

WIN BIG BY FEATURING THE ILLINOIS LOTTERY

Our Maximum Sales Driver (MSD) merchandiser will have you making sales like a pro!

MAXIMUM SALES DRIVERS ARE THE BEST WAY TO INCREASE SALES FOR INSTANT TICKETS IN YOUR STORE

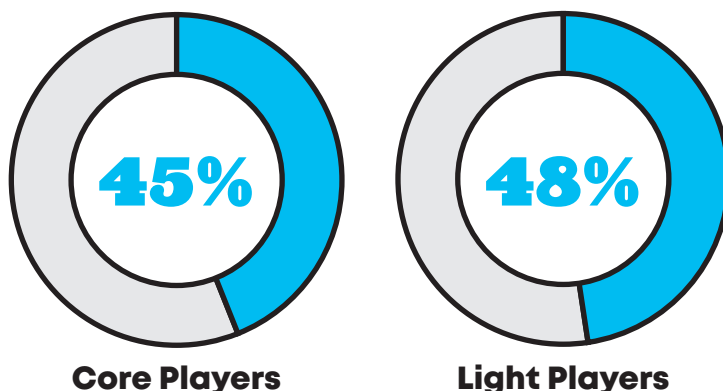
- An Instant Ticket display placed on the main sales counter allows for easier product selection.
- The unit is modular and available in multiple sizes.
- This includes an integrated Jackpot communicator to display current Draw Game Jackpots.
- Each bin allows Instant Tickets to be inserted for effective customer display.
- Locking security panels safeguard Instant Tickets from theft.



2.5X 

A Convenience Store Chain with MSD's placed in store outperformed the total chain by 2.5 times for 5 months consistently.

PLAYERS WHO DECIDE TO PURCHASE LOTTERY WHILE IN THE STORE



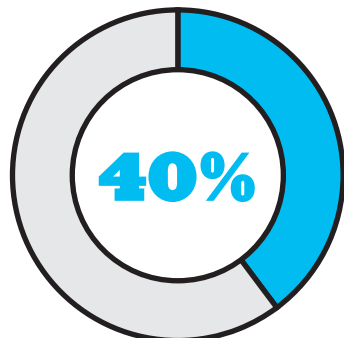
Making Lottery visible will encourage purchase, as most shoppers decide to buy while shopping in-store.

80% of Instant Ticket buyers also buy Jackpot and Daily games.



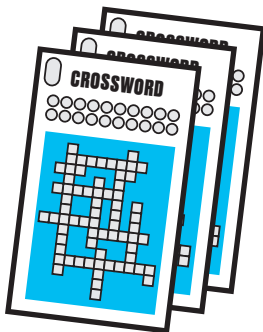
Featuring our Permanent Point of Sale (PPOS) merchandise will also raise awareness, trigger consideration and drive purchase in your store!

AVERAGE INCREASE IN BASKET SIZE



All Players

AVERAGE TICKET PURCHASE SIZE



3 Instant Tickets

Lottery on the front counter drives trips and increases basket size.

84% of shoppers purchase Lottery tickets even when it is not the main reason for the trip and on average purchase **3 Instant Tickets** per transaction.

ADDITIONAL LOTTERY MERCHANDISING DISPLAYS

POWER TOWER

A Power Tower display helps increase Lottery visibility and can drive additional impulse sales.



TERMINAL SURROUND

The Terminal Surround is a combined unit that keeps all lottery equipment organized in one place on your counter. The front is a display screen that features game advertising and the back holds the Photon, the sales terminal with digital imaging, and a thermal printer.



PLAYSTATION

For stores that have a little more space, the Playstations take your 'lottery area' away from the counter and free up the best-selling real estate in your store.



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.