEMENT EQUIPMENT:**

50th State Coin-OP(www.gamegod.com)... 800-424-5050

ABasicService.com.....	505-257-5212
Ah-inc.com.....	847-253-2070
AlphaOmegaAmuse.com.....	800-253-4045
American Vending Sales(Americanvending.com)	800-441-0009
ApolloRockford.com.....	800-980-0040
Atlas Distributing(www.atlasd.com)....	800-543-5005
AuctionGamesSales.com.....	800-551-0660
Auto-Music.com.....	61-882126968
Assoc. Vending Distr(www.pinballpalace.com)	631-884-4000
Belamny.com.....	516-292-2670
BestVendors.com.....	800-747-8363
Betson.com.....	732-942-7201
Betsondist.com.....	714-228-7500
BHMVending.com.....	800-288-7635
BradyDist.com.....	704-357-6284
C&P Distr(www.cpdist.com).....	574-256-1138
CARobinson.com.....	323-735-3001
Canadian Coin Machine Distributors....	800-960-7878
Central Distr(www.gamesales.com).....	800-253-8212
Cleveland Coin Machine Exchange.....	800-776-6699
Coin-Op International(www.coinopintl.com)	
DeithDist.com.....	516-621-1234
Dunis Distr(www.dunis.com).....	503-234-5491
EldoradoGames.com.....	714-535-3300
FunnyChips.com.mx(Mexican distr).....	
The Game Doc(www.gamedoc.com).....	800-766-3166
Galaxy Distr(www.galaxy-1.com).....	800-678-7665
GilchristVending.com.....	416-256-0377
GreaterSouthern.com.....	770-803-3053
HiTechGaming.com.....	506-858-8049
JJAmusements.com.....	800-854-3140
Laniel.com.....	514-336-5050
MondialGroup.com.....	914-738-7411
MossDist.com.....	515-266-6422
OCCGames.com.....	714-632-5554
PrimetimeAmusements.com.....	800-550-0090
Recroom-products.com.....	800-890-3010
Socoa.com(argentina).....	+0-800-777-72262
SunShineEquipment.com.....	818-293-1270
TillbergAmusement.com.....	888-359-9407
TNTGame.com.....	614-577-0111
TricorpAmusements.com.....	877-874-2677
TriState Music LLC.....	218-643-3233
Viking Vending.....	262-703-4168
WeinerDistributing.com.....	800-493-4637
Winfield-Group.com.....	

WWideVideo.com..... 800-729-6979

**DVD, CD, VHS - COIN OP MACHINES:**

DVmatic.com..... 866-356-3837  
FunRiders.org..... 800-779-0030  
SeagaMfg.com..... 815-297-9500  
Technikmfg.com..... 888-832-4545  
TelEasy.com..... 877-275-7694  
VendVision.com..... 309-862-2343

**ELECTRONIC COMPONENTS for AMUSEMENT COIN-OP:**

Entropyusa.com..... 800-241-0633  
Mazzco.com..... 800-292-4491  
WeBuyParts.com..... 949-481-7278  
RadarSales.com..... 972-312-9286  
ShartImage.net..... 818-341-8000  
VendorsRepair.com..... 800-248-1712

**FAMILY FUN CENTERS:**

Amusepro.com..... 800-892-7262  
BoxerJocks.com..... 713-856-5537  
CopeProducts.com..... 800-386-3383  
FunRiders.org..... 800-779-0030  
RobotFactory.com..... 719-447-0331  
RonBotics.com..... 703-335-6000  
Thola.com..... 949-472-4263

**INSURANCE:**

AFSNOW.COM..... 800-492-1016  
Affiliated Ins. Consultants..... 800-348-2468  
Allied Speciality Insurance..... 727-367-6900  
Allstate Insurance Co..... 914-949-9494  
Aetna Life & Casualty..... 203-273-9296  
CMIInsurance.com..... 800-204-1523  
CNA Insurance Co..... 800-262-6241  
Continental Insurance..... 212-440-7741  
Inst. for Health Plcy Solutions..... 202-857-0810  
NASE..... 800-232-6273  
NAPPnet.com..... 800-323-4057  
Nat'l Kiddie Ride Assoc..... 800-677-6572  
RLI Insurance Co..... 800-445-5468

**INTERNET VENDING/KIOSK MACHINES:**

Atcominfo.com.....  
Activeind.com..... 513-831-4219  
Cyber-cite.com..... 607-748-3486

Electromatic Interntational, Inc.....	800-564-4735
InternetVending.com.....	
Vendtel.....	800-981-4337

**JUKEBOXES AND MUSIC SUPPLIES:**

Auto-Music.com.....	+61-8882126968
BMI.com.....	212-586-2000
Digital Micro.....	816-228-5338
Durfee Coin-Op(www.jukeparts.com).....	978-544-3800
Entertainment Resourses(Canada).....	800-465-0779
Jukeboxes.co.uk.....	01623-625220
Jukebox License Office.....	800-955-5853
Jukeboxes Etc.....	717-725-5640
Jukeboxparts.com.....	978-544-3800
Music.com.....	
Music-Vend.com.....	
Rock-Ola.com.....	
Roweami.com.....	
Seeburg.com.....	800-753-2874
TouchTunes.com.....	514-762-6244
WRGServices.com.....	800-531-1230
Wurlitzer-jukebox.com.....	800-987-5480

