

## WE'RE MAKING A \$15 MILLION INVESTMENT IN YOU!

2019 will see one of the biggest retail rollouts of new permanent point of sale equipment across the state. New and innovative equipment will enhance your store by greatly increasing the visibility of the Lottery. This is important real estate—Lottery is the premium counter brand in grocery, gas and convenience stores with annual sales of almost \$3 BILLION. We surveyed retailers at the recent Retailer Roadshows, and over 90% approved of the new equipment! Plus, we've already received an overwhelming amount of orders from enthusiastic retailers at the equipment training days.



## Why Promote Lottery?

### The Most Profitable 2-Foot of Space in Your Store

Lottery is the **biggest foot traffic driver** in the consumer packaged goods market with more sales than soft drinks, candy and snacks combined.

1

Lottery players have a **bigger basket spend** than non-Lottery customers by as much as **40%**.

5

**60%** of Illinois adults claim to **play the Lottery regularly**.

2

On average, **retailers earn over \$21,000** in retail commissions and bonuses.

6

1 in every 2 Lottery purchases are **made impulsively at the counter**.

3

Multiple **advertising campaigns** promote Draw Games and Instant Tickets throughout the year.

4

**25 cents of every dollar spent** goes to **good causes** in education and infrastructural projects.

7



## 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>\$5</b> Big Win	287
<b>\$2</b> Ten Years of Cash	286
<b>\$1</b> Ten Years of Cash	285

Price	Name	Game #
<b>\$30</b>	\$5 Million Jackpot \$10 Million Cash Bonanza	253 959

100X	269
Illinois Millions	260
20 X 20	854
Merry Millionaire	275

Emerald 10s	288
\$30 Million Cash Extreme	280
Break the Bank (Gigantix)	251
\$250,000 Crossword	178
\$250,000,000 Cash Spectacular	893
50X	268

Amethyst 7s	278
Wave of \$500s	267
25X	267
Diamond Mine 9x	235
Crossword	254
Bingo	229

Super 7s	282
Red Ribbon Cash	249
Crossword	228
Bingo	223
The MS Project	235
Candy Cane Crossword	272
Carolyn Adams Ticket for the Cure	273

Hot \$1,000s	281
Winter Green (Veterans)	277
10X	266
Double Your Luck	257
\$100 Frenzy	240
Fireball 5X	262

Frosty \$5,000	276
Holiday Cash	270
5X	265
7-11-21	252
\$50 Frenzy	239
Double Doubler	261

## Winning Retail Location



One lucky customer matched all five numbers with a Lucky Day Lotto Quick Pick. The ticket was purchased at Circle K, 601 N. Neil St. in Champaign. The retailer will receive a selling bonus of \$3,500! Talk about a win-win. If one of your customers wins over \$600, tell them to sign the back of the ticket and keep it in a safe place until they visit one of the Lottery's prize centers.

Your store could be featured next!

## Responsible Play

### Do Your PART: RESPOND

If you are concerned about a player's behavior, it's important you respond appropriately.

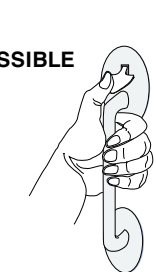
Simply provide the individual with one of the Illinois Lottery's *Be Smart, Play Smart* handouts on responsible play and problem gambling. If players ask for advice on problem gambling, direct them toward the Illinois Lottery website or advise them to call 1-800-GAMBLER for free advice and support.

## Helpful ADA Information

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

- Those who have mobility disabilities can have trouble using certain kinds of door handles.
- Handles with a thumb-latch, panel-type handles or round knobs are not accessible because the customer must grasp, pinch or twist.
- Accessible handles include lever and loop-type handles because they can be operated without grasping, pinching or twisting.
- Changing or adding door hardware to make your door accessible is usually easy and inexpensive.

NOT ACCESSIBLE



ACCESSIBLE



For more information, call (800) 514-0301.



