



HOW TO MERCHANDISE TICKETS TO MAXIMIZE SALES

FOLLOW THE INSTRUCTIONS BELOW ON HOW TO LOAD TICKETS INTO THE MAXIMUM SALES DRIVER DISPLAY.

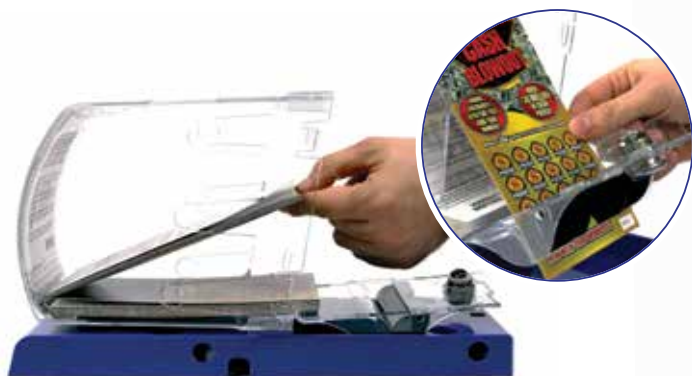
TICKET PACK EXAMPLE



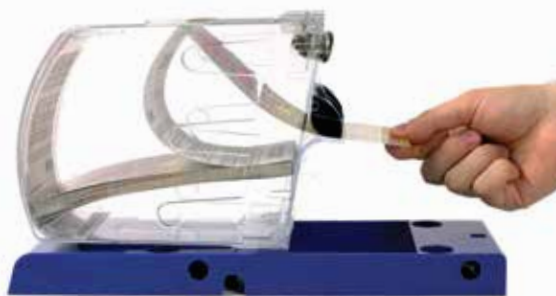
- 1 Unlock and open the dispenser using the mechanism located on the back of display.



- 2 To display the ticket in the ticket dispenser, detach the correct number of tickets from the pack and insert into the dispenser, sliding into plastic nibs that hold ticket in place. **Use the table below** to determine the correct number of tickets to insert.



- 3 Load the dispenser, placing the remaining ticket pack into the dispenser. Instant tickets can be loaded flat or curved, if they are larger.



- 4 Close and turn the key to lock and secure the dispenser.

DISPENSER TICKET LOADING BY PRICE POINT

Ticket Price Point	Number of Tickets in Bin
\$1	3
\$2	2
\$3	1
\$5	1
\$10+	1

MERCHANDISING DISPLAY MAINTENANCE

- For displays with a jackpot communicator, be sure to turn the power off before cleaning. Clean with warm soapy water and a damp cloth. **DO NOT** use solvents.
- **Contact your Lottery Sales Representative if you need additional support.**



Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.