**KEYS, LOCKS & SECURITY SYSTEMS:**

ASC Audit Systems Co.....	410-666-3800
Abloy Security, Inc.....	214-753-1127
BRWControl.com.....	800-235-6740
Banton Lock & Hardware.....	714-265-3636
Camlock Systems, Inc.....	708-489-6000
Chicago Lock Co.....	800-445-3204
Coin Security Systems, Inc.....	800-266-2646
Honorgard Systems.....	800-621-6564
Locking Systems International.....	800-657-5625
Medeco Security Locks, Inc.....	703-380-5000
RA-Lock Co.....	214-291-1301
Star Lock Systems.....	614-876-6625
The Lock Source.....	800-248-1712
Tubar Security Products.....	847-359-5424

**KIDDIE RIDES:**

AccessKiddieRides.com.....	877-241-9873
A Kiddie Rides, Inc.....	818-762-6444
American Alpha.....	732-438-0420
Amusepro.com.....	800-892-7262
Amutec.....	44-1507-472765(UK)
Bob's Space Racers, Inc.....	904-677-0761

Carousel Int'l.....	800-325-3353
CopeProducts.com.....	800-386-3383
Electech.com.....	626-333-6394
Fulmer Commercial Corp.....	305-639-9788
FunRiders.org.....	800-779-0656
Integrated Technology.....	44-0-1905-340300
Just Kiddie Rides Inc.....	800-858-7433
Kiddie Amusements.....	800-647-6460
Kiddie Bumper Boats.....	800-446-1052
Kiddie Koncepts.....	800-422-7505
Kiddie Rides USA.....	800-448-6888
Kiddie World.....	800-535-4279
TheKiddieRideDepot.com.....	800-779-0656
Rides 4 U.....	908-526-8009
Robinson Kiddie Rides.....	606-864-8809
Sellner Manufacturing.....	507-334-5584
SunshineEquipment.com.....	818-549-9271
Theisen Vending.....	800-633-3436
Wisdom Amusement.....	970-522-7515
Zamperla, Inc.....	800-888-8878

**KIOSKS:**

StreakTechnology.com.....	408-432-1613
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**LAMPS & LIGHT FIXTURES:**

A Kovens Vending Corp.....	800-270-8363
ADR Technologies, Inc.....	800-437-0078
D& S Vending.....	800-275-8583
GE Co Business Info Center.....	800-626-2004
Grainger.....	800-473-3473
LightingExpresions.com.....	800-448-2014
Osram Sylvania Inc.....	800-544-4828
The Vendo Co.....	800-344-7216
Vendors Exchange Int'l.....	800-321-2311

**LEASING COMPANIES /FINANCING FOR EQUIPMENT:**

AFNLeasing.com.....	216-360-9020
American Leasing.....	800-995-5620
BluedotFunding.com.....	800-850-3101
California Financial.....	909-860-9463
Click4Loans.com.....	410-823-4554
FirstPacificFunding.com.....	877-953-2733
Lease2loan.com.....	800-866-5451
Marlinleasing.com.....	800-426-3194
Merrimac Financial Assoc.....	800-255-5359
MSMCapital.com.....	949-453-7500

UnistarLeasing.com..... 800-798-7884

**LICENSES:**

BMIgaming.com..... 212-586-2000  
The Jukebox License Office..... 800-955-5853  
Nat'l Kiddie Ride Assoc..... 800-677-6572

**LOCATOR SERVICES/ LOCATION CONSULTANTS:**

A1BestLocators.com..... 800-746-7702  
American Locators..... 866-962-6700  
Business Bean Stalk Locations..... 877-299-3442  
DKLocating.com..... 877-214-7770  
ExecI ServicesInc.com..... 800-743-9235  
LLDiamondLoators.com..... 877-688-9647  
LocationSales.com..... 866-594-2704  
Nationwide Locations..... 866-738-8363  
PrecisionMktg.com..... 800-499-8363  
Prestige Marketing..... 800-359-9485  
Richard Rentfrow..... 314-963-4691  
TheLocatorGroup.com..... 888-398-6233  
TricorpAmusements.com..... 877-874-2677  
Universal Locating..... 888-836-8240  
Vending Dreams..... 888-569-1147  
Vending-Locations.com..... 256-773-9160

**MANUFACTURES OF AMUSEMENT EQUIPMENT:**

AdvancedGames.com.....  
AIMSintl.com..... 561-398-6701  
Atlus.com..... 949-788-0353  
BallyGaming.com.....  
Bay-tek.com.....  
BenchMarkEnt.com..... 888-538-1000  
Bromley-inc.com..... 847-509-0240  
PlayCraft.com..... 800-728-8181  
RE Enterprises(www.reent.com)..... 760-249-6942  
StreakTechnology.com..... 408-432-1613

