

Why You Should Sell Instants



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

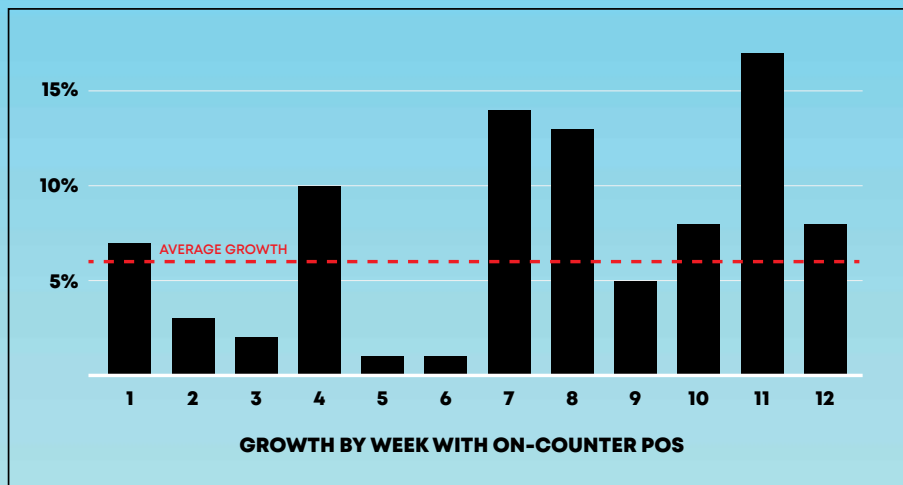
Displaying instant tickets on the counter will increase awareness and encourage consumers to purchase lottery tickets at your store.



MAXIMUM SALES DRIVER



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.