

Why You Should Sell Instants



Lottery is the most profitable 2-feet of space in your store!

Displaying instant tickets on the counter will increase awareness and encourage consumers to purchase lottery tickets at your store.



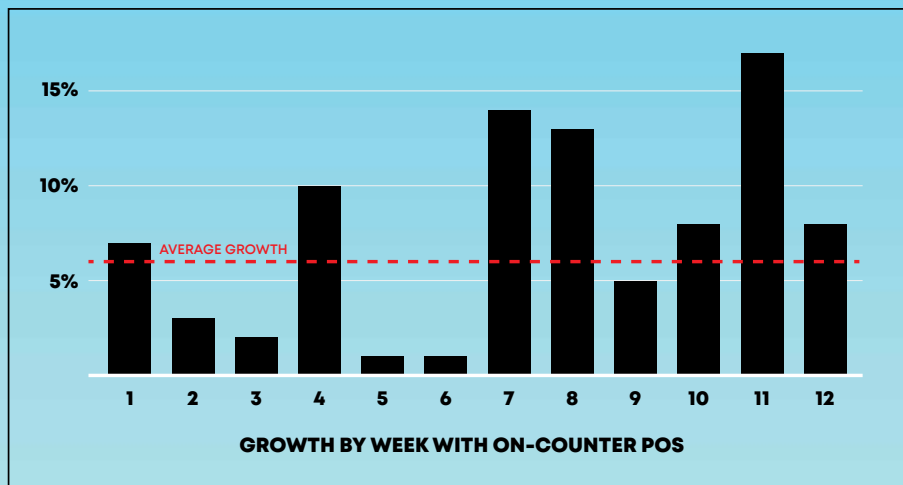
MAXIMUM SALES DRIVER



COUNTER MAT



PLAYSLIP PPOS

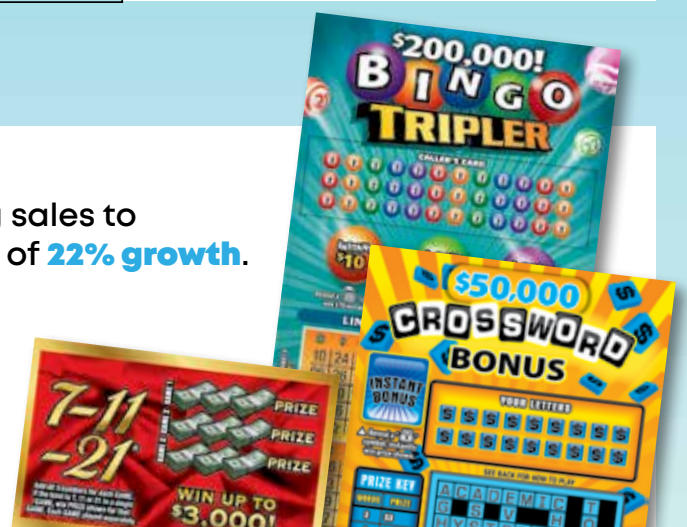


A well known gas and convenience chain saw **16% growth** when moving to on-counter Point-of-Sale.

Retailers with MSDs are performing an average of **5 to 7% higher** than retailers without, week over week.

The **top 250 retailers** who went from vending sales to on-counter only sales are seeing an average of **22% growth**.

Speed to Market for Instants is **\$80 per day per game**. If you wait to activate new games on Day 3 instead of Day 1, you've lost out on **\$640 in sales**.



Be Smart, Play Smart™ Must be 18 or older to play. Crisis counseling and referral services can be accessed at 1-800-GAMBLER or text "ILGamb" to 53342. For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.