

# Mark Your Calendars

Retail Transition and New Terminal Installation Begins This September



New equipment installation will occur from September through November in all Illinois Lottery retailers. These new retail terminals will deliver added functionality and exceptional performance. Thank you in advance for your cooperation!

## Plan for a Smooth Transition

In order to complete the transition by the due date, please follow these simple steps:

- 1 Confirm.** Confirm installation date and ensure staff members are aware.
- 2 Prepare.** Make sure the area is cleared the day before the installation.
- 3 Sign.** Sign for the new Intralot equipment when you receive your delivery.
- 4 Secure.** Keep the new equipment in a safe and accessible place while waiting for the installer to arrive.
- 5 Power On.** Keep the terminal powered on after installation to ensure it receives all software downloads and applications.
- 6 Train.** Attend the training event (when scheduled), and train staff on retail Play Days.
- 7 Sell.** Follow the retail readiness guide (to be supplied) to ensure you are ready to continue selling Illinois Lottery games.

## Instant Games You Should Sell

Don't miss any sales—activate these Instant Tickets! Order these hot-sellers if they're not already in stock!

New Games		Game #
<b>\$30</b>	\$5 Million Jackpot	253
<b>\$5</b>	Diamond Mine 9X	263
<b>\$2</b>	Fireball 5X	262
<b>\$1</b>	Double Doubler	261

Price	Name	Game #
<b>\$30</b>	\$10 Million Cash Bonanza	959
<b>\$20</b>	Illinois Millions	260
	Casino Millions	227
	\$1,000 Frenzy	242
	20 X 20	854
<b>\$10</b>	Break the Bank (Gigantix)	251
	\$250,000 Crossword	178
	Willy Wonka Golden Ticket	246
	\$300,000,000 Cash Spectacular	967
	\$1,000,000 Cash	206
	\$250,000,000 Cash Spectacular	893
	\$5,000 A Week For Life!	114
	Money Money Money	238
<b>\$5</b>	Money Match	250
	\$100,000 Poker	236
	Crossword	254
	Bingo	229
	Million Dollar Payday	201
	Money Machine	210
	Black Ice 7s	222
<b>\$3</b>	Special Olympics	258
	Fruity Fortune	248
	Red Ribbon Cash	249
	Crossword	228
	Bingo	223
	Treasure Hunt	237
	Yahtzee	221
	The MS Project	235
	Ticket For The Cure	214
<b>\$2</b>	Double Your Luck	257
	Triple Play	247
	\$100 Frenzy	240
	\$20,000 Richer	244
<b>\$1</b>	Win Pigs Fly	256
	\$50 Frenzy	239
	7-11-21	160
	Loose Change	179
	Red Hot 7s	243

## Helpful ADA Information

### Accessible Entrances

The ADA requires businesses to provide accessible entrances for their customers who have disabilities.



- Steps at the entrance can prevent access by a person using a wheelchair, walker, cane or can make entry difficult for those with mobility disabilities.
- Access to your business can be achieved with an alternate accessible entrance, a ramp or by installing a lift.
- If your business has two entrances, only one needs to be accessible. A sign must provide direction to the accessible entrance.



For more information call (800) 514-0301

## Retailer Spotlight

Five \$1,000 Prizes? That's a Frenzy!



Lucky player, Timothy Gibson, won FIVE \$1,000 top prizes on five different "\$1,000 Frenzy" Instant Tickets. Two lucky stores sold the first three tickets.

The first two were sold at Casey's General Store on Wabash Ave. in Centralia. The third winning ticket was sold at the Circle K on N Mill St. in Nashville. Congratulations to both stores and to the lucky player!

Your store could be featured next!

## Responsible Gaming—Do Your Part!

Ensuring the Illinois Lottery operates responsibly is crucial to building sustainable growth. DO YOUR PART to promote responsible play. The Illinois Lottery is set to launch a brand new Responsible Gaming campaign for all retailers across Illinois. The campaign will help you understand how to create a fun and safe environment for players to enjoy Lottery games.