## The new Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries
- Training venue information
- New play slip distribution

Please have your retailer ID number ready. If the query relates to your IGT/Altura terminal, please continue to call the existing Retail Hotline number 1-800-842-3155.

# The Lottery LOWDOWN

January 2019



## Give Your Sales a Winning Streak



## Give Your Customers a 10-Year Winning Streak

Be sure to activate the new Instant Games launching December 28th

Tell your players about the new January Instant Tickets coming this month! Players are going to love the new 10 Years of Cash Instant game. At \$1 and \$2, these games are perfect for players cashing in their winning Holiday gift tickets. With the chance to win up to \$105,000 a year for 10 years, your players could still be winning long after their New Year's resolutions are over!



### 10 Years of Cash #285

This NEW Instant Ticket offers players the chance to have a winning streak that will outlast any New Year's resolution – \$1,000 a week for the next 10 years.

#### Game Highlights:

- Win up to \$1,000 a week for 10 years!
- Win 2X your PRIZE.
- 7 chances to win!

### 10 Years of Cash #286

This NEW Instant Ticket will make players resolve to keep coming into your store with \$2,000 a week for 10 years. The price makes it great for both core and casual players alike.

#### Game Highlights:

- Win up to \$2,000 a week for 10 years!
- Win 2X or 5X your PRIZE.
- 10 chances to win!

### Big Win #287

With a top prize of \$250,000, players are going to go mad for the NEW BIG WIN Instant Ticket. Simply match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown for that number. If a player reveals a "WIN" symbol, they will win 5 times the PRIZE shown. Plus, players can win \$50 instantly with the FAST \$50 BONUS!

#### Game Highlights:

- Win up to \$250,000!
- Win 2X or 5X the PRIZE shown.
- Scratch the FAST \$50 BONUS for a chance to win \$50 instantly!
- 16 chances to win!

## DID YOU KNOW?

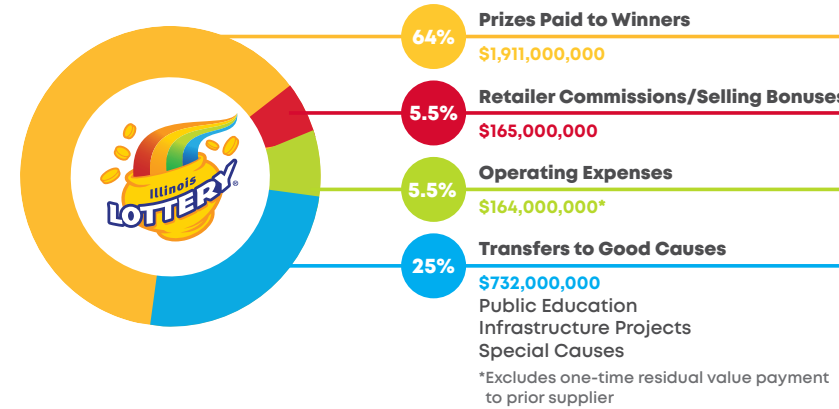
The most powerful Instant Ticket purchase drivers besides ticket price are top prizes, as well as the number of games on each ticket and important call-outs. Be sure nothing is blocking your tickets so players can see all that your Instant Lottery Tickets have to offer.

## Top reason for Instant Ticket purchases are top prizes



## Where the Money Went in Fiscal Year 2018

Playing the Illinois Lottery gives you a chance to dream big while supporting communities across Illinois. Twenty-five cents of every dollar spent on the Lottery goes to fund public education, infrastructure projects and other special causes. Since 1985, the Illinois Lottery has contributed more than \$20 billion in revenue to the state of Illinois.