**MISCELLANOUS AMUSEMENT SUPPLIERS:**

Alcohol Countermeasure Systems..... 905-670-2288  
AmericanLocker.com..... 800-828-9118  
Amusementsoft.com..... 714-997-7307  
CanandBottle.com..... 888-226-8817  
Entropyusa.com.....  
Eurolinkdesign.com.....  
SeeCoast.com(telescopes)..... 251-928-8882  
TrainSignals.com..... 970-884-0537

**MOVERS, TRUCKS & TRUCK LEASING:**

AVA-Auto Vendors of America.....	800-241-0006
Bush Leasing, Inc.....	800-766-2874
Continental Body.....	800-837-7300
Easy Lift Equipment.....	800-233-1800
Equipment Innovators Inc.....	404-427-9467
Freight Net.....	916-361-6184
GE Capital Fleet Services.....	800-341-7627
Hackney.....	800-763-0700
Maher Chevrolet Inc.....	800-330-3750
Nalley Fleet Services.....	800-289-4200
Omnivan Equip Innovators.....	800-733-3434
Union City Body Co.....	317-964-3121
Waltco Truck Equipment.....	800-211-3074

**MOVING EQUIPMENT:**

AirSled.com.....	800-247-7533
Escalara.com.....	800-622-1359
LPInternational.com.....	800-697-6283
Magline.com.....	800-624-5463
Innovative Moving Systems.....	800-619-0625
Tigerline Equipment.....	419-628-3388
TommyGate.com.....	800-543-8428

**PARTS/REPAIR SUPPLIES:**

Entropyusa.com.....	800-241-0633
RadarSales.com.....	972-312-9286
VendorsRepair.com.....	800-248-1712
Webuyparts.com.....	949-481-7278

**PHOTO BOOTHS:**

ApplePhotosys.com.....	888-607-2444
Birmingham Vending.....	205-324-7526
Fantasyent.com.....	603-324-3240
GlobalVend.net.....	954-578-7974
Mondial Int'l Corp.....	914-738-7411
PhotoJockey.com.....	822-694-8326
SmartInd.com.....	800-553-2442
STIVending.com.....	866-226-3082

**PINBALL MACHINES:**

AmmoniteLLC.com.....	605-355-9770
AutomatedServicesllc.com.....	800-727-8363
BenchmarkGames.com.....	888-538-1000
IceGame.com.....	716-759-0370
MountainCoin.com.....	

Mondial Int'l Corp.....	914-738-7411
PinballPalace.com.....	631-844-4000
Winfiled-Group.com.....	800-663-6202

**PLUSH/STUFFED ANIMALS:**

ALD Services.....	800-777-5874
Applause!.....	818-992-6000
CanadianToys.com.....	
ICEGame.com.....	716-759-0370
KingPlush.com.....	800-437-3402
LogoBear.com.....	800-777-5874
M&D Industries.....	888-469-5277
M.Pressner& Co, Inc.....	800-451-3592
Nanco.....	800-626-2947
New Orleans Plush, Inc.....	504-488-3505
Northern-Gifts.com.....	800-665-0808
Play-By-Play(www.pbyp.com).....	800-426-9897
Plush Appeal, LLC.....	800-899-1869
Prizes1.com.....	800-992-2388
Redemption-plus.com.....	888-564-7587
Roth Novelty Co.....	717-824-9994
StarTrackPlush.com.....	800-867-9874
Success Plush Inc(TX).....	800-396-8888
ToyWorks.net.....	800-662-6236
WideWayInc.com.....	562-634-9488

**PUBLICATIONS:**

American Coin-Op Magazine.....	312-736-4792
AmusementBusiness.com.....	615-321-4250
At-The-Park Magazine.....	800-797-7066
Billboard Magazine.....	212-764-7300
Canadian Vending.....	519-582-2513
Cash Box International.....Australia	#61-2-545-0010
Coin-Op Trader.....	800-204-6678
Entrepreneur.com.....	800-274-6229
EuroSlot.com.....England#44-161-624-3687	
IAFEC.....	914-993-3297
Intergame Ltd.....England#44-161-633-0100	
Opportunity Magazine.....	212-376-7722
PlayMeter.com - Magazine.....	888-473-2376
RePlayMag.com - Magazine.....	818-347-3820
Slots-techs.com (Slots Magazine).....	619-593-6131
Southeastern Vendor.....	803-256-8360
StarTechJournal.com.....	609-654-5544
Street Beat Magazine.....	718-388-4370
Tourist Attractions & Parks Mag.....	610-734-2420

VendingTimes.com..... 212-302-4700  
 What's New for Family Fun Centers..... 612-342-2121

**PULL TAB VENDING AND DISPENSERS:**

FaceCardpromotions.com..... 800-603-3223  
 Pulltabdispensers.com..... 818-613-5922  
 Technikmfg.com..... 402-564-3191  
 TowerTag.com..... 800-285-1787

**PUSHERS:**

VDW-International(www.vdw-int.com)....