**Retailer Hotline 1-800-842-3155**

Call if you need more inventory. Have your retailer number available. | Play responsibly. Must be 18 or older to play. Gambling Problem? Crisis counseling and referral services can be accessed at 1-800-GAMBLER. For more info or to exclude yourself call 1-800-252-1775.



# The Lottery Lowdown

August 2018

Get Your Customers

Scratchin'

AUGUST INSTANT TICKET SALES  
Will Have You Yelling,  
"Booyah!"



# New Instant Tickets

## Activate new games on August 7<sup>th</sup>

Don't miss any sales. Be sure to activate new games on August 7<sup>th</sup> or within 48 hours of launch!

Helping players to understand how games work helps to promote responsible and sustainable growth in sales.



### Double Doubler #261

\$5,000 Top Prize

This new \$1 game is perfect for occasional players. Try cross-selling with "Double Your Luck" or "Win Pigs Fly." If YOUR NUMBER beats THEIR NUMBER for any game, win the PRIZE shown for that game.

#### Game Highlights:

- Win up to \$5,000!
- Find a "MONEY STACK" symbol, win DOUBLE the PRIZE shown.
- Find a "MONEY BAG" symbol, win 4 TIMES the PRIZE shown.
- 5 chances to win!

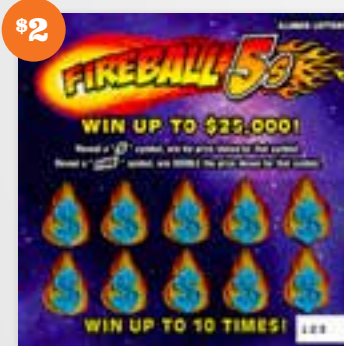
### Diamond Mine 9X #263

\$250,000 Top Prize

Diamonds are an Illinois Lottery Instant player's best friend! Reveal 3 matching symbols in the same GAME, win the PRIZE for that GAME. Reveal "DIAMOND" symbols to multiply the prize!

#### Game Highlights:

- Win up to \$250,000!
- Reveal a "DIAMOND" symbol, win 3X the PRIZE shown.
- Find 2 "DIAMOND" symbols, win 6X the PRIZE shown.
- Find 3 "DIAMOND" symbols, win 9X the PRIZE shown.
- 14 chances to win!



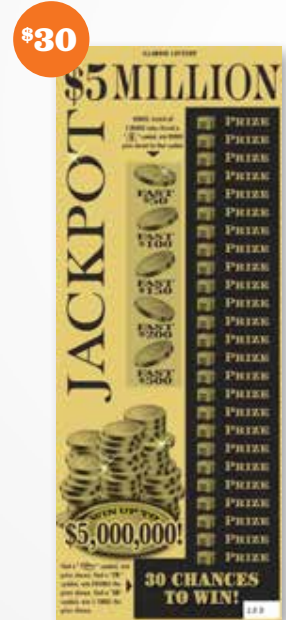
### Fireball 5s #262

\$25,000 Top Prize

Try selling this new \$2 match game as an add-on to other items. It's great for occasional players!

#### Game Highlights:

- Win up to \$25,000!
- Win up to 10 times!
- Find a "5" symbol, instantly win the PRIZE shown.
- Reveal a "FIRE" symbol, win DOUBLE the PRIZE shown.



### \$5 Million Jackpot #253

\$5,000,000 Top Prize

Wow players with a sleek new game that could win them \$5 MILLION. Reveal a "MONEY STACK" symbol, win the PRIZE shown. Players can even multiply their prize 2X or 5X!

#### Game Highlights:

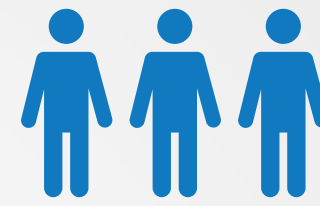
- Win up to \$5,000,000!
- Reveal a "2X" symbol, win 2X the prize shown.
- Reveal a "5X" symbol, win 5X the prize shown.
- FIVE bonus spots for a chance to win a fast \$50, \$100, \$150, \$200 and \$500.
- 30 chances to win!