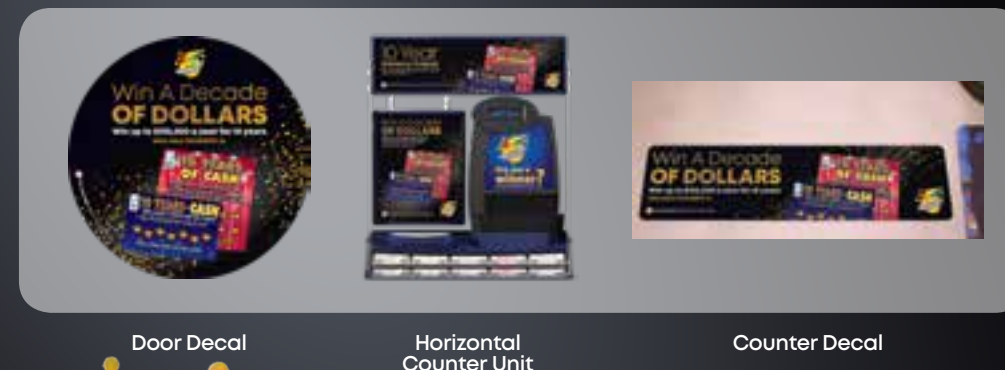
## Win a Decade of Dollars January Instants Media Support

This January, help your players start their new year off right – with a 10-year winning streak. With the NEW Decade of Dollars campaign, players can win up to \$105,000 a year for 10 years. Media support includes robust digital and social content, outdoor advertising, and eye-catching in-store displays engaging players with the idea that they don't simply win once, they win for 10 years.



## Start a Sales Streak with Your POS

This January could be the start of your customers' 10-year winning streak. New Year themed POS will get customers excited about the possibility of winning up to \$105,000 a year for 10 years! That's an entire decade of dollars, totaling over \$1 MILLION!



## STATE-OF-THE-ART EQUIPMENT AT NO COST TO YOU!



### THE MAXIMUM SALES DRIVER

- New Instant Ticket Display
- Optimum bin size for displaying Instant Tickets
- Modular unit in multiple sizes
- Integrated Jackpot Display
- Side security panels for extra protection

#### DIMENSIONS

29.5"W x 17.9"D x 39.8"/43.4"H  
(36 Bins — 6 x 6)



### LOTTERY TERMINAL SURROUND

- Sleek advertising unit housing
- The terminal, printer, PAD and 22" PAD advertises product features and Jackpot promotions
- Integrated power strip powers all equipment

#### DIMENSIONS

22"W x 15.2"D x 18"/23.6"H



### SECONDARY MODULAR DISPLAYS

- Multiple options to display Instant Tickets at secondary locations
- Includes an integrated Jackpot display
- Small footprint makes it easy to place in tight locations

#### DIMENSIONS

15.4"W x 18.1"D x 22.4"/26"H



### WINNER AWARENESS BOARD

- Promote Winning Instant Tickets in your store
- Two sizes available
- Magnetized disks promote prize amounts
- Interchangeable point of sale

#### DIMENSIONS

23.9"W x 1.5"D x 30"/34.1"H



### JACKPOT SIGN CROWN - IN STORE SIGN

- Illuminated ceiling sign
- Hanging wires for installation
- Enhances the Jackpot Sign

#### DIMENSIONS

37"W x 5.5"D x 8.5"H



### ILLINOIS LOTTERY WINDOW SIGN

- Full LED illumination
- Hanging wires for installation
- Sign promotes the availability of Lottery products

#### DIMENSIONS

17"W x 1.5"D x 19.5"H



### PLAY STATION

- Modular units to store and display play slips with ticket checking features
- Units come in floor standing or counter mounted options
- Floor standing unit comes with a writing ledge
- Interchangeable point of sale

#### DIMENSIONS

11"W x 17.7"D x 56.2"/72.6"H



### GENION

#### DIMENSIONS

10.7"W x 10.1"D x 17.4"/19.3"H



### PLAY SLIP HOLDER

#### DIMENSIONS

10.7"W x 10.5"D x 17.4"/19.3"H

## NEXT STEPS

1. Review equipment with your LSR
2. LSR will advise you on the optimum size of your maximum sales driver
3. Confirm the order with your LSR
4. The order will be submitted for installation in early 2019