**REDEMPTION GAMES:**

Benchmarkent.com..... 800-808-8860  
 Bromley-inc.com.....  
 ICE-Innovative Concepts..... 716-759-0370  
 SammyUSA.com..... 847-364-9787  
 SkeeBall.com..... 215-997-8900  
 SmartInd.com..... 800-553-2442  
 SternPinball.com..... 708-345-7000

**REDEMPTION MERCHANDISE:**

AlphaWatch.net..... 800-396-8120  
 ARMS..... 800-771-2767  
 Bonita Marie Int'l..... 800-272-6375  
 D&R Products..... 708-677-3200  
 Diamond Vend & Supply(OK)..... 405-636-1466  
 Duzall Toys, Inc..... 619-452-8697  
 Fable Toy Corp..... 718-456-8500  
 GDC, Inc..... 702-642-2404  
 Goffa Int'l Corp..... 800-969-7864  
 Golden Coin Amuse. Inc..... 540-371-8989  
 Great American Toy Co, Inc..... 516-767-3400  
 Great Lakes Darts Mfg..... 414-679-8730  
 Greenwald Industries Inc..... 718-821-9000  
 HMS Monaco..... 212-239-8700  
 Hoffman & Hoffman..... 800-227-5813  
 Hugfun Int'l Inc..... 213-231-1698  
 Imperial Int'l..... 201-288-9199  
 Mission Crane Service Inc..... 714-456-0550  
 Muncie Novelty Co..... 800-428-8640  
 Play-By-Play Toys & Novelty..... 800-426-2211  
 PlayValue.net..... 216-361-3982  
 Prizes1.com..... 800-992-2388  
 Redemption-Plus.com..... 888-564-7587  
 S&B(www.candyandtoy.com)..... 314-588-7103

Star Track, Inc..... 800-733-5013

**SLOT MACHINES / Counter top 8 liners:**

BallyGaming.com.....  
BMIGaming.com..... 800-746-2255  
ICEGame.com..... 716-759-0370  
JVL-Ent.com..... 800-296-6657  
MountainCoin.com.....  
RandJSlots.com..... 540-672-4500  
Reno Game Sales, Inc..... 702-829-2080  
Winfield-Group.com..... 800-663-6202

**SOFTWARE for Route Management:**

ALO Systems Corporation..... 817-329-1369  
Amusementsoft.com..... 714-997-7307  
CompuVend.com..... 800-341-7677  
Disc-Rms.com..... 800-627-9900  
EMS Solutions, Inc..... 800-558-8727  
FunCenterSoftware.com..... 845-896-5020  
Norand Corp..... 800-452-2757  
PremierDataSoftware.com..... 800-720-3282  
RareWare.com.....  
Rutherford/MEL..... 800-345-8215  
Skywire Corp(Vend View)..... 901-363-9535  
StreamWare.com Tracker 4.0Vend..... 800-478-7326  
Tekbilt.com (gaming software)..... 215-322-3212  
Validata.com..... 334-834-2324  
VendMaster.com..... 888-939-1900  
SoftEssentials.com..... 800-971-0023

**SPORTS AMUSEMENT MACHINES:**

Great American Recreation Equipment, Inc 800-831-2011  
Pop-a-shot.com..... 866-929-6229  
Shuffelboard..... 800-826-7856  
Sportexe.com..... 800-892-6011  
SportsVending.com..... 800-877-8363  
StarWorld Amusement..... 800-766-8802

**TICKET VENDER MACHINES:**

ATTA..... 215-659-0440  
Standard Change Makers..... 317-899-6966

**TOKENS & TICKET SUPPLIERS:**

Hoffmanmint.com..... 800-227-5813  
Muncie Novelty..... 800-428-8640  
National Ticket Company..... 717-672-2900

QuikTick.com.....	310-374-9982
TokenFactory.com.....	888-486-5367
Van Brook.....	606-231-7100

**TOY SUPPLIERS:**

BrioToy.com.....	262-250-3240
BruderToysAmerica.com.....	310-362-4665
CanadianToys.com.....	
Stockittoys.com.....	303-817-8535
Toy-Tia.org.....	212-675-1141
Wellsfgo.....	937-987-2481
WowToys.com.....	011-44-207-3812302

**USED AMUSEMENT EQUIPMENT:**

Astro Distributing.....	800-797-7066
AuctionGameSales.com.....	800-551-0660
Add-Vanz Automated Services.....	604-574-2263
Bettor Games Co.....	800-749-4480
Great Western Trading Co.....	800-466-2424
M&P Amusement.....	717-848-1846
Miami Amusements.....	888-713-4411
Mid-City Distributing.....	800-341-5366
Pacific Vend Distributors.....	800-663-5953
SuperAuctions.com.....	714-535-7000
USAmusement.com(auctions).....	502-551-1866

**VEHICLE MAINTENANCE & Repair/Equipment:**

Bush Transportation Systems.....	800-766-2874
Easy Lift Equipment.....	800-233-1800
Equipment Innovators.....	404-427-9467
Hackney & Sons.....	800-763-0700
Mill Supply.....	800-888-5072
Fitzpatrick Enterprises.....	800-545-1102
Union City Body.....	317-964-3121
Waltco Truck Equipment.....	800-211-3074

**VIDEO GAME MACHINES:**

AENinc.com.....	888-447-2000
Amcoe.com.....	
ATARIGames.com.....	408-434-3700
Atlus Corp (www.atlus.com).....	949-788-0353
BallyGaming.com.....	
Global Touch Screen Games.....	800-277-6136
Incredible Technologies(www.itsgames.com)	847-870-7027
Int'l Game Technology.....	702-688-0100

JV Levitan Enterprises.....	905-738-1344
Konami American Inc.....	847-215-5100
Lazertron.com.....	925-460-0873
Merit Industries.....	215-639-4700
MicroManufacturing.com.....	800-277-6736
Reno Game Sales, Inc.....	702-829-2080
SammyUSA.com.....	847-364-9787
SegaArcade.com.....	415-701-6500
Sega Gameworks LLC.....	415-802-3100
Sogema-spa.com(Italy).....	+39051 6952711
TwoBit.com(parts).....	512-447-8888
VGT.....	800-961-2228
Williams Electronics Games.....	312-961-1000
Worldwide Video Entertainment.....	800-729-6979

**VENDING INTERNET WEBSITE RESOURCE CENTERS:**

- www.Amuset.com
- www.FunSearch123.com
- www.Highwaygames.com
- www.itsgames.com
- www.RandyFromm.com
- www.VendingConnection.com/ypamusement.html
- www.USAmusement.com(auctions)
- www.World-playground.com

**WATER RIDES:**

Proslide.com.....	613-526-5522
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**WEBSITE DESIGN FOR AMUSEMENT:**

Activeinc.com.....	513-831-4219
Advertinet.com.....	618-382-3066
Web Styler.....	888-932-7243

**WEIGHT SCALES-COIN OPERATED:**

BodyWeight.org.....	
Telemat.es.....	34-9375478000
Weight-Zone.com.....	44-1273439090

**\*\*QUIZ FOR SMALL BUSINESS SUCCESS\*\***

Source: The Small Business Administration (SBA) The Small Business Administration conducted a survey of more than 100 California business owners. Their comments about small business

success were used in creating the following quiz. Choose the answer you think is best for each question. Use the sheet at the end to determine your total point score and then see where you stand in the Success Quotient Ratings. There are no "wrong" answers. Each answer listed

represents a segment of the responses to survey questions--and the final rankings correspond with the importance successful owners gave to different answers.

**QUESTIONS:**

1. What is the key to business success:
  - a. business knowledge
  - b. market awareness
  - c. hands on management
  - d. sufficient capital
  - e. hard work
2. If a relative ever asks me for advice about starting a business I will tell them to:
  - a. work for someone else in the field first
  - b. write a business plan
  - c. study marketing
  - d. give up the idea
  - e. learn about budgeting
3. Which is the largest potential trouble spot:
  - a. too much growth
  - b. too little growth
  - c. too fast growth
  - d. too slow growth
  - e. sporadic growth
4. I trust: (select as many as apply)
  - a. nobody
  - b. myself
  - c. my partner
  - d. a few key employees
  - e. my customers
5. I am unhappy when my employees are:
  - a. late
  - b. unhappy
  - c. abrupt with customers
  - d. resigning
  - e. less dedicated than me
6. My customers are: (select as many as apply)
  - a. always right
  - b. too fussy
  - c. demanding
  - d. worth listening to
  - e. dumb
7. Rank these in order of importance for small-business marketing success:
  - a. word-of-mouth
  - b. advertising
  - c. signs
  - d. location

- e. community events
8. When it comes to money I am:
- a. careful
  - b. too carefree
  - c. emotional
  - d. shrewd
  - e. hardnosed
9. Financially my firm:
- a. has trouble with cash-flow
  - b. has a good line of credit
  - c. is financed totally by receipt--no credit
  - d. is making better profits this year than last
  - e. knows exactly where it is all the time
10. In hiring people:
- a. I take far too long
  - b. I look for the cheapest person
  - c. personality is more important than experience
  - d. I look for the best person, and am willing to pay
  - e. I only hire at the trainee level
11. With my employees:
- a. I treat everybody the same
  - b. I try to talk privately to everybody once a week
  - c. To whatever extent possible I tailor assignments to personalities
  - d. I encourage them to talk to me about the business
  - e. I try to work alongside them whenever possible
12. The real key to business success is:
- a. hard work and perseverance
  - b. fine products and service
  - c. advertising
  - d. knowing the fundamentals of business
  - e. employees
13. Competition is:
- a. dumb
  - b. smart
  - c. cunning
  - d. everywhere
  - e. a constant threat
14. The best competitive advantage is:
- a. experience
  - b. understanding what the market wants
  - c. confidence
  - d. conducting a business ethically
  - e. a detailed plan
15. I keep:
- a. careful financial records

- b. in touch with my customers
  - c. in touch with my employees
  - d. trying new techniques
  - e. wanting to retire
16. My dream is:
- a. to grow the business until someone else can run it
  - b. to work until I drop
  - c. to give up these headaches and have more fun at work
  - d. to try another business
  - e. to take a vacation
17. I think business plans are:
- a. for the birds
  - b. nice but not necessary
  - c. something I can do with my accountant
  - d. useful and informative
  - e. essential--wouldn't do business without them
18. What makes a terrific entrepreneur?
- a. creativity
  - b. discipline
  - c. consumer orientation
  - d. technical proficiency
  - e. flexibility
19. What does a business need most?
- a. money
  - b. market research
  - c. help
  - d. time
  - e. a solid business plan
20. What is essential to marketing?
- a. "a sixth sense"
  - b. market research
  - c. customer awareness
  - d. experience
  - e. testing

**QUIZ RESULTS:**

Find each question in the scoring box. Write the score for the answer you selected in the margin next to every question, (If you didn't select the highest scoring choice, take a look at that one and try and figure out why it scored so well.) When you've worked through the entire quiz, go back and add up your points. Then compare your total with the Success Quotient table to see how you compare with some of California's most successful business people.

**SCOREBOX Question= Points**

- 1. a = 5, b = 4, c = 3, d = 2, e = 1
- 2. a = 5, e = 4, b = 3, c = 2, d = 1
- 3. c = 5, a = 4, b = 3, d = 2, e = 1
- 4. b = 5, e = 4, d = 3, c = 2, a = 1

5. b = 5, d = 4, c = 3, a = 2, e = 1
6. d = 5, c = 4, a = 3, b = 2, e = 1
7. a = 5, d = 4, c = 3, b = 2, e = 1
8. a = 5, d = 4, e = 3, b = 2, c = 1
9. e = 5, d = 4, b = 3, a = 2, c = 1
10. d = 5, a = 4, c = 3, b = 2, e = 1
11. c = 5, d = 4, e = 3, b = 2, a = 1
12. e = 5, d = 4, a = 3, b = 2, c = 1
13. e = 5, d = 4, c = 3, b = 2, a = 1
14. a = 5, b = 4, c = 3, e = 2, d = 1
15. b = 5, a = 4, c = 3, d = 2, e = 1
16. e = 5, a = 4, b = 3, c = 2, d = 1
17. e = 5, d = 4, c = 3, b = 2, a = 1
18. c = 5, a = 4, b = 3, e = 2, d = 1
19. b = 5, e = 4, a = 3, d = 2, c = 1
20. c = 5, b = 4, e = 3, d = 2, a = 1

**SCORE** -Your Business Success Quotient

**75-100** -You are a successful entrepreneur whose operations reflect tried and true business practices.

**50-74** -Your business is probably headed for long-term success. But success will come sooner if you sharpen your awareness of solid management skills and marketing techniques.

**25-49** - While you may be enjoying customer loyalty and repeat business, never forget that savvy competition is always looking for ways to take the lead. Don't let comfort lull you into false security. Be creatively assertive!

**0-24** -You may well have the right product. But to sell it successfully, you need to increase your market awareness and improve your operating philosophy. Reach out for practical classes, seminars and advice from people who have good business track records. And - keep persevering. It's the key ingredient to winning!

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**\*\*My Testimonial\*\* "Buy, Build & Sell"**

The following is my background in starting, operating and building vending businesses, as I experienced it..."I started with the idea of making some extra money to help pay the household expenses". Being a wife and mother of 3 sons, there was always a need for more money! Wanting to add to the family income without leaving home to work a 40 hour work week, I started picking up the newspapers and reading the "Business Opportunity" sections every day to see what was available. Through my research, vending appeared to be the most lucrative, with the least money invested. I could also do it myself without employees, but what type of vending? Surprisingly enough, my first personal experience in vending was with

vending cart locations...we (my family & I) sold fresh cut flowers in a large office complex located in downtown Kansas City, MO. Along with carts located in a few major shopping malls. One very successful flower cart we had custom made, including a refrigeration unit and locking doors built in under the display table, to store the flowers at night. I had charity sponsors that I gave a certain percentage of each purchase...this helped to produce more sales...by helping a good cause. Kansas City Magazine ran a two page feature article that included my picture on the front cover!

Now for more research (what about crane vending machines?):

- Call on businesses to find locations.

- Find the machines to place on the locations.

- Find the product to fill the machines.

- Hire movers to move the machines to the locations.

- Organize and develop a route schedule to service the new business

One of my first accounts with crane machine vending...was a theater, placing one crane game machine. Servicing once every week, or as needed. It was a very nice income to start. Then I worked on that theater chain, contacting the managers, one at a time, to place machines in each of their locations. My next account was a large convenience store chain. They had 72 stores locally and I was asked to bring a "sample" machine to the monthly managers sales meeting to see how many stores wanted the machines. This was very exciting. I gave each manager that attended the meeting a quarter to play the machine. The managers that liked the experience of playing the game...ordered one for their store! The total managers that wanted the crane game machines was 15! I had the Director of Operations sign a 5 year contract for my crane business, (to be exclusive in their stores with this type of machine).