# In The Know

## Did You Know?

1 in 4 core Instant players are also light Jackpot players.

This is your chance to cross-sell! When a customer purchases an Instant Ticket, ask if they'd like to add Powerball, Mega Millions or one of your Daily Draw Games.



Plays Instant Tickets



Plays Instant Tickets AND Jackpot Games

# Point of Sale

## August Instant Tickets

Summer isn't over yet! Check out these hot NEW Instant Tickets that your players will love. Remind them to play!

### Aisle Violator



**Aisle Violator:** Place on store shelves to disrupt the path to purchase and remind customers to play.

### Topper



**Topper:** Place on ESMM monitor or the on-counter ticket bin.

## Reminder: Keep your summer POS posted throughout August!



# New Retail Equipment Kit

## Photon Terminal

High-speed processing power and digital imaging technology delivers greater efficiency and ease of use.

## Photo Printer

Supports the Photon Terminal with exceptional processing power.

## Genion Check-a-Ticket

Interactive display enables simple messaging, which delivers an optimized user experience.

## Monitor/Pad

A high-definition, 22" display broadcasts new advertising and promotions to engage customers at POS.

## External Barcode

Ancillary accessory that gives retailers a second option for processing Instant Ticket stock management and all prize validations.

## 4G Multi-Operator

Seamlessly processes all terminal and media applications and delivers high-speed transactions.



# Easy Installation Process

**1 Notification of Installation**  
 Intralot Call Center will contact you one week before your scheduled installation date to make arrangements.

**2 Delivery of Equipment**  
 New equipment will be delivered to your store the day before your scheduled installation date. Sign for the equipment boxes, and put it in a safe place while waiting for the installer to arrive.

**3 Installation Confirmation**  
 Your designated installer will contact you 24 hours before your installation appointment to make sure you are prepared to have the new equipment installed at the agreed time.

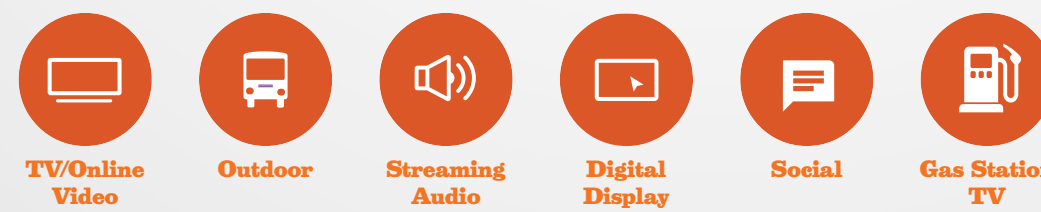
**4 Day of Installation**  
 Your installer will complete a store audit to make sure that the workspace is clear enough to complete the installation safely. They will have branded identification and an electronic work order. Once satisfied and following your confirmation, the installation process can begin. It will take up to 90 minutes to complete.

**5 Post Installation**  
 After installation, make sure the terminal is powered on to ensure all updated software and applications are downloaded. Once updated, you will be able to process all transactions on business changeover day in early December. There will be a separate rollout plan for the deployment of Win30 Dispensing Terminals, Triple Jackpot Boards and Customer Display Units. This will be scheduled after the business changeover date in early December 2018.

# Media Support Plan • July 5<sup>th</sup>– August 29<sup>th</sup>



Media support for July Instant Tickets will continue through August 29<sup>th</sup>.



All of Illinois

# Regional Training

## Retail Terminal and Equipment Training Mid-October to Mid-November

Illinois Lottery will arrange specialized retail terminal and equipment training at 16 regional training venues across the state. This mandatory training must be completed in order to continue selling Lottery products. Training will take place from mid-October to mid-November 2018. Illinois Lottery will also be holding in-store Play Days that will be led by participants who attended the formal terminal training. Look for more details coming soon!

Contact your Lottery Sales Rep if you have any questions.