The price of these machines at the time was \$2,500 each.

I was really in business now! With a weekly cash flow...starting out with 15 amusement crane games (stuffed animal vending machines).

The machines were found from a local vendor and also distributors in New Jersey and Colorado.

The out-of-town machines were found from an ad in a vending trade magazine. Purchasing the machines direct from the wholesaler, I had them delivered to a storage warehouse. Then the movers placed them on the new location sites. Most vending operators buy machines from local distributors to start, for convenience and ease.

My daily routine to handle 17 crane locations:

Ordering Product: I ordered all toys and stuffed animals from out-of- town on Monday morning, direct from the manufacturer.

The product usually arrived by Friday. If I ran out, I would buy direct from local wholesale stores in town. I always paid

as I went. Either C.O.D. or check so there would not be extra bills later. A few times I did go with Net 30 day terms.

Organization: I had a key box on the wall that my husband made for all the keys, each set of keys was numbered and named.

(DO NOT put the location names and addresses on the key tags, you may lose them). As soon as possible, get all locations keyed alike. The keys were placed in rows of which day to be used, then rotated. In my "basement home office", I had a large white dry erase board, to visualize what locations I would be servicing on a given day. It was similar to a big calendar, adding in service calls or changes for whatever needs would happen. If I couldn't get to one, I would write it on the next day.

Then I could see my week at-a-glance. All the paperwork was done when I got back from the route, and the bank deposit was done at that same time. I also had a lot of help and support from my family and friends!

Servicing: I would count and gather toys and bag them for each location, servicing 4 to 5 locations per day. Each location had a separate money bag and I would pay the locations 30% commissions. While I was there counting the money, I would give the cashier a copy of the receipt, including the commissions, and the rolled quarters or dollar bills that would equal 30%.

(Higher commissions are usually paid for amusement routes).

The route gave me about 25 hours a week and still time to be home when the children came home from school. I had my own hours and enjoyed what I was doing. I felt good about putting money in the bank to help with the bills. This is a great home-based business if you are willing to do the work.

I was able to find used equipment for less than \$1800 each and after about a year and a half, was able to have all the machines paid off. Making monthly payments in the amount of one machine per month. Now I felt that I had something to sell, so I started to market the route. To figure the asking price of a route, it is usually about 70% of the Gross Income per year.

After a couple more years, I sold the amusement route and started another type of vending (soda and snack machines in nursing homes and other various locations) and that's another success story!

My philosophy is Buy, Build and Sell! It worked for me and it can work for you!!

Wishing you much success,

Linda Marselli - Owner/Author

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### **\*\*\*VENDING TERMS DICTIONARY\*\*\***

Each industry has its own terms, these are terms commonly used in the vending & coin-operated industries. Learn to speak the language.

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--**Acceptor:** The part of the coin mechanism that sorts, accepts or rejects coins.

--**Allied Products:** Additional products offered other than the original service. Diversification of added products.

--**Amusement Machines:** Vending machines that vend for amusement or entertainment. Such as: pinball, kiddie rides, etc.

--**Bank of Equipment:** Two or more vending machines in a row.

--**Broker:** A person or company offering vending services, or consultant.

--**Bulk Vending:** Large quantity vending of small items, usually vending from a free standing unit. A large variety of products/ items can be vended this way.

--**C-Store:** Convenience Store

--**Category Management:** A process of managing your products vended from machines, set up by category: (just like a retail store), candy in one area or row, salty snacks in another, etc.  
For example: There are 11 categories for a snack machine:

--**Changer:** A machine that makes change for coins or bills without vending merchandise.

--**Circuit Board:** The electronic board inside of a vending machine, it has components that controls the electronics mechanisms.

--**Cleaning Card:** A cleaning card, once inserted, cleans dollar bill validators to help read the dollar bill.

--**Coin Mechanism:** The mechanism within a vending machine that dispenses change or counts coins.

--**Coin-Op:** Coin Operated.

--**Coin Sorting:** A process of sorting coins.

Cold Food Vendor: A vending machine that vends a variety of refrigerated foods (entrees, fruits, sandwiches, etc.)

--**Commissions:** A percentage of the machine revenue paid by the vendor to the location management for use of the space, or flat fee.

--**Contract Vending:** The installation and operational services of vending machines, by a private contractor, who retains title to his vending equipment while performing his services under a signed contract or agreement.

--**Conversion Kits:** Changes an amusement game to another type, in one kit package, using the same cabinet.

--**Cylinder Lock:** A Lock that can slide in and out of a vending machine (circular key) used to open the door of the machine.

--**Debit Card:** Cards used to charge a designated account for goods purchased.

--**Dispensers:** Machines used to vend products.

--**Distributor:** A person or company acting as a middleman for the manufacturer to the consumer. Usually with product warehoused, on hand, available for purchase.

--**Dollar Bill Changer:** A change machine capable of vending a product or 100 % change.

--**Dolly:** A 2 wheeled equipment devise used to move vending machines.

--**Equipment Distributor:** A company that warehouses coin-operated and related equipment and parts for sale to vendors. They also play a role in new equipment training, maintenance and repair, and equipment financing.

--**Food Service:** Specializing in providing food services... manual or by machine.

--**Forced Vend:** A vending machine setting, requiring the buyer to make a purchase before receiving change.

--**Free Vend:** A machine adjustment to vend product at no charge.

--**Full Line:** Complete food and refreshment service through vending machines.

--**Full Line Vendor:** An operator who vends food as well as other major product lines.

--**Four C Vendor:** The 4-C's are: Cold drinks, Coffee, Candy & Snacks, and Cigarettes.

--**Gross:** The total amount of cash collected from all machines on locations, before commissions, taxes, etc.

--**Installation:** The placing of vending equipment for operation at a particular location.

--**Joy Stick:** In amusement, a devise that the player operates to play the game.

--**Kick Plate:** The lower front base cover of a vending machine.

--**Kiosk:** a small structure open on one or more sides, used as a newsstand, refreshment stand, touch screen, etc.

--**Knockout:** The capability of a vending machine having a dollar bill acceptor installed.

--**LED:** Liquid Electronic Display, used on vend controllers for visual messages to the customer.

--**Legs:** The leveling devises on the bottom of a vending machine.

--**Lexan:** The front plate or panel advertisement on a vending machine.

--**Location:** One building or site with vending machine(s) on it. A site that provides space for vending machines.

--**Manual Foodservice:** Vending offering conventional cafeteria or table service where the customer is served, not by a vending machine.

--**Manufacturer:** A company that makes vending machines, products, coin & currency validating devises, or other equipment for the use of vendors. Most manufacturers sell through distributors; some use their own sales/ service force.

--**Mixed Route:** A route that is planned to handle several types of products and machines.

--**Music & Game Operators:** These companies install and service the video games, pinball, pool tables, cranes and jukeboxes.

--**Net:** The total amount of cash left after subtracting product and other costs.

--**OCS:** The initials stand for, Office Coffee Service. A service specializing in coffee services.

--**Operator:** A person or company specializing in vending machine services.

--**Par:** The amount of units to fill a vending machine.

--**Pour-over:** A term used describing a type of coffee dispenser, where the water is poured into the top of the machine.

--**Prepaid Phone Card:** Cards sold in vending machines used for long distance phone calls, prepaid before use.

--**Product Mix:** The variety of products vended.

--**Pusher:** A vending machines that pushes coins for amusement.

--**Redemption:** Usually equipment dispersing tickets to turn in (redeem) for products.

--**Route:** A sequence of locations or sites for coin-op vending. Many separate buildings or sites with machines on or in them. (all sites together form a route).

--**Route person:** The person who services one or more vending locations.

--**Satellite:** A site removed from the main location but is serviced by the same vendor operator.

--**Site:** A location for vending equipment (machines).

--**Shelf Life:** The length of time a product will keep without deterioration.

--**Smart Card:** Another term for a Debit card. A card used to debit an account when purchasing.

--**Specialized Vendors:** Vendors that include: Bottling companies, dairy products and concessions that do not fit the standard vending categories.

--**Supplier:** A company that produces and markets products, machines, or services.

--**Token:** A coin to use in a machine, or used to redeem for products.

--**Token Dispenser:** A machine used to change money to tokens.

--**Tommy Lift:** On the back of the truck, it is the tail gate that automatically lifts machines into truck.

--**Validator:** Accepts dollar bills, registers credit on vending machine. After vend cycle coin mechanism will return appropriate change.

--**Vend:** to sell (goods).

--**Vend Cycle:** Length of time a vending machine takes to vend one unit (product).

--**Vending Brokerage:** A company that represents certain Suppliers, calling on operators to introduce new items, describe special promotions, get information on the success of particular items

to relay to the supplier, and take orders. The orders may be filled through vend-product (or other) distributors, or by direct shipment.

--**Vending Cart:** a push cart used for vending products, can be relocated easily.

--**Vending Machine:** a coin operated machine for selling certain small articles.

--**Vendor:** an operator of vending machines, or a person vending products.

--**Vendor/Operator:** An enterprise that places machines it owns in a variety of locations, fills them with products to be sold, services them, and collects the cash.

--**Wholesaler:** A company that purchases from the manufacturer, selling products or goods less than retail costs.

--**Yield:** To produce a volume or return from goods.

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**The Coin-Op Amusement EBook©** is designed solely to provide the reader information on the vending industry. Many resources have been used to compile this information. To our knowledge all information is public accessible and we do not endorse the listed and related businesses. We recommend to contact the businesses and resources directly for any further knowledge and seek professional council.

\*Federal Trade Commission- 877-382-4357- [www.ftc.gov](http://www.ftc.gov)

\*National Fraud Info Center- 800-876-7060- [www.fraud.org](http://www.fraud.org)

\*Better Business Bureau- [www.bbb.org](http://www.bbb.org)

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**Wishing you much success! Linda Marselli - Author